

District 5



**community
advisory board**
City of Santa Rosa

**Community Advisory Board
Community Improvement Grant
2021 Application Form**

Project Name: Westend Emergency Prep Grant for Safety and Community Improvement		Requested Grant Amount: \$ <u>2,500</u>
Project Physical Address: 618 Madison Street Santa Rosa, CA 95401		Other Funding Sources: \$ <u>10,851.30</u>
		TOTAL Project Cost: \$ <u>\$4134.85/\$13,351.30</u>
		Group or organization: Westend Emergency Prep subset of West End Neighborhood Association
Nearest cross street: West 7th Street		How did you hear about the Grant Program? Email from the City of Santa Rosa
What is your CAB area? (Check one) <input checked="" type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input 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): City of Santa Rosa DeMeo Park, DeTurk Round Barn Dog Park, City Street Madison, City Street Pierson <div style="display: flex; justify-content: space-between;"> <div> <u>Name – Property Owner</u> </div> <div> <u>Grant Lead and Coordinating</u> <u>Title</u> </div> </div>		
Contact Person responsible for Grant Application		
<div style="display: flex; justify-content: space-between;"> <div> <u>Sheila Bell</u> <u>Name – Contact Person</u> </div> <div> <u>shebell@aol.com</u> <u>Email</u> </div> <div> <u>650-906-7416 mobile</u> <u>Phone</u> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div> <u>618 Madison Street</u> <u>Address</u> </div> <div> <u>Santa Rosa, CA</u> <u>City</u> </div> <div> <u>95401</u> <u>Zip</u> </div> </div>		

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 Sheila Bell

Signature Sheila Bell Digitally signed by Sheila Bell
Date: 2021.06.30 08:43:28 -07'00'

Title Grant Lead and Coordinator for Westend Emergency Prep

Date June 30, 2021



Community Improvement Grant Project Budget and Matching Funds

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)			
	See attached sheets for report of in-kind volunteer hours	N/A	\$6531.30
Contracted Services			
		N/A	
Materials/Supplies			
	Helmets for Bike Rally, Food for Bike Rally and prep session	\$497	
	Music Permit fee for Bike Rally and Music	\$50	
	Gifts and Certificates for Bike rally and Music participants and contest winner	\$150	
	Aluminum Signs, Plywood, Paint and Solar lights for Pierson Street	\$797	
	Insurance for Bike Rally	\$200	
	Id Tags for Plants and plants	\$654	
Printing/Reproduction			
	Photos, Printing	\$2	
Rentals			
	Port a Potty for Bike Rally	\$150	
Other			
	See funding sources below		4320.
	Criminal Bakery contribution dedicated to Picnic Table and benches (\$1200)		
Total Requested Grant Amount		A. 2500	
Total Matching Funds			B. 10851.30
Total Project Cost (A+B)		\$ 13,351.30	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Criminal Bakery - Dedicated to Picnic table/Bench for DeTurk Dog Park	6.29.2021	\$1200
Neighbor Cash Contributions Total	May/June 2021	\$870
Franco American Bakery	6.30.21	\$1700
Exteriors Landscape Architecture (\$300) and Wyatt Irrigation (\$250)		\$550
Total		\$4320

Name	Commitment	Cash
Criminal Bakery	DeTurk table/benches	\$1,200
Exteriors Landscape Architecture		\$300
Franco American Bakery	Doorhangers	\$200
Franco American Bakery	Cash donation #2	\$1,500
Eight Neighborhood Supporters	Cash donations \$20 - \$200 each	\$870
Wyatt Irrigation Company	Supplies	\$250
CASH Donations	TOTAL	\$4,320

In-Kind Donations

Nancy A Brown SoCo Deptment of Ei	Consult and review materials, plans and provide input as requested.	
Verigata - Denise Kelly	Horticultural Consulting 5 hours	\$60.70
Western Farm Center	Soil Amendments 5 @ \$16.99 + tax	\$92.60
Biologic	Torn bags of Soil amendments and use of lot for meetings	not determined
Andrew Carruthers	Use of Redwood Violin	intrinsic
SC Bicycle Coalition	Use of purchase of 24 helmets through the office	savings on cost

Community Support for the Grant

Nathan Gilfenbaum,	Sr. Program Manager Disaster Preparedness & Recovery Services Catholic Charities S.R.	
Criminal Bakery	Owner	
Franco American Bakery	Owner	
Western Farm Center	Owner	
Biologic	Owner	
Ever Flores	Santa Rosa City SD Area 1 School Board Member	
Neighbors of WNA Emer Prep	We have communicated bi-weekly on the potential of the grant	
Eight WNA donors to the Grant	We have received cash contributions from Westenders	
Individual members of the WENA Board		

Westend Emergency Prep CIG Budget 6.30.21

Play Music on your Porch Day		Total
Western Farm In-kind donation 3 hay bales for resting		\$32.70
Use of Redwood Violin		\$100
Certificates of participation and small gifts		\$75
Water		\$25.00
Display stands		\$40
Permit fee		\$25
Total		\$297.70
Bike Rally		\$297.70
Purchase of helmets through SCBC 24 @ \$8.95 per		\$192
Materials for Posters and Helmet decorations		\$50
Snacks for the 4.16		\$55
Map Production		\$15.00
Bike Heroes Collage		\$25.00
Food for 4.23.2022 Event		\$250
Stands for displays		\$40
Photos and printing		\$25
Donated Bikes restoration		\$100
Small Gifts and certificates		\$75
Permit filing fee		\$25
Port a potty rental for the day		\$200
Event Insurance		\$330
Total		\$1,382
DeMeo and DeTurk		\$1,382
Waterproof Plant identification cards		\$155
Planting amendments		\$500
Drinks for summer months		\$100
Approved plants		\$500

Westend Emergency Prep CIG Budget 6.30.21

First aid kit		\$25	
		\$1,280	1280
Pierson Street Safety Project			
(2) 24"X 24" Share the Road Aluminum signs \$49.95 + tax shipping		150	
Paint for sandwich board signs 6 quarts		\$108	
Brushes for the painting		\$31.90	
Plywood for sandwich board signs (2) 4' x 8'		208.28	
solar lights (4)		\$594	
Grants for up to 5 residents for parking permits for first year Pr \$20		\$100	
Hinges for sandwich board (3) @ \$9.97		\$29.97	
	1222.15		1222.15
Westend Emergency Prep Door Hangers			
Paper and printing Quality door hangers		\$250	
			\$250
			4431.85
Total Budgeted for all Projects			4431.85

Westend Emergency Prep CIG Volunteer Hours 6.30.21

Activity Music Volunteer Hours				# PEOPLE*	HOURS	Total	
Street Monitors				5	4	20	0
Musician Contacts				1	5	5	0
Clean up				10	1	10	0
Set up for displays				3	3	9	0
Staffing for displays				3	5	15	0
Music Flyer and door hanger distribution				15	2	30	0
Production/Assemblage of information for displays				3	2	6	0
						95	95
Bike Rally Volunteer Hours							0
materials purchase for posters/ helmet decorations				2	2	4	0
4.16 work spaces materials/support for activity 3				3	2	6	0
purchase of snacks for 4.16				2	1	2	0
Create and initiate system to identify needs for Bike & Helmets				2	2	4	0
Purchase and pick up of helmets				1	2	2	0
Group to determine safety needs for WestEnd children				2	1	2	0
Create map for safe riding paths in West End				1	2	2	0
Set up for Safety presentation at DeMeo 4.23				2	1	2	0
Plan for bike rally route				1	2	2	0
Monitors for bike rally route				8	1	8	0
Create Collage of Sonoma County Cyclists Nat/Int level/kids				3	2	6	0
Physician				1	1	1	0
Climate change related displays				2	2	4	0
Purchase and cook hotdogs				2	4	8	0
Photos at the events				1	2	2	0
						55	55

DeMeo and DeTurk Volunteer							
Starting 7.24 and ten months	avg 8 volunteers at 2.5 hours			8	2.5	20	
Periodic planning meetings with team, consultants and City during the year				5	3	15	
Set up and guidance displays use of Foldscopes - Bug hunt				2	3	6	
Create plant identification cards for plants in DeMeo				2	4	8	

Westend Emergency Prep CIG Volunteer Hours 6.30.21

Post children's artwork in both DeMeo/DeTurk Bulletin Boards				
	Hours	# People	Total Hours	
Demeo and DeTurk Volunteer Hours				
Periodic Recycling, Climate, Soil, Plant displays	4	4	16	
WENA/City/Criminal work together to purchase & install picnic table by 4.15.22	10	2	20	
Total			89	89

Pierson Street Safety Project

Creation of sandwich board signs to slow down	5	3	15	
Posting /mounting of signs	2	2	4	
Purchase of Solar lighs mounted in winter on signs	2	2	4	
Petitions and information for SR Parking District	3	2	6	
informational meetings prep	2	2	4	
Purchase commercial signs	1	1	1	
Total			34	34

Westend Emergency Prep Door Hangers

Artist and Consultant	8	2	16	
Distribution (noted in Music section)				
Preparation for distribution	2	2	4	
Preparation of Template for use in other neighborhoods	1	2	2	
Total			22	22
			0	
			0	
Total Volunteer Hours for all Events				295



Westend Neighborhood Emergency Prep CAB Community Improvement Grant

The Westend Neighborhood Association (WNA) Emergency Prep is a subset of the West End Neighbor Association (WENA). The WNA EP emerged after the Tubbs Fire dedicated to creating structures and systems to alert and prepare neighbors for emergencies. We work within the West End Neighborhood Association. In this role, we have written several articles for the WENA Newsletter, participated in the Halloween Parade, set up displays at the biannual meetings/annual Picnics and was asked to report at the annual meetings. We have enlisted neighbors for area captain roles, distributed gas shut-off wrenches, created and dispersed Dog Emergency Starter kits, gone door to door with a set of dialogue questions to assess neighbor's level of readiness and preparation. In addition we provided a series of house meetings and small training sessions on topics of earthquake preparation, and the use of home generators. This year we opened a weekly sidewalk office on Madison Street each month we focused on a different area of preparation. February: Use of masks, for this we purchased 600 masks and distributed 325 of them from February to May. In March we focused on Alerts with information, directions and 1:1 assistance to sign up. In April our focus was preparation for Earthquakes. In late April/May we distributed the NOAA radios at our "office". We requested 100 radios from the City of Santa Rosa; these were distributed from April to June. In early 2021 we were recipients of a pallet of surplus MREs from the SC Department of Emergency management. Our partner for this was Western Farm Center. They stored the pallet for us for four months until we had created a delocalized distribution plan. .

With the announcement of the CAB CIG our cadre of neighbors decided to apply to fund emergency projects: address safety issues on Pierson Street, Door-hangers with critical contacts and creation and distribution of first aid starter kits. *We sent a meeting announcement to our list of neighbors interested in Emergency Prep and 25 showed up.* At this meeting the group identified the need to build a stronger base of community to carry the work and message of emergency prep. We started brainstorming *a series of activities and events that builds community, spreads knowledge of Emergency preparation and celebrates our children and is supported by the City of Santa Rosa.* The planners emphasized that this would be an open group process that sought geographical, economic and cultural diversity. We welcomed all neighbors into our planning and events. We started with five starter ideas, aligned with the Grant. During the following series of large and small meetings these goals were refined.

Overall Goals: to build community, spread the knowledge and actions of emergency preparation, promote safety protocols during Emergency and Non-Emergency times, to celebrate our children, maintain a transparent, inclusive process; these remain the backbone of our grant application and are within each activity/event. Our grant contains five events to achieve these goals.

1. Parks: DeMeo Park Renewal/ De Turk Round Barn Equipment

Leads - Tres McKinney, Mark Mortensen, Criminal Bakery



Westend Neighborhood Emergency Prep CAB Community Improvement Grant

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|-------------------------------------------------|-------------------------|
| 2. Safety on Pierson Street | Lead: Ilya Faibushevich |
| 3. Bike Rally | Lead: Kevin Anderson |
| 4. Names and Numbers Door hangers | Lead: Robert Ankers |
| 5. National Play Music on Your Porch Day | Lead: Sara Overton |

DeMeo Park Renewal – Tres McKinney, Mark Mortensen, Criminal Bakery

As in other areas of Santa Rosa the DeMeo Park has been impacted by homeless citizens along with drug and alcohol use. During the winter they lived in the park, using the BBQ's to cook, broke the latches on the bocce cabinet and used the fenced bocce court as their dog kennel. The neighbors who live around the perimeter and park visitors are impacted by the toilet habits of the campers.

The lawn area has been semi maintained by the city but there are times that a complaint has to be lodged to get the grass mowed and weeds abated. The park trees have grown through the fencing and impact the parks perimeter and the residents' property. The plantings around the perimeter of the park are impacted by the weeds, the Wisteria arbor vines are in drastic need of pruning as are the trees and many of the planting areas are in sad neglect.

Understanding that park maintenance is stretched thin our planning groups' goal is to augment the city's crew and add amenities to draw more neighborhood use of the park. More regular maintenance, plantings in key areas to enliven the experience in the park might encourage more neighborhood families to use the park and discourage vagrants from taking it over. *We have built in Family Photo Sessions in the park in the spring to use our flowers as back drops.*

The West End Association has had a long effective relationship with the city in park maintenance. DeMeo Park Bocce Courts are adopted by the West End Neighborhood Association and the playground equipment was refreshed by a joint effort of the WENA and the City. *Our grant will support the renewal of the park.*

Our team leaders recently met with Ellio Torrano in the DeMeo Park and explored what volunteers could do to partner with park maintenance without crossing union lines. We discussed maintenance, planting and guidelines; Ellio approved our work day. We had 12 volunteers for our first workday on Saturday, June 19. *Our plan is to continue monthly volunteer days weeding between the fence and the playground berms and along the fence perimeter, augmenting soil and designing and planting evergreen and native plantings in key areas i.e. three park entrances and circular planter. We will provide monthly maintenance, designate two leaders to communicate with and to the City, provide PR for cleanup/planting days, promote the sponsors/funders in WENA/WNA communications, create plant identification cards, post children's artwork of plants in the Park Bulletin Board. We will offer sessions on proper recycling,*



Westend Neighborhood Emergency Prep CAB Community Improvement Grant

gardening and CO2 release during selected monthly workdays, and encourage kids to get their hands dirty and discover insects and microorganisms. We have sets of donated Foldscope microscopes that we will use and the kids can take them home..

For the **DeTurk Round Barn Dog Park** we have a contribution of \$1200 dedicated to an additional picnic table and bench. We know that citizens cannot buy and install such equipment in SR City Parks but we are optimistic that the city will work with this contribution to make it possible. *This will build community and increase the use of this park by Westenders, dog park visitors and the general population of Santa Rosa.*

Pierson Street Safety

Lead Ilya Faibushevich

Our goal for Pierson Street is to call attention to residents' needs and with the support of the Westend Emergency Prep and the West End Neighborhood Association seek practical solutions, until the city moves to improve conditions. *We want to reduce speeding and increase visibility at the creek crossing and create safer conditions for our neighbors, cyclists and pedestrians on Pierson.* New housing developments have increased pressure on traffic in the Dutton/W3rd junctions. Pierson Street has become a new thoroughfare. Drivers use Pierson St. to reach W 6th, by traveling east on W 6th/7th drivers skirt signals and traffic going east into town. Speeds are up and concomitantly a greater number of walkers, runners and cyclists use the trails and cross Pierson at the bridge. Pierson is now identified as a bike route by the City and is on the new Sonoma County Bicycle Coalition map.

We invited Pierson neighbors to a meeting on May 21 to brainstorm ideas. We met at Biologic, who contributed meeting space in their yard. Our plan is to have kids and adults paint eye catching street signs to slow traffic, in addition to our signs we will purchase commercial signage, and solar lighting to illuminate these signs in the winter. This will provide additional safety for cyclists and pedestrians during the winter months. Two sets of our signs will be created, one for back up and rotation. Neighbors will review benefits of filing for a SR City Parking District, which would create a posted 2 hour parking zone. Residents would pay \$20 annually so they can park on the street. Posted hours are flexible to the agreement. We will pay for the first year's fee of \$20 for five residents who find this a hardship. Will Smith, SRJC Art instructor has donated 5 hours to consult and assist with our hand created signage. Biologic has contributed their garden space for our future meetings. Outside of this grant, we will pursue a street mural at the bridge crossing to create a safer crossing. In preparation for this grant our Grant Lead, Ilya has been in communication with Rob Sprinkle in the SR City Traffic Division. We are confident that this will result in some with improvements on Pierson that will benefit cyclists, Pierson Street residents, West End neighbors and residents of Santa Rosa. This would not have happened without grant preparation and investigation.



Westend Neighborhood Emergency Prep CAB Community Improvement Grant

Bike Rally Lead Kevin Anderson

The West End Neighborhood Association (WENA) hosts an annual Bike Parade on the third Saturday of July; this year it is set for July 17th. We decided to build on that event's success by offering a Bike Rally on April 23rd, 2022. *This rally will emphasize bike safety and continue to build community around cycling safety and cycling enjoyment for both children and adults.* The rally is scheduled for April 23, the day after Earth Day. But events will start on April 16th when we will award two donated bicycles to Westenders who submit application. On this day, volunteers will have the DeMeo Park set up for poster making and helmet decoration. Snacks and drinks will be provided to participants and our volunteers who are there for DeMeo park maintenance/planting. Using the grant we will purchase 25 helmets through the (SCBC). Each child in the Westend will receive a helmet, if they need one, *our goal is to increase the use of helmets thus promoting safety.* We will have sufficient number of helmets to make a similar offer for the WENA annual bike parade in July 2022. This is a sidewalk friendly neighborhood, so we intend to emphasize the protocols for sharing sidewalks/bike paths with pedestrians and dog walkers. We will offer a safety presentation by Sonoma County Bike Coalition staff. Information will be shared featuring cyclists from Sonoma County who have reached national and international prominence, reinforcing cycling as a well-respected sport. A resident physician will highlight how cycling reinforces good health. A map will be produced that highlights sample safe rides through the West End. The program for the 23rd will introduce cycling as a way we can reduce the effects of Climate Change. The program will feature a display of decorated helmets and the safety program. The group will be divided up into ability levels and split for three rides in and around the Garden Tract and the northern West End triangle. We will have adults participate in the ride and have monitors for road crossings. All groups will make the Round Barn loop. Upon return to the park contest winners will be announced by Ever Flores-Deras SRCS Trustee Area 1 school board member. Ever will serve as a judge along with Kevin Anderson and a representative of the Sonoma County Bicycle Coalition (SCBC) to select winning posters and helmets. The program will end with a group cheer to celebrate the winners for the posters and the helmets and the rally. Finally we will offer BBQ hot dogs, drinks, chips and music. We will provide a Port a Potty for this event and purchase insurance. The Posters will be used in the WENA bulletin board cases and in West End Businesses. Photos will be taken of the winners and their creations. Small prizes will be awarded. As per call today (June 30) from Lacey Chaffin, from SR City our Permit for the Bike Rally has been ✓ approved.

Play Music on the Porch Lead Sarah Overton

The event will take place on National Play Music on your Porch Day, August 28 from 4-7 PM. This event will build on the work the neighborhood is doing to *build community*. Our long term goal is for this to become an annual event, with a plan to decentralize it in future years. We plan to hold the event on two blocks of Madison Street. We have filed a permit with the city and have back up plans if they do not issue a Block Party approval. The ends of the streets will be used for displays relative to



Westend Neighborhood Emergency Prep CAB Community Improvement Grant

Climate Change, Emergency Prep and Safety information. We will use the resources of people in our neighborhood for these displays/presentations. Canopies and tables will support the Emergency/Safety displays. *Western Farm will contribute three hay bales for those who need support.* Energy/water conservation will be woven through this all the other events.

The music will feature members of the Westend (and a few others) who play music. We have one house dedicated to piano playing and all piano players will use this piano, unless they use a personal keyboard. We have the support of Andrew Carruthers. Andy is the violin maker who created the Redwood Violin. This violin will be played. We have approval of neighbors to use their porches and yards. Sarah will create a schedule of players, they will repeat during the event. This is not going to be staged as a concert but a time for neighbors *to share the bounty of music in the West End., learn new concepts about climate and safety and strengthen our community through our talents.*

We have received enthusiastic inquiries about this event from citizens who attended the June meeting of "Santa Rosa Forward", this is something that can be replicated all over SR. We will have a special focus on children who play music. Each participant will receive a certificate of participation and a small gift. We plan to encourage of residents on the south side of W 6th and those on the east side of Cleveland to attend and participate. Posters for this event will be displayed in the West End businesses and put in our two neighborhood bulletin boards. We will also use our West End web site and Facebook pages. When we go door to door with the Door Hangers, walkers will talk about the event.

Communicated with Tara Thompson from Santa Rosa City Office, our permit has been received and will be processed soon. ✓

Door-hangers Important Names and Numbers Lead Robert Ankers

Living through the last three years of wildfires, evacuations and Power shut-offs, the Westend Emergency Prep team realized the importance of the Alerts, the designations for evacuation districts, SRPD and SRFD non-emergency numbers, our SRPD Beat number and the Sgt. assigned, the district number of our City Council and our SR City Council representative. In addition to our Emergency contacts we also want our neighbors to have standard information, e.g. SRCS School District Area and board member, number to call for nuisance dumping, Graffiti help. What makes our lists of "must know" different from others, is that they will be specific to our neighborhood and they will be in the form of a door hanger. We are going to recommend that neighbors hang them on the back of the closet door, a door that has little use. It will be there when needed. *We are going to share our template with other neighborhoods, so they can personalize the information to their area.* Our neighborhood partner in this project is Franco American Bakery. The bakery will be noted at the bottom of the door-hanger. One of our neighbors is a retired professional artist, he will donate his time to its creation. It will be dated, because the information will change and will have to be updated periodically. There will be blank space to accommodate personal information; e.g. the out of state contact person to text in an emergency, phone number for school.



Westend Neighborhood Emergency Prep CAB Community Improvement Grant

We sent out our final narrative this morning, sharing our goals and progress. In the last two days our neighborhood sponsors and residents have sent in an additional \$3000. We know that the work that went into this grant application has resulted in surfacing new leaders and residents willing to volunteer and work for our neighborhood community.

We have received feedback from other neighborhoods that they have interest in our Emergency Names and Numbers Door Hanger project and Play Music on Your Porch event. We are will to share our experience, knowledge and templates with the greater Santa Rosa Communities.

We wove our responses to the seven questions into our narrative of the five events. We also have a commitment to present information on Climate Change, Ecology, and Biology into our events. Our primary target is our youth. Hopefully these events will provide opportunities and time to for us to hear our youth, so we can learn from them.

We provided additional documents that provide a detailed accounting of Volunteer hours, our Budget needs, and support from our community in-kind and cash donations.

- The timeline for the DeMeo Park will run through June 2022, , the installation of the picnic table and bench will culminate when installed, the Pierson Street project will end when the signs and lights are installed by neighbors and a decision is made to become a SR City Parking District. Play Music on your Porch, the Bike Rally will end when the event is over. The door-hanger project will end when the door hangers are received from the printer.
- Overall support is shown with the list of sponsors. Environmental consciousness is woven into each event, less handouts more displays during the events. We will not use disposable water bottles and we will discourage the use of plastic.
- We will integrate what we learn at the Bike Rally into the 2022 Annual Bike Parade.
- We will convene a meeting in early September to review our Music event and make suggestions for 2022.
- The residents of Pierson Street will meet quarterly in person and communicate monthly to report on the progress made and to identify additional needs, concerns and achievements.
- The WNA team will encourage families to use the DeMeo Park annually to take family photos.