



Neighborfest Pilot Program Outcomes

Community Advisory Board
Meeting
December 18, 2019

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Background



- During the 2017 wildfires, residents who had made connections with neighbors prior to the disaster were better able to help each other during the event.
- Staff researched different models and programs regarding community resiliency
 - City and County of San Francisco's Neighborhood Empowerment Network
 - FEMA's Whole Community Concept

Why Neighborfest?

Research shows that the more connected neighbors are to each other, the stronger their resilience is after an emergency.



Pilot Program Overview

- City staff applied for several community grants in 2018 and were subsequently funded:
 - Community Foundation of Sonoma County - \$10,000
 - Healthcare Foundation of Northern Sonoma County - \$10,000
 - United Way of the Wine Country - \$10,000
- Funds were used to:
 - Provide mini-grants of up to \$2,500 to participating neighborhoods
 - Develop and print program materials, including a Neighborfest logo, toolkit and event banner
 - Translate materials to Spanish
 - Purchase additional program supplies and materials for events (pens, binders, etc.)



Creating Resilient Neighborhoods to Build a Stronger Community



TOOLKIT



Pilot Program Overview

- Application sent to existing neighborhood groups and associations in summer 2018.
- Received 8 applications and selected all 8 neighborhoods to participate.
- Selected neighborhoods received the following:
 - A mini-grant of up to \$2,5000
 - *A Neighborfest Toolkit*
 - Additional planning support and resources via Neighborfest staff
 - A City organized disaster planning component at event
 - A map of their neighborhood upon completion of the event (developed and printed by the **Earthquake Country Alliance**)



Map Your Resilientville Sunset Avenue

NEIGHBORFEST

Goal: To identify issues and concerns with the local business, home and neighborhood, and to develop a plan of action to address them. The plan will be used to guide the development of a resilient neighborhood plan.

Water

Power/Fuel

Convening/
Open Space

Medical

Neighborhood Engagement Model Supported

Help map highlights:
- Issues
- Goals
- Needs

YOU ARE HERE

The Map Your Resilientville exercise was developed by...

City of
San Diego
COMMUNITY ENGAGEMENT

Name: _____
Address: _____
Name: _____
Address: _____
Name: _____
Address: _____
Name: _____
Address: _____
Name: _____
Address: _____

Roles and Responsibilities: Neighborhoods

- Recruiting neighbors for planning committee
- Planning and implementing Neighborfest event
 - Holding planning meetings
 - Developing budget
 - Obtaining proper permits and event insurance
 - Inviting at least 3 community organizations to table at event
 - Planning for food, entertainment and other activities
 - Developing outreach materials
 - Conducting outreach to their neighborhood
 - Implementing the event
 - Participating in Neighborfest evaluation activities



Roles and Responsibilities: City of Santa Rosa

- Coordinate participation of:
 - Santa Rosa Fire Department
 - Santa Rosa Police Department
 - Other City departments, as needed
 - Community Advisory Board
 - Red Cross
 - Healthcare Foundation of Northern Sonoma County
- Conduct *Map Your Resilientville* activity at each event
- Sign-up residents for SoCo Alerts
- Provide promotional items including:
 - Reusable bags
 - Mini-flash lights/pens
 - Disaster preparedness materials from the ECA



Participating Neighborhoods

Neighborhood Association/Group	Date of Neighborfest	Time of Event
Junior College Neighborhood Association Location: Santa Rosa Charter for the Arts	June 8, 2019	1:00 p.m. – 4:00 p.m.
Moorland Neighborhood Action Team Location: Andy's Unity Park	June 22, 2019	10:00 a.m. – 2:00 p.m.
Burbank Gardens Neighborhood Association Location: 500 block of Brown Street	June 29, 2019	12:00 p.m. – 4:00 p.m.
Sherwood Forest Neighborhood Location: Little John Lane	July 6, 2019	4:00 p.m. – 7:00 p.m.
West End Neighborhood Association Location: DeMeo Park (between W 7 th and Hewitt)	July 13, 2019	3:00 p.m. – 6:00 p.m.
Sunset Avenue-Roseland Neighborhood Location: Roseland Elementary at Sunset Ave side	August 3, 2019	9:00 a.m. – 1:00 p.m.
Aston Avenue-South Park Neighborhood Location: Martin Luther King, Jr Park	August 17, 2019	10:00 a.m. – 2:00 p.m.
Ridgway Historic Neighborhood Association Location: 300 Block of Benton Street	August 24, 2019	4:00 p.m. – 8:00 p.m.

Outcomes

Evaluation Methods

- Final Report
 - Number of neighbors in attendance
 - Number of new contacts made
 - Number involved in event planning
 - Number of community organizations that participated at the event
 - Successes, challenges and areas of improvement
 - Testimonials from event participants
 - Photos
- Neighborfest Survey
 - Process related questions for program improvements
 - Outcome related questions to measure social cohesion and resilience

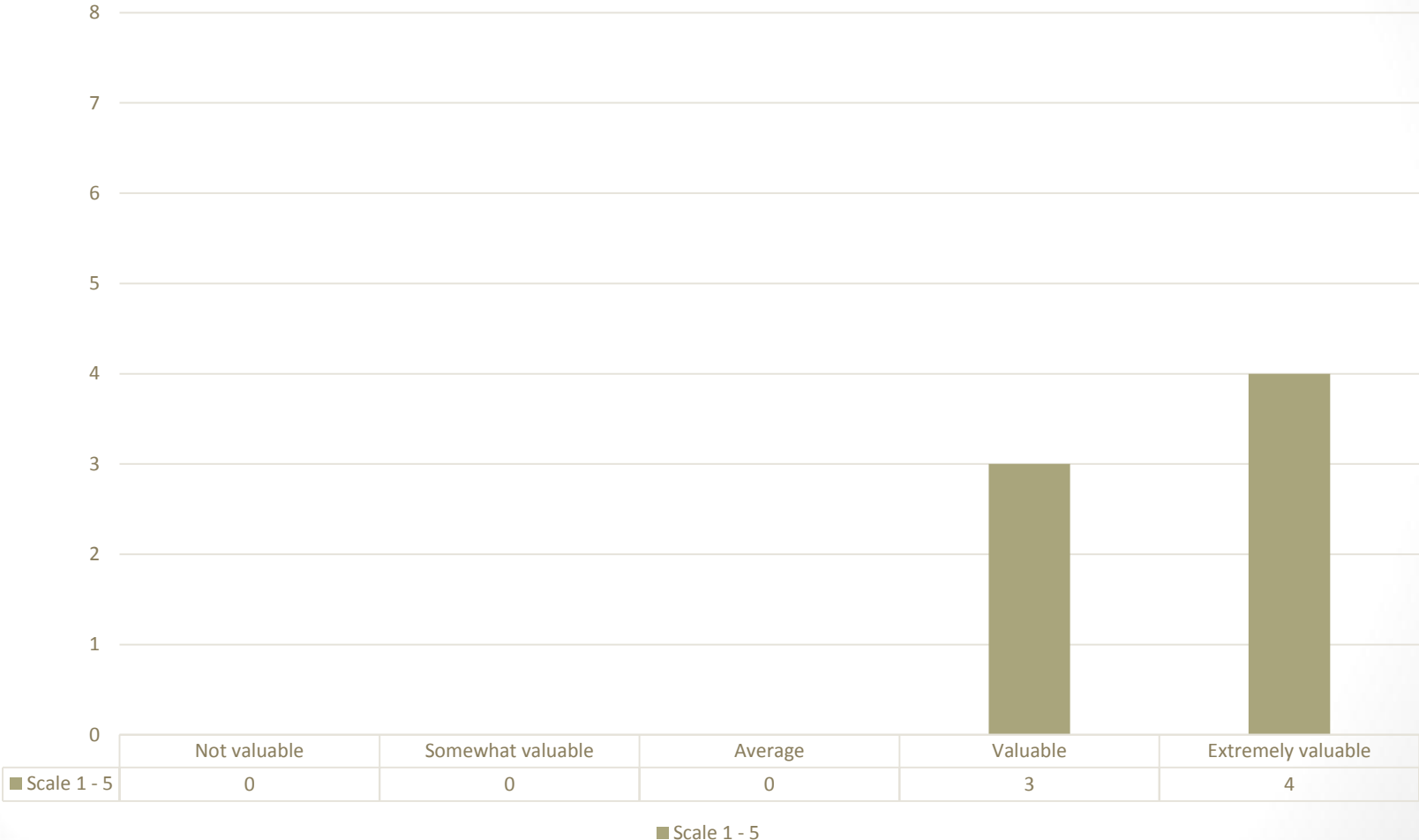
Outcomes

Neighborhood Association/Group	# of Attendees	# of New Neighbors	# Involved in Planning	# Organizations
Junior College Neighborhood Association	150	25	5	3
Moorland Neighborhood Action Team	50	8	9	12
Burbank Gardens Neighborhood Association	150	53	6	5
Sherwood Forest Neighborhood	250	100	10	5
West End Neighborhood Association	100	10	8	7
Sunset Avenue-Roseland Neighborhood	95	95	4	11
Aston Avenue-South Park Neighborhood	200	30	12	8
Ridgway Historic Neighborhood Association	150	n/a	20	6
TOTALS	1,145	321	74	57

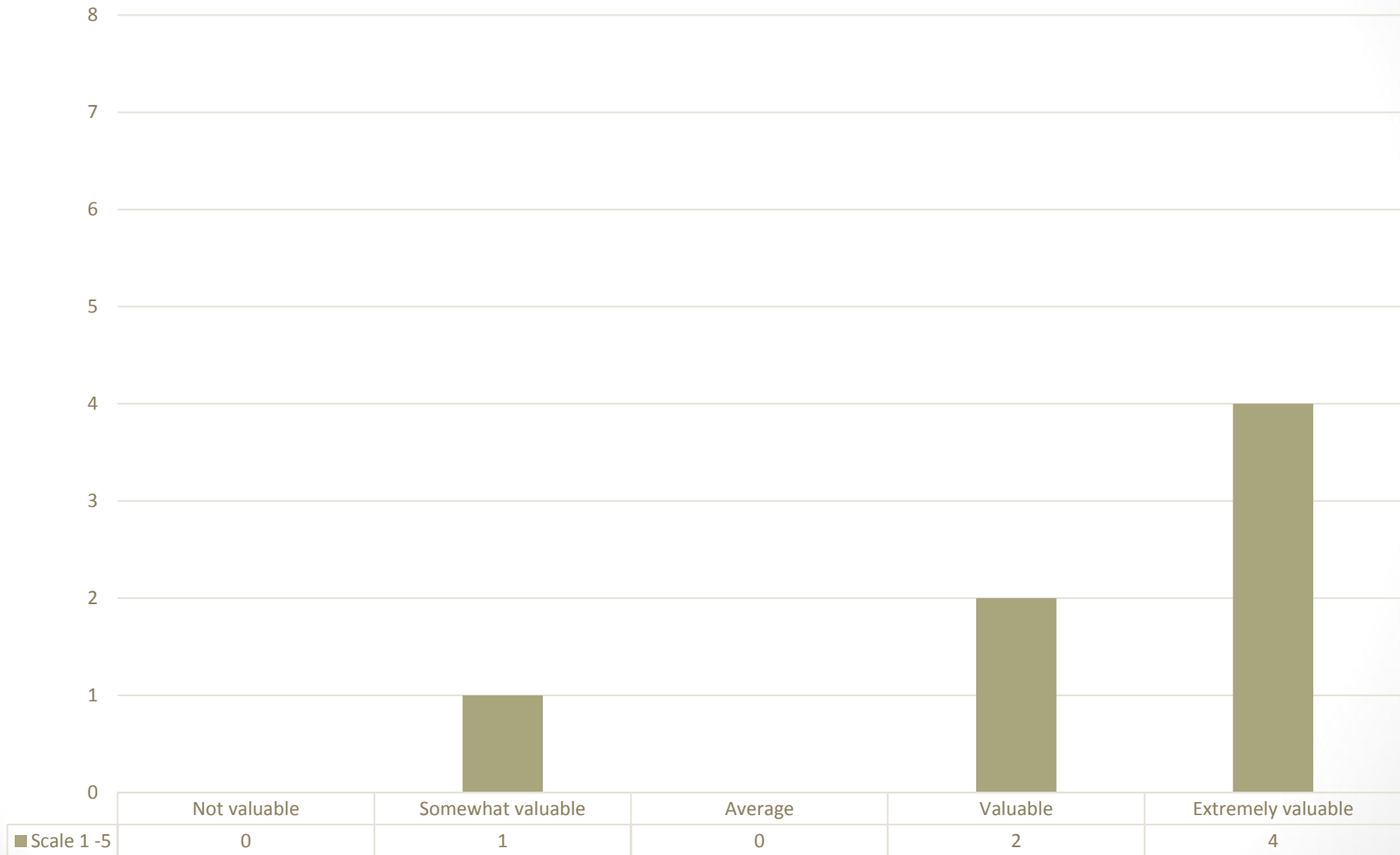
City of Santa Rosa



How valuable would you rate City Neighborfest staff in supporting your event preparations?

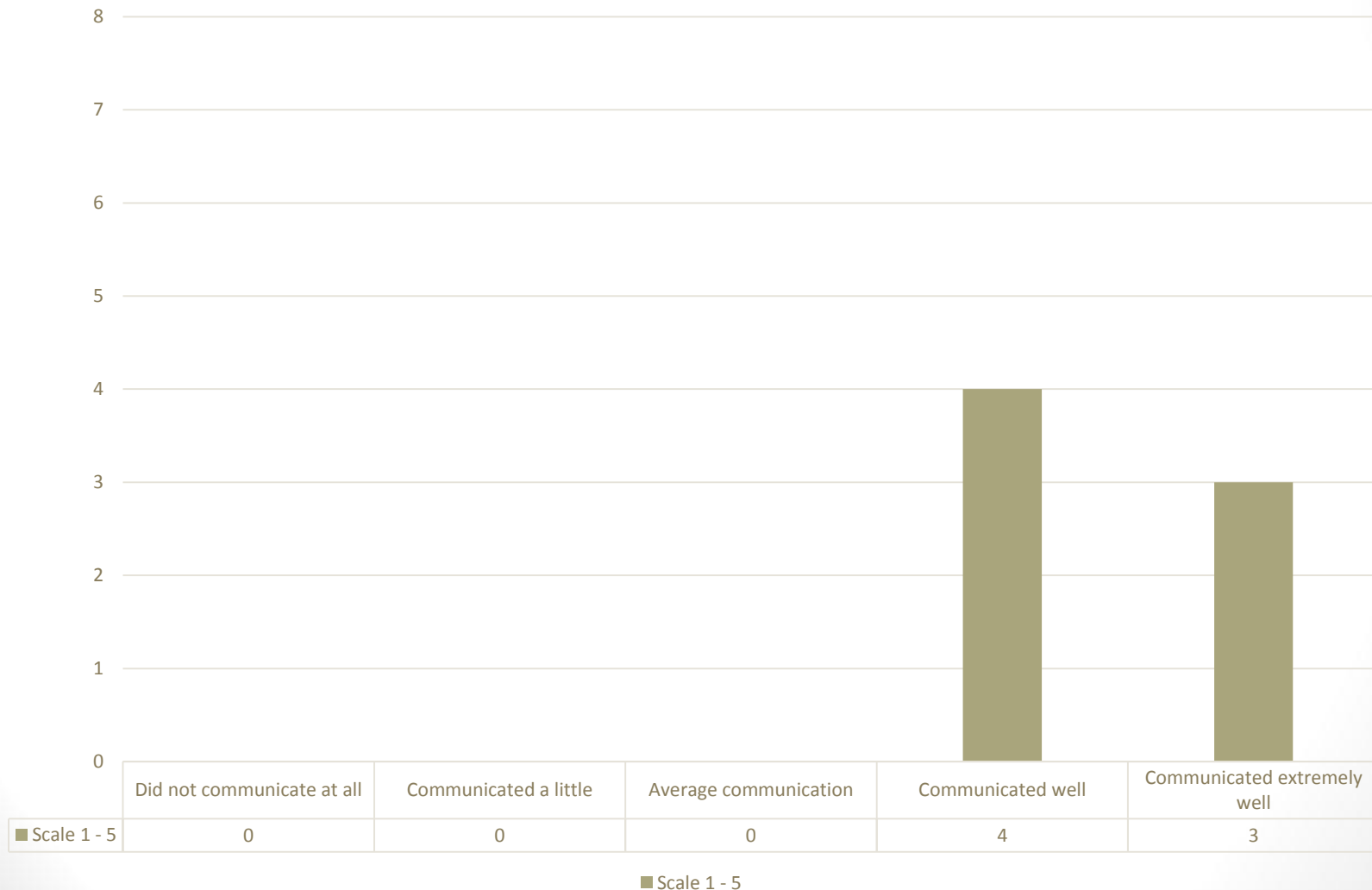


How valuable would you rate the planning tools provided (e.g. Neighborfest toolkit, logistic emails, etc.)?

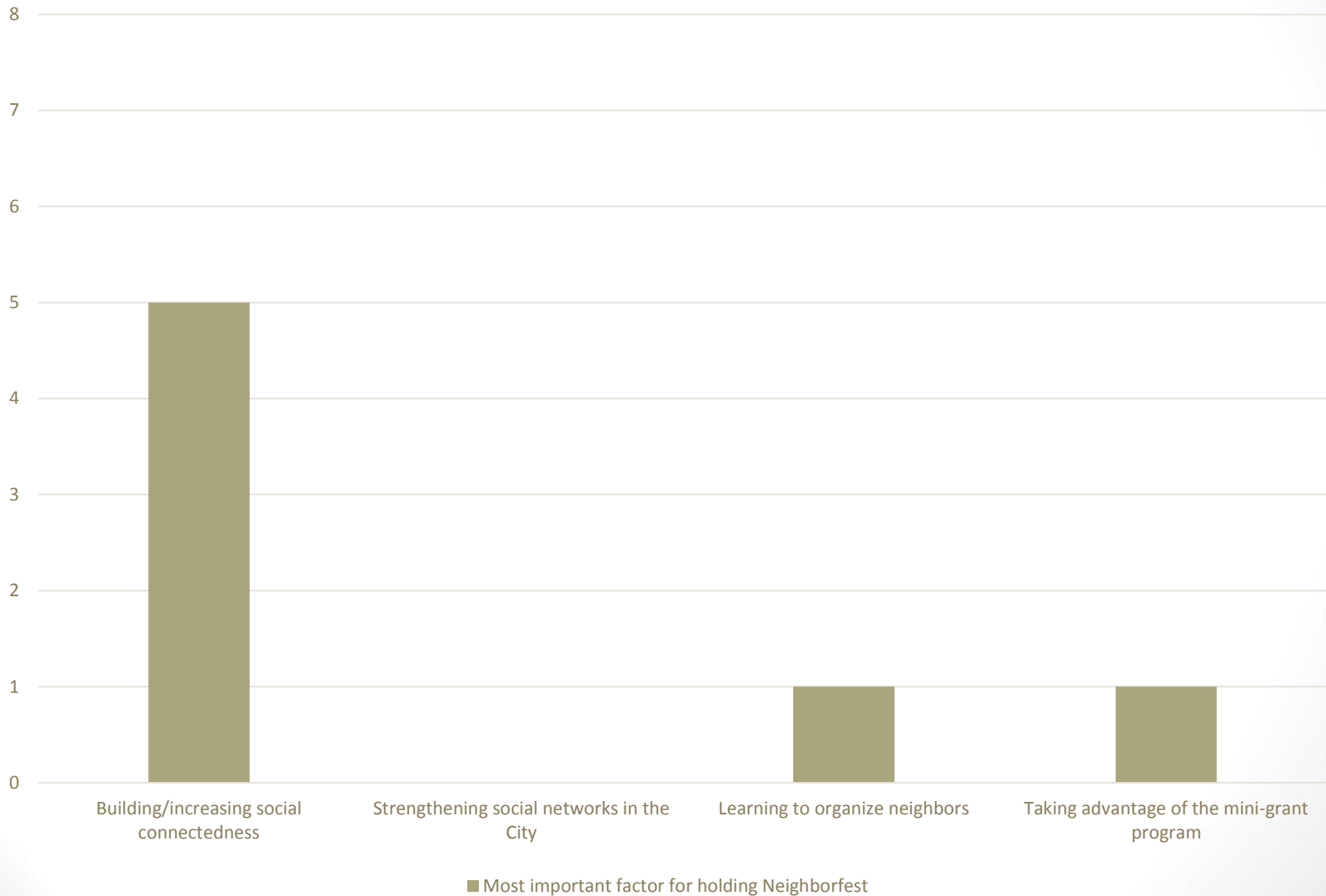


Scale 1 -5

Please rank how well City Neighborfest staff communicated about tools and resources available to you as an event host?



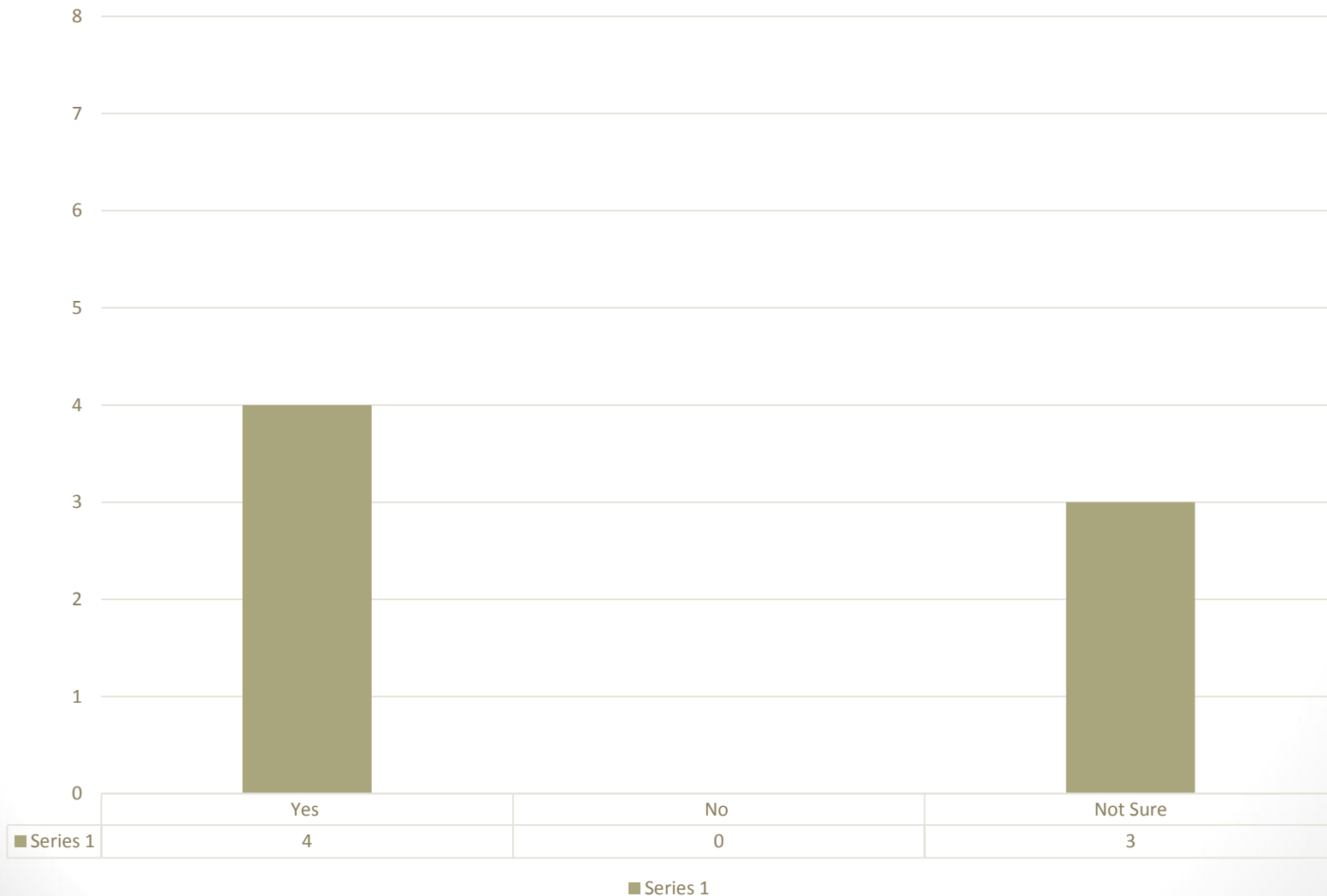
What would you say is the most important factor for you in hosting a Neighborfest?







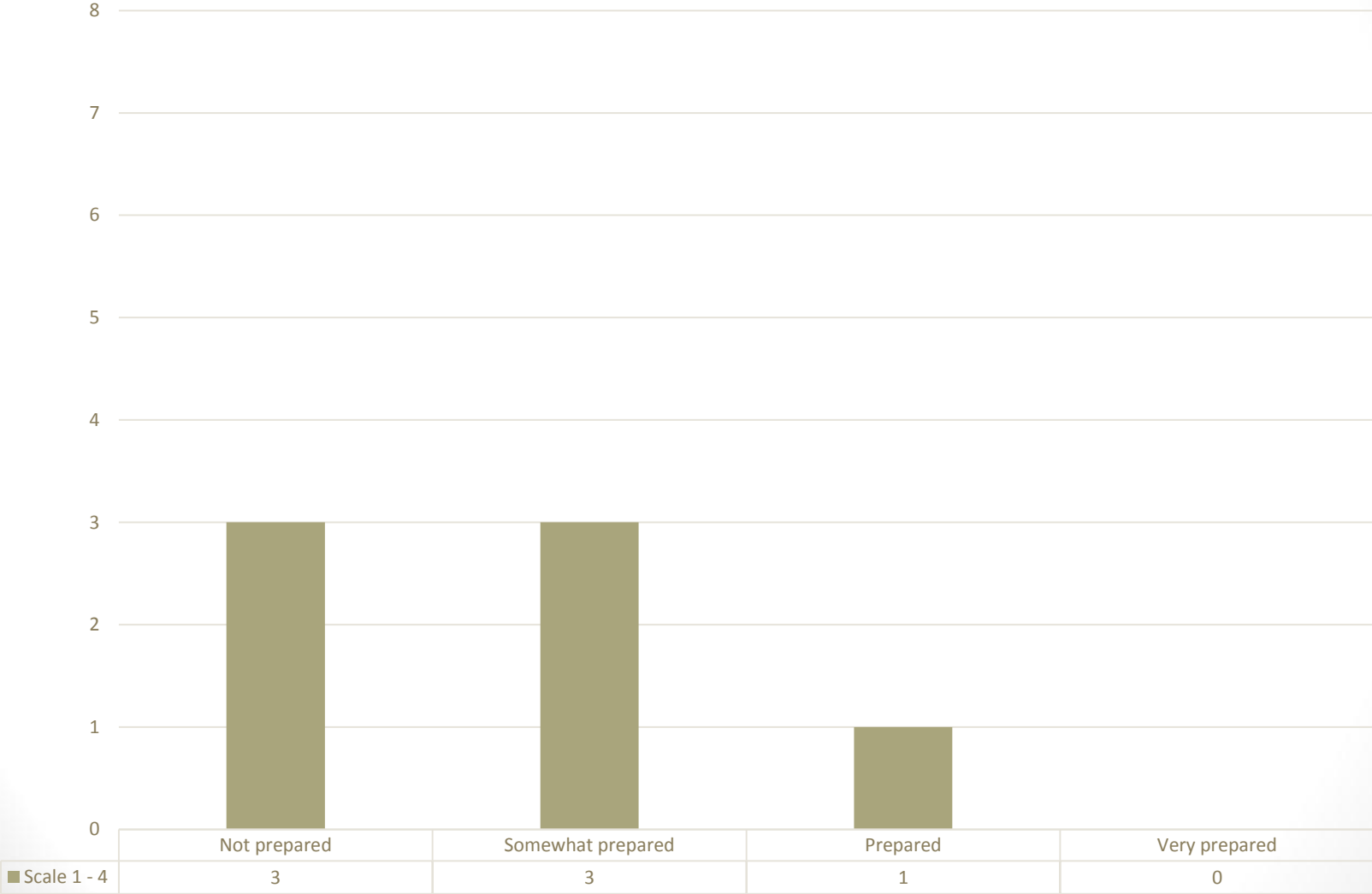
Do you feel the planning, hosting, and day-of activities has helped your community be stronger in facing a stress-event?





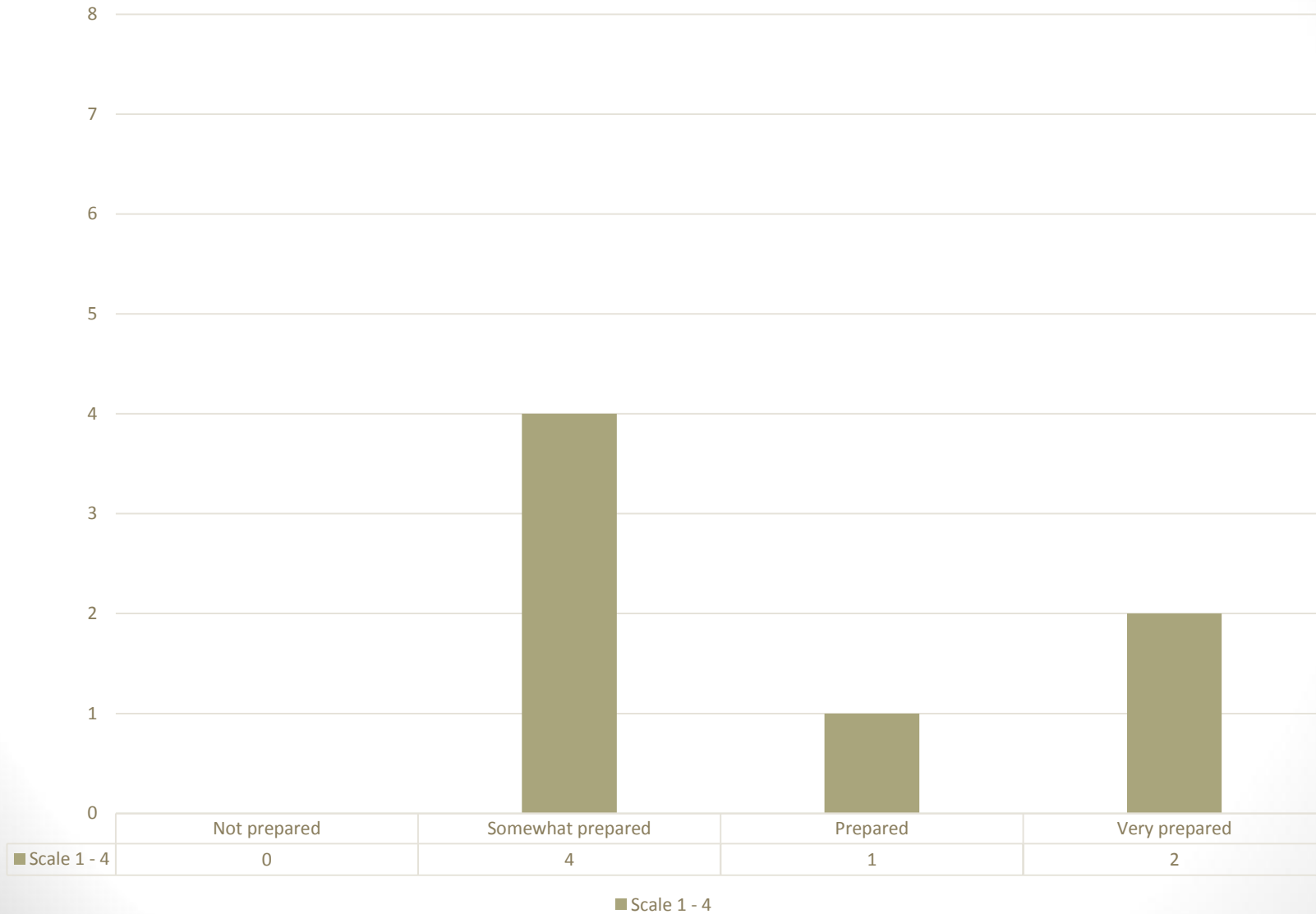


How would you rank your neighborhood's level of preparedness BEFORE participating in the Neighborfest Program?



Scale 1 - 4

How would you rank your neighborhood's level of preparedness AFTER participating in the Neighborfest Program?







Evaluation Wrap-Up

- Initial analysis showed:
 - Neighborfest provides an opportunity for residents to socialize with one another and create relationships with new neighbors.
 - Neighborfest provides educational opportunities for neighborhoods, as well as the opportunity to begin thinking about individual, family and neighborhood preparedness.
 - Neighborfest participation produced an increase in the level of preparedness for several neighborhoods



2020 Neighborfest Program

- Funded by the CAB's Community Improvement Grant Program
 - Applications due by 4pm January 6, 2020
 - 1 Neighborfest in each of the City Council Districts (7 events total)
 - Neighborfest PLUS will be tested out
- Delivered between June and October 2020



QUESTIONS?