



Project Name: Pro-housing Yard Signs	Requested Grant Amount: \$ <u>2500</u>	
Project Physical Address: Across City of Santa Rosa	Other Funding Sources: \$ <u>4900</u>	
	TOTAL Project Cost: \$ <u>7500</u>	
Nearest cross street:	Group or organization: Generation Housing	
	How did you hear about the Grant Program? City 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 type="checkbox"/> Core <input checked="" type="checkbox"/> Citywide Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754		
Property Owner (see page 3 for all requirements):		
<hr/>	Operations & Development	
Name – Property Owner	Title	
Contact Person responsible for Grant Application		
Stephanie Picard Bowen	stephanie@generationhousing.org	707-321-1896
Name – Contact Person	Email	Phone
1275 Fourth St, #179	Santa Rosa	95404
Address	City	Zip

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 Stephanie Picard Bowen

Signature Stephanie Picard Bowen Digitally signed by Stephanie Picard Bowen
Date: 2022.01.10 13:12:44 -0800

Title Operations & Development Director

Date 1/10/2022



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)			
	Operations Director (coordination of volunteers, sign requests, etc.)	N/A	1900
Contracted Services			
	Production Design		2000
Materials/Supplies			
Printing/Reproduction			
	100 Yard Signs (full color, double sided)	2500	
Rentals			
Other			
	Gas Reimbursement		500
	Farmers Market booth fees		500
Total Requested Grant Amount		A.	
Total Matching Funds		2500	B. 4,900
Total Project Cost (A+B)		\$7400	

Other Funding Sources:

Funding Sources		Date Committed	Amount
	Kaiser Permanente	11/1/2020	250000
	Providence	2/1/2021	75000
Total			



Community Advisory Board
2021 Community Improvement Grant Questions

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

Generation Housing is an independent, non-profit organization that advocates for more, more kinds, and more affordable housing in Sonoma County. They promote good housing projects (smart development – not sprawl!) and policies that spur development, educate folks about making sure everyone in Sonoma County has an affordable place to live is critical to the overall health, resilience, and prosperity of our county, and work in collaboration with others to find solutions to the financial barriers to housing development.

Generation Housing educates policymakers and the public about this critical intersectional relationship between housing and quality of life to increase public and political will for housing development, and to inspire and activate a counter voice to NIMBYism. Generation Housing rallies support for housing projects and helps to develop and champion solutions that reduce bureaucratic and financing barriers to housing development.

Generation Housing's work is strategically guided by its Mission, Vision, and Guiding Principles, which include values of equity and environmental sustainability, and a commitment to cross-sector collaboration.

The #WeAreGenH Campaign's mission is to build public and political support for affordable housing development by teaching that our housing system is connected with the overall health and prosperity of our County, humanizing our housing crisis, building community connection, and inspiring a collective commitment to equitable, sustainable housing solutions.

Create a new vision of Sonoma County housing, specifically in the City of Santa Rosa
Educate about housing's intersection with **quality of life** factors
Inspire resident **action** in support of housing
Foster a sense of **hope** about our county's future

The funds requested for this project would be utilized to print and distribute yard signs with the Campaign artwork. The artwork features images of folks from different sectors and highlights the cross-sector impact of lack of housing affordability. Everyone needs a safe and affordable place to live.

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

The funds requested for the project would be to print and distribute yard signs available to all City of Santa Rosa residents. Signs can be requested at www.wearegenh.org and are delivered by volunteers via a distanced porch drop off.

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

None

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

The yard signs are only a piece of an overarching public will building campaign happening county wide. Paired with an overall marketing and outreach campaign, across local print, radio and web media outlets, billboards, social media, tabling at farmers markets and other community events, etc., the campaign has a wide reach. All marketing directs consumers to the www.weargenh.org website where requesting a yard sign is highlighted as a simple and low effort action to take to support housing in Sonoma County.

3. Describe the community support for your project. a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?

Generation Housing is an independent advocacy organization fiscally sponsored by the Tides Center. With over 200 members at our sides, we benefit from broad community support, all aligned around the shared value of more, more diverse, and more affordable housing for Sonoma County.

Organizations that partner with Generation Housing on the public will building campaign include (but not limited to): Latino Service Providers, Sonoma Valley Collaborative, Renewal Enterprise District, Petaluma People Services Center, Burbank Housing, MidPen Housing and many more.

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

Partners played a critical role in focus groups at the brainstorming/creation of the start of the campaign to provide critical feedback on the artwork and messaging. After their feedback was incorporated in the artwork and collateral was produced, partner organizations were then invited to a campaign launch to preview the final artwork, collateral and discuss outreach efforts. Organizations and partners were then invited to partner and support on the distribution as best fit for their organization. Many assisted in being pickup/drop points for collateral while others shared the images via their newsletters and social media.

c. What other support exists for your project?

Partners who have supported the project financially or in-kind include: Kaiser Permanente, Providence Health, Map One Sonoma (United Way of the Wine Country), The Press Democrat, Veale Outdoor Advertising and Sonoma Media Group.

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

Once the artwork is up, it is evergreen. The signs are made from a higher quality plastic that protects it from the weather and can last several years.

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



The signs themselves are made from plastic #5 material, which, while recyclable, is unfortunately not accepted by Sonoma County waste management. However, because these signs are meant to last a while, there is not any repeat production for the same resident.

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

Signs are distributed distanced, dropping off on a porch or in an office. Nearly 90% of deliveries require no face to face interaction.

7. Project Budget: Grant requests may not exceed \$2,500. Please explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds.

Please see attached Cost Estimate Form.