



**Community Advisory Board  
Community Improvement Grant  
2023 Application Form**

Project Name: North Park Community Micro-Restoration, Art Mural & Clean Up Project	Requested Grant Amount: \$ <u>2,067</u>												
Project Physical Address: 921 North Street Santa Rosa, CA 95404	Other Funding Sources: \$ <u>2,870</u>												
	TOTAL Project Cost: \$ <u>4,937</u>												
Nearest cross street: 15th	Group or organization: North Park Grassroots Community Action												
How did you hear about the Grant Program? Internet search													
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: <a href="http://srcity.org/DocumentCenter/Home/View/14754">http://srcity.org/DocumentCenter/Home/View/14754</a>													
Property Owner (see page 3 for all requirements): City of Santa Rosa													
<table border="0" style="width:100%"> <tr> <td style="width:60%; border-top: 1px solid black; text-align: center;">Name – Property Owner</td> <td style="width:40%; border-top: 1px solid black; text-align: center;">Title</td> </tr> </table>		Name – Property Owner	Title										
Name – Property Owner	Title												
Contact Person responsible for Grant Application													
<table border="0" style="width:100%"> <tr> <td style="width:33%; border-top: 1px solid black; text-align: center;">Keala Peterson</td> <td style="width:33%; border-top: 1px solid black; text-align: center;">turkeyvulturefarmer@gmail.com</td> <td style="width:33%; border-top: 1px solid black; text-align: center;">707-303-5028</td> </tr> <tr> <td style="text-align: center;">Name – Contact Person</td> <td style="text-align: center;">Email</td> <td style="text-align: center;">Phone</td> </tr> <tr> <td style="border-top: 1px solid black; text-align: center;">916 Howard Street</td> <td style="border-top: 1px solid black; text-align: center;">Santa Rosa</td> <td style="border-top: 1px solid black; text-align: center;">95404</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>		Keala Peterson	turkeyvulturefarmer@gmail.com	707-303-5028	Name – Contact Person	Email	Phone	916 Howard Street	Santa Rosa	95404	Address	City	Zip
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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 Keala Peterson  
 Title Organizer

Signature   
 Date 6/30/2023

**PROJECT NAME:**

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

<b>Cost Estimate</b>		<b>Requested Funds</b>	<b>Match</b>
<b>Salaries/Wages (In-kind only)</b>			
	Volunteer Hours for Day of Event (\$22.14) x (atleast) 25 volunteers x 4 hours	N/A	\$2,214
<b>Contracted Services</b>			
	Graphic Artist for poster/ Mural Stencil	\$200	\$100
<b>Materials/Supplies</b>			
	Hardware, sand paper, primer and other materials for garbage shed	\$200	
	Acrylic paints for mural (15 colors 16 oz x average \$21.80 + 128 oz White \$80)	\$300	\$100
	Brushes, stencil film, & chalk	\$200	
	Humus (4 bags), Org. soil con. (4 bags), Prilled Gypsum (6 bags), Org. fert. (4 bags)	\$160	\$206
	15 gallon Tree: <i>Cercis occidentalis</i> , Western Redbud	\$90	
	Wildflower Seed Mix 2#, Native grass Mix 3# + 32 Native Plants	\$272	\$50
<b>Printing/Reproduction</b>			
	Flyers and Posters for Event Day	\$300	
	Yard Signs x 4	\$65	
<b>Rentals</b>			
<b>Other</b>			
	Food & Drinks- donuts, coffee and iced tea	\$250	\$200
	COVID PPE- sanitizer (3x 2 oz Dr. Bronners) & masks (50 pack)	\$30	
Total Requested Grant Amount		A. \$2,067	
Total Matching Funds			B. \$2,870
Total Project Cost (A+B)		<b>\$ 4,937</b>	

**Other Funding Sources:**

<b>Funding Sources</b>	<b>Date Committed</b>	<b>Amount</b>
Biologic Crop Solutions	6/27/23	\$131
King's Nursery	6/28/23	\$75
California Flora Nursery	6/28/23	\$50
Private Donor	6/28/23	\$300
Alan Johnson, Graphic Artist	6/26/23	\$100

## North Park Community Restoration, Art Mural, and Clean Up Project September 9th, 2023

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

Encompassed by mature redwoods and oaks, North Park is a small urban jewel on North Street brimming with potential. The neighborhood frequents the park, especially families with kids who love playing on the playground. However, North Park is in need of significant care and attention to fully realize its potential as a vibrant and peaceful refuge for its human and non-human visitors, and this proposal outlines a detailed plan to do so.

The North Park Community Restoration, Art Mural, and Clean Up Project is a community-driven volunteer day on Saturday, September 9th. This is the first step in building a healthier and more vital park, which we ultimately hope will bring a renewed sense of community pride and biodiversity to the neighborhood. As such, we are requesting \$1,900 from the Community Advisory Board Community Improvement Grant to help realize our vision of a more democratic and inclusive public space.

The objectives of the volunteer day are to facilitate a well overdue deep cleaning and revitalization of the park— planting a micro native plant welcome garden, commissioning a small mural by a local artist on a playground adjacent garbage bin, and clearing the area of invasive ivy and debris. The goal of the project is three-fold: to bring the neighborhood together with a shared sense of purpose, to improve the environs of the playground for children, and to inspire future and active participation in the ongoing restoration and health of North Park. Preliminary plans for the park (not included in this grant application) include restoring a larger area of the park for an educational community garden featuring native California plants and highlighting their importance in preserving biodiversity and inspiring urban communities to steward natural habitats, no matter how small (think a smaller version of the Sonoma Ecology Center in Sonoma, or the Wetzel Native Plant Garden in Healdsburg as inspirations). We want to promote the unity of our urban community with nature and create a positive feedback loop for the betterment of all.

The North Park Community Restoration, Art Mural, and Clean Up Project will meet the above goals by the following plan and with the help of neighborhood volunteers:

- Remove the ivy inside the playground area along the south fence line
  - Covering the exposed disturbed area with wood chips/mulch
- Removing the weeds in the triangle area in the immediate front entry area of the playground (around 20 sq. ft. or less)
  - Planting a Memorial Tree (native *Cercis occidentalis* tree or other native tree approved by Scott Wilkinson from the Planning Department)

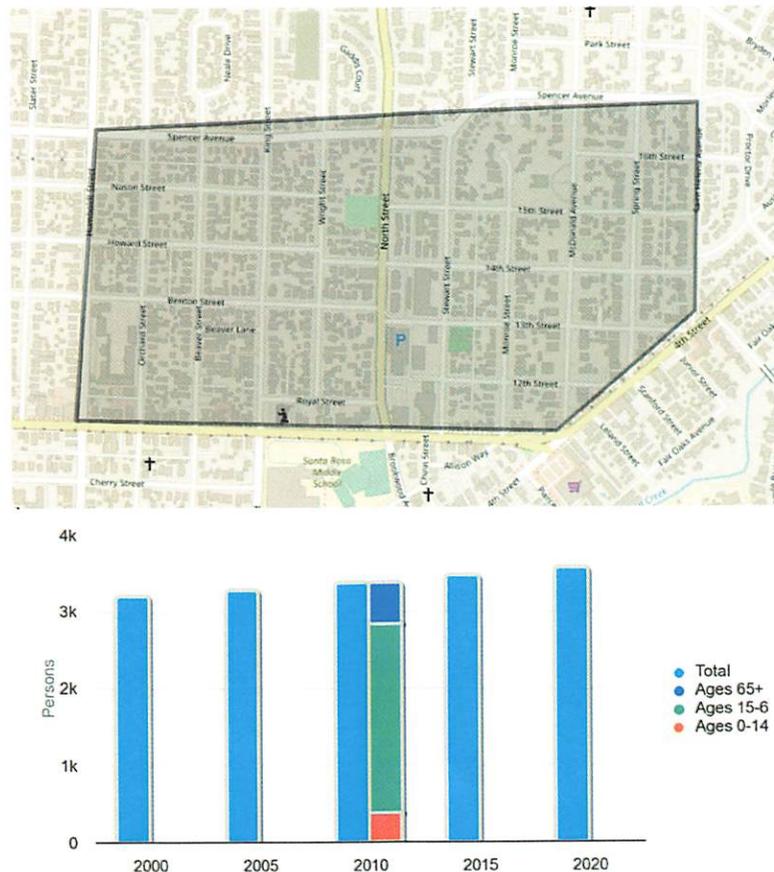
- Memorial Tree is in honor of neighbor, Michelle Bellefeuille<sup>1</sup>
  - Planting 16+ drought tolerant, native perennials to encourage pollinators and bird life
  - Applying a layer of at least 2 inches of wood chips/mulch
  - Adding edging
- Spreading the “Grandview WildFlower Mix” from Leballisters to the perimeter of the park (not on mowed and maintained grassy area)
- General garbage pick-up throughout the park
- Fix garbage can storage structure (with help from retired contractor Mike Winter)
  - Collaborate with the Santa Rosa Charter School for the Arts and local artist Fran Goodfriend to paint a small mural on the storage structure
  - Initial outreach has been made with the Public Arts Program Coordinator for final approval
  - Initial outreach has been made to the Santa Rosa Charter School for the Arts, although it is currently summer break
  - Local artist and neighbor, Fran has committed to working on the mural in conjunction with the school
- Sifting and removing organic materials and garbage from the sand area around play structures
  - Adding a fresh layer of sand

The project will benefit the entire surrounding neighborhoods of North Park, especially the many families and small children for whom the park is the only of its kind in the immediate vicinity. . Neighbors who come together to volunteer their time on the day of action will gain a better sense of place in their local community, foster new relationships with one another and the several local organizations who are supporting this project, and experience firsthand the holistic value of healthy public places.

Through the program SEDAC Estimation Service, we ran a population estimate of who would be impacted by the improvements at North Park. The boundaries for the data set are as follows: starting on the West with Humboldt Street, to the South with College Avenue, to the South East with 4th Street, to the East with Saint Helena Street, and to the North with Spencer Avenue. The boundaries are at most five blocks from North Park. There are no other City parks within this boundary. There are a total of 3,565 residents in the boundary set. Our goal is to enlist 1% of the neighborhood to volunteer with a minimum of 35 volunteers.

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<sup>1</sup> Michelle Bellefeuille (1948-2017) spent her last twenty years designing gardens featuring a full range of native and habitat plants. Her many projects in the JC brought natives and colorful perennials in to replace lawns and to enhance the charm of the JC. Her sense of color and timing made many gardens a changing palate of colors throughout the season. Some of her neighborhood projects were included in the book “Hot Color, Dry Garden” by Nan Sterman.



(Source: Columbia SEDAC Estimation Service)

We have had an in-person site visit with Ellio Terrano, a Parks Crew Supervisor who helps with volunteers for the City of Santa Rosa. Mr. Terrano was enthusiastic about the interest in improving North Park and discussed ways that the Parks Department could collaborate, including providing materials (wood chips, sand, and garbage bags), PPE (gloves), and waste pick-up. He provided feedback on our ambitions with the park and helped create the outlined objectives above to facilitate a successful volunteer day. Mr. Terrano will provide volunteer waiver forms to pass out to volunteers on the day of the event, and we will fill out the Adopt a Green Space paperwork to make our partnership official.

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

We plan to facilitate interest in the North Park Community Restoration, Art Mural, and Clean Up Project in three significant ways. The first method is by posting flyers on local bulletin boards and at local businesses. The second course of action is door knocking; the last three weekends before the event, we will canvas the neighborhood with help from other volunteer neighbors and talk to people about the community event day. We will leave an invitation to participate for those we do not make face-to-face contact with. We will use the perimeter boundary from the

their networks. This includes our support organizations, such as the California Native Plant Society, the Bird Rescue Center, and CalFlora, which have networks encompassing and surpassing the North Park neighborhood.

*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?*

There is tremendous community support for this project across a diversity of stakeholders. In addition to the many enthusiastic park-goers we have spoken to about the project, the Milo Chapter of the California Native Plant Society has given its full support and agreed to attend and plug the event into its calendar as well as donate native plants from their Willowside Nursery. The Bird Rescue Center of Sonoma County (located just five minutes from the park) plans to participate in the event and potentially also bring one of their ambassador birds; BRC's presence will help foster the connection between native habitat preservation and healthy bird populations. California Flora Nursery has given its support and offered to match \$50 worth of wholesale drought-tolerant native plants for planting under the native Redbud at the entry of the playground. Santa Rosa soil supply shop Biologic Crop Solutions has donated four bags of Organic Humus. King's Nursery, three blocks from North Park, has committed to donating Organic Soil, Organic Fertilizer and native plants. Johnny's Donuts is interested in providing some donated food for volunteers and the City of Santa Rosa has given its support and offered to provide four yards of soil, four yards of wood chips, a sifter for the sand, garbage bags, gloves, and green waste pick-up.

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

During the winter, the *Cercis occidentalis* tree and other perennials will need little maintenance with the help of rain. In the summer of 2024, the tree and perennials need minimal supplemental water. We plan to have a volunteer sign-up sheet at the event for people to help water the tree once a month from May-October in 2024.

Each month, we will have a slot for two volunteers. The first slot will be for the person who will bring a 2x 5-gallon bucket of water and slowly water the tree and perennials during the first week of the month. The second volunteer will be the support person to help remind the water volunteer and be the backup if the first volunteer cannot honor their commitment. In subsequent years, there will not be a need for maintenance regarding watering the native tree and perennials. Depending on the rains, we will closely monitor the health of the newly planted garden and provide water when necessary during October 2023.

We will also set up two more volunteer days during the winter months, per Jan Lochner, Co-Chair of the Invasive Species Committee at the Milo Baker CNPS, to follow up on the ivy removal and ensure its complete eradication.

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

This project speaks directly to the imperativeness of environmental consciousness and forward thinking about the small but meaningful ways we can plan our urban outdoor environments during the growing climate and biodiversity crises. Executing this micro-habitat restoration project is just the spark to what we hope will be a more ambitious and holistic plan to make North Park an exemplar of urban habitat restoration (nation-wide examples of this abound, but we have been particularly inspired by the restoration of an industrial train track at New York City's High Line, which now boasts a vibrant city park. Planting one native tree at North Park might inspire others to participate in helping to facilitate a future large Native Habitat Community Garden at North Park. Cleaning up trash and removing invasive ivy are other ways we ask our community to be environmental stewards of our park. Additionally, we will take all steps to ensure our event practices the values of sustainability and stewardship we are hoping to foster, requesting that volunteers bring their mugs/cups for coffee and tea to limit the amount of waste generated at the event.

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

While our event will take place outside, and although COVID mandates have subsided, we will also have masks and sanitizer on-site so that all feel safe to participate.. Regarding other PPE measures for volunteers, we plan to provide gloves and garbage grabbers for volunteers to use for picking up trash.

*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. This section is supplemental information to the Cost Estimate Form.*

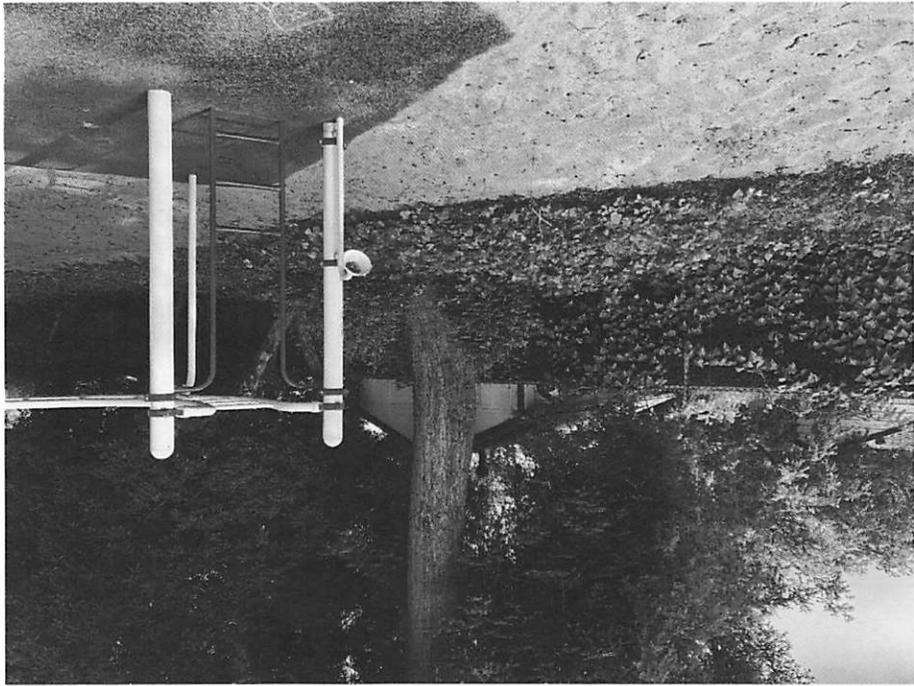
A portion of the funds will be allocated toward fixing the garbage storage shed and creating a small mural on it with leadership from Fran Goodfriend<sup>2</sup>. To generate a sense of inclusive festive creativity, we will provide colored chalk for those who want to participate in a temporary art exhibit on the concrete sidewalk. We will allocate funds for creating a micro-native plant garden in front of the playground, which includes a 15-gallon Western Redbud tree. The funds will also go toward purchasing a native wildflower and meadow grass mix to have a beautiful show of wildflowers in the Spring and be a food and habitat source for insects, birds, and animals. Moreover, we will amplify the event's outreach with print materials paid for with funds from the grant. We strive for this event to be a day of community building, and adding donuts, coffee, and tea will help increase the morale of the event. We have secured the pledge of a private donor who will bridge any gaps in matching funds if any donors back out. The cost estimates were calculated by researching the real costs of materials and adding Santa Rosa City tax.

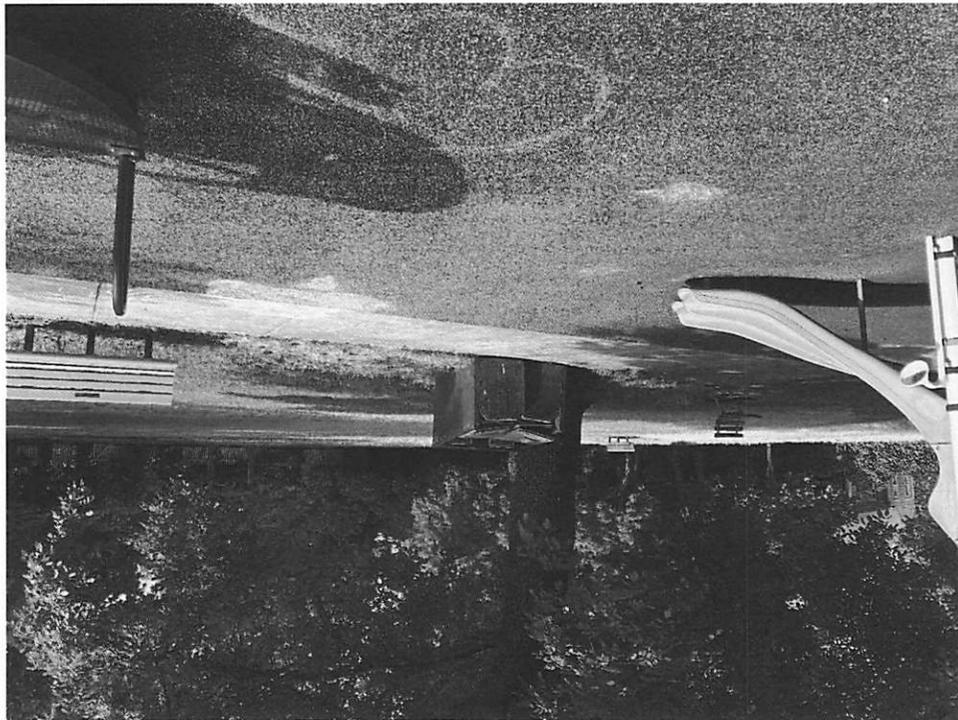
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<sup>2</sup> Fran Goodfriend is a mix-media artist, living in the JC neighborhood and is deeply inspired by her own native plant garden in her front yard.









MICRO-RESTORATION SITE AT NORTH PARK

