



community advisory board

City of Santa Rosa

Community Improvement Grant 2024 Application Form

Project Name: Vince Harper's South Park Day & Night Festival
Requested Grant Amount: \$ 2500.00
Other Funding Sources: \$ 6763.70
TOTAL Project Cost: \$ 9263.70
Group or organization: EFZM Engage
Contact Person responsible for Grant Application: Evette Minor
How did you hear about the Grant Program? Vince Harper
What is your CAB area? (Check one)
[] Northwest [] Northeast [] Southwest [] Southeast [x] Core [] Citywide
Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754
Property Owner (see page 3 for all requirements):
Santa Rosa City(Parks & Recs)
Name Title
Person or organization to whom the check should be made out to
Evette Minor EFZMengage@gmail.com 707-235-7466
Name Email Phone
POB 3362 Santa Rosa 95402
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 Evette Minor

Signature Evette Minor

Title Team Lead

Date 6-25-24



South Park Day & Night Festival
Community Advisory Board Grant Request Questions



1. The Vince Harper's South Park Day & Night Festival is designed to build knowledge through educating the public, bringing resources to the people and community, and celebrating the vibrant neighborhood of South Park. The neighborhood residents, community-based organizations, nonprofits, city, and county come together to strengthen the community and provide opportunities for on-site health and wellness services and to connect to resources for the betterment of the whole family approach. Everyone matters in the community. The goal is to change people's lives, embody the spirit of hope, improve communities, and make life more enjoyable.
 - A. This project is building a stronger South Park community. It will provide information on mental health, food resources, emergency services, health, economic resiliency, and educational opportunities. These resources will support community building, strengthen neighborhoods, and foster relationships among residents. The activities planned for the day will further enhance the sense of community, making this project culturally responsive and inclusive to all.
 - B. The following items must be completed for this event to move forward. We are now in the process of applying.
 1. Submit Park Permit
 2. Obtain General Liability Insurance
 3. Obtain additional portable Bathrooms
 4. Obtain additional Trash, Recycling, and Compost receptacles
 5. Obtain Sound Permit
 6. Complete Diagram of the event
 7. List all vendors
 8. Schedule of event
 9. Notification letter to neighbors
2. Our outreach plan will be to reach out to the neighbors through collaborators, stakeholders, Facebook, posters, radio, and canvassing. Although this event will focus on South Park, it is open to the general public. Many of the tables will have information that will benefit all who attend.
3. This is the 15th year of the festival. Community support continues to grow. We continuously include residents and youth in the process. We also include local talent from within South Park and surrounding areas as the acts of the day.
 - A. Currently, we have the support of South Park Coalition, Lions Club, Santa Rosa City Schools, Headstart Community Action Network, Latino Service Providers, 4Cs, SR Parks and Recs, Sonoma County Department of Health, Sonoma Connect, United Womens Group/Group De Mujeres Unidas, EFZM Engage and more.
 - B. Many of the collaborators are providing in-kind services for the festival. Many are volunteers and organizations providing their skills for promoting, designing, organizing raffle prizes, and more. This event brings together many people from the nonprofit world, community-based organizations, government, community leaders, and integration with the community.
 - C. We also have support from sponsors and the willingness of people to come on board to be a part of the event. Many in the community know and understand what the festival is about and eagerly

want to be part of something that brings joy. We have the support of Neighbors, Santa Rosa City, and Sonoma County.

4. There is no ongoing maintenance required for your project.
5. We provide compost and recycling cans for disposable materials. We use a solar generator to run some of the equipment needed for the day.
6. Safety is key. The event will be held outside, with plenty of space to spread out. We also have an overlap of InResponse, SRPD, SRFD, CHP, sheriff, and security crew to provide extra protection for attendees.
7. The requested funds will be used for specific use. Please see attachment.

Data from 2023

279 attendees -18 and older	172 attendees -17 and younger
195 attendees-Do not live in South Park	205 attendees- Live in South Park
365 free plates of food given out.	Total 448 people in attendance

Disaggregated Data

African American & Mexican & White	5
African & Mexican	5
African American	1
African American & White & Hispanic	6
American	1
Belizean & African American	1
Black	13
Black/Mexican	6
Caucasian	2
Caucasian Mexican	4
Chinese American & Filipino & Indian Asian	15
Choose to not disclose	3
Filipino (Asian)	1
Hispanic	80
Hispanic & Italian & Caucasian	7
Hispanic & Caucasian	3
Hispanic & Latino	2

Hispanic Mexican	2
Iranian & White	4
Jewish Asian	3
Latin X	3
Latina & Latino	85
Mexicana & Mexican	104
Mixed	1
Mixed Latino	1
Native	5
Native America & White & Hispanic	3
Native American	1
Pomo	52
Scottish & Mexican & Latina	6
Turkish	2
White	14
White Hispanic	7

Total 448 people in attendance

Data from 2022

78 attendees -18 and older	71 attendees -17 and younger
51 attendees-Do not live in South Park	92 attendees- Live in South Park
21 attendees-identify as White	103 attendees-identify as Mexican
10 attendees-identify as Black/African	1 identify as Porto Rican
9 identify as Latina/Latino	5 identify as Purple
20- attendees was vaccinated/boosted	Food-508 free plates of food given out.



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: Vince Harper's South Park Day & Night Festival

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)			
		N/A	
Contracted Services			
Materials/Supplies			
	Movie License	500.00	
	Sound	1000.00	
	Food		3000.00
	Prize for passport	500.00	
Printing/Reproduction			
	Banners & Flyers		300.00
Rentals			
	Park Rental		625.00
	Portable Bathrooms	500.00	38.70
Other			
	Insurance		300.00
Total Requested Grant Amount		A. 2500.00	
Total Matching Funds			B. 4263.70
Total Project Cost (A+B)		\$	6763.70

Other Funding Sources:

Funding Sources		Date Committed	Amount
In kind services			2000.00
SC Library		Jan 2024	500.00
Total			2500.00



Save the Date! ☀️ 🌙 **¡Gaurde la fecha!**
South Park Day & Night Festival
Festival diurno y nocturno de South Park

Saturday, September 14
Everything is free!



Sabado, 14 de septiembre
¡Todo es gratis!



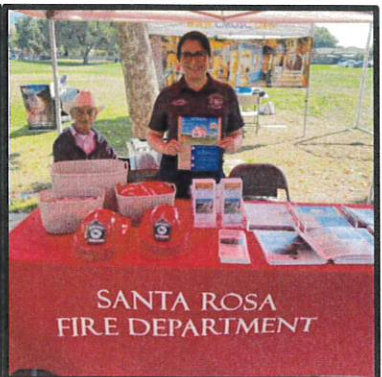
2pm to 6pm

MLK Jr. Park
1671 Hendley Street
Santa Rosa, CA



Got Questions? Contact Evette Minor 707.235.7466 efzmengage@gmail.com

2024 15th Vince Harper's South Park Day & Night Festival



2024 15th Vince Harper's South Park Day & Night Festival





community advisory board

City of Santa Rosa

Community Improvement Grant 2024 Application Form

Project Name: <u>Prince Plaza Mosaic Bench</u>	Requested Grant Amount: <u>\$ 2500.</u>
	Other Funding Sources: <u>\$ 2770.46</u>
Project Physical Address: <u>Prince Memorial Greenway at Santa Rosa Creek Bridge across from Olive Park</u>	TOTAL Project Cost: <u>\$ 5270.46</u>
Contact Person responsible for Grant Application: <u>Lisa Kranz</u>	Group or organization: <u>Friends of Prince Memorial Greenway</u>
	How did you hear about the Grant Program? <u>previous participation</u>
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): <u>Grand Hyatt</u>	
<div style="display: flex; justify-content: space-between;"> Name Title </div>	
Person or organization to whom the check should be made out to <u>Friends of Prince Memorial Greenway</u>	
<div style="display: flex; justify-content: space-between;"> Name Email Phone </div>	
<div style="display: flex; justify-content: space-between;"> <u>403 Brown St.</u> <u>Santa Rosa, CA</u> <u>95404</u> </div>	
<div style="display: flex; justify-content: space-between;"> Address City Zip </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 Lisa Kranz
Title Friend

Signature Lisa Kranz
Date 6.27.24

Responses to Community Improvement Grant Questions

1. The Friends of Prince Memorial Greenway (PMG) was formed in mid-2023 to develop a structure to address ongoing litter, infrastructure maintenance, and vegetation management issues along the Prince Memorial Greenway, which is located along Santa Rosa Creek between Santa Rosa Avenue and Pierson Street. The overall objectives of the group include:
 - Creating and maintaining a beautiful place through trash pickup, graffiti abatement, regular maintenance and timely repairs, vegetation management and weed control
 - Attracting more people to the Greenway by conducting walking tours (creek, history, art, flora) and activating the plaza, parks, and pathways with activities including music and events
 - Creating new art and maintaining existing art, including murals and individual pieces
 - Providing educational signage and information, including for walking tours and how to volunteer
 - Interesting community members, businesses, neighbors, and local groups/nonprofits to develop a robust, ongoing organization committed to achieving these objectives

The grant request is to support the Friends' objectives of creating a beautiful place and making new art

The circular plaza behind the Hyatt Regency Hotel would benefit from beautification. The plaza space is defined by a low, curving, rock wall topped by a concrete seating area. Behind the rock wall is a barren planting area. A star design fills the concrete center of the plaza. The Prince Memorial Greenway runs on both sides of the plaza, intersecting it, and a bridge over Santa Rosa Creek connects it to Olive Park and the southern creek path. See attached location map.

The Friends of PMG received a Community Improvement Grant in spring 2024 to implement Phase 1 of a multi-phased plan to improve this plaza. The grant provided funding for a collaboration between the Friends, Artstart, and Chop's Teen Club to paint the plaza and the bench topping the rock wall. The painting project was successfully completed on June 18, 2024, resulting in a colorful, transformed plaza space, and the groups are enthusiastic to embark on the next beautification project.

That next project, the focus of this grant application, is to develop a mosaic tile design and install it on the bench topping the rock wall. The project is a proposed collaboration between Artstart, the Chop's Teen Club, and the Friends of PMG. Artstart is a local non-profit providing artwork experiences for teens while creating publicly and privately commissioned artwork and Chop's Teen Club is a local non-profit that strives to provide a safe, fun, and productive place where teens engage, connect, and discover their true potential.

There are three main steps in the proposed collaboration: Project Preparation, Mosaic Workshops, and Installation. A Lead Artist from Artstart will manage, execute, and deliver the project, a beautiful bench covered in mosaic tile.

Project Preparation

The Lead Artist will develop a conceptual design, will coordinate with the Chop's Teen Club Art Coordinator to establish a schedule for mosaic workshops at Chop's, and will visit the site to measure the bench in order to prepare a mesh template on which to place the mosaic tiles.

Once the bench design is complete, it will be presented to the Art in Public Places Committee. After the Committee's approval, the Lead Artist will begin Mosaic Workshops at Chop's to begin building the mosaic art for the bench tops.

Mosaic Workshops

The Lead Artist will prepare for and conduct six, two-hour workshops for six teen participants at Chop's. Each of these workshops will include placement of tiles on the mesh template, which, when complete, will be transported to the site.

Installation

The Lead Artist will oversee two work sessions, one a half day to secure the tile to the bench using mortar, followed by a longer, full-day session to grout the tile. The Lead Artist, two Assistant Lead Artists, four Chop's teen apprentices, and at least one Friend of PMG will participate in these work sessions. Teens involved in the project will work, under close direction, in creating and installing the mosaic seating area.

- a. Pedestrians, bicyclists, nearby employees, visitors to Santa Rosa, guests at the Hyatt Regency Hotel, and those planning special events will benefit from a beautified plaza space. The area will be more attractive and pleasant for innumerable individuals passing through and wishing to rest and admire the mosaic design and the colorful star centerpiece.
- b. While the plaza is a public space and part of the Greenway pathway system, the property is owned by the Global Hyatt organization. The Friends of PMG has received approval of the Hyatt manager regarding the project, and it is attached.

As a public art project, the mosaic proposal will require review of the Arts in Public Places Committee. Since the plaza will not require closure, the art installation does not require Special Events Permit.

2. Outreach for this project is from the Friends of PMG to Artstart and Chop's to collaborate and deliver a beautified public space for all the Santa Rosa community to experience and enjoy.
3. Members of the Friends of the Prince Memorial Greenway include a variety of community members.

- a. Organizations and individuals involved include creek advocates and volunteers, Bikeable Santa Rosa, Sonoma Land Trust, Sonoma County Bicycle Coalition, Railroad Square Merchants' Association, neighbors and neighborhood groups (West End, Olive Park, Burbank Gardens), and local businesses. The group is coordinating its activities with City of Santa Rosa staff from Water and Recreation and Parks. The Friends of PMG has reached out and met with staff at the Courtyard by Marriott and the Hyatt Regency Hotel to interest and involve them in the group's efforts.
- b. The group includes community-minded individuals who have come together to nurture, enhance, and beautify the Greenway. As evidenced by the continued growth of the group, there is significant support for improvement of the space, especially the plaza, and desire to expand the number of people who care about, use, and enjoy the Greenway. One group member works on the PMG every morning to clean trash and make the area presentable; others work regularly to provide vegetation maintenance and to remove invasive, non-native plantings; others outreach and meet with potential partners, such as the nearby hotels' staff; others are meeting with city staff (arts and parks) to collaborate on potential ways to improve the Greenway. Collaboration is key to improving the area, and this project, beautification of the plaza through art, is a potential catalyst to other improvements along the PMG.
- c. Given the broad membership in the Friends of PMG, beautification of the plaza has support of Railroad Square and other downtown merchants, bicycle advocacy groups, bicycle shops, proximate neighborhoods, and open space organizations.
4. Ongoing maintenance of the plaza on the Prince Memorial Greenway will be needed, as is the case today. The City of Santa Rosa currently provides maintenance of the space. The Friends of the PMG picks up debris in the area regularly to ensure it is free of trash and would continue this commitment. The Friends of the PMG has engaged the property owner, Grand Hyatt, and is working with its staff to address ongoing maintenance of hardscape and landscape along its frontage of the PMG, which includes and expands beyond the plaza, to ensure it is clean and inviting, and this collaboration will continue.
5. Tile, mortar, and grout will be used in the project. Such materials available today meet government regulations for safety. Tile to be used in the project include remnants from prior projects, so this tile is being recycled instead of potentially being thrown away some day. Compostable materials will be used as much as possible when food and drinks are served to the participants on installation days.
6. Teen artists will be guided by professional artists who are trained in mosaics. Artstart has a long record of mosaic work along the greenway and beyond, and a Lead Artist will guide the design, crafting, and laying of the artwork along the plaza's seating area. Safety protocols will be utilized during the workshops and masks will be provided on-site to anyone wishing to have one.

7. The funds will be used mainly for contracted services with Artstart to develop a design, conduct workshops to build and then to install the mosaic art. It will also fund needed materials to complete the work, such as grout and mortar.

The cost estimates were derived by measuring the space to determine the square footage of materials needed. It was determined that Artstart has tile on hand for the project. Time to develop a design and prepare and conduct workshops at Chop's were estimated. It was determined that six, two-hour sessions would be sufficient time to place the tile on the mesh backing and ready it for placement on the plaza's bench tops. Lastly, using time per square foot estimates for mortaring and grouting, and then dividing by an estimated eight workers, the time for art installation was estimated. These estimates were made based on Artstart's past experience in designing, making, and installing mosaic art, of which there are several examples along the Santa Rosa Creek Trail.

PROJECT LOCATION MAP



The Plaza and seating area are on the north side of Santa Rosa Creek along the Prince Memorial Greenway.



Close-up view of the Plaza, at the intersection of the Prince Memorial Greenway and the bridge over Santa Rosa Creek from Olive Park.

Cost estimate - Prince Plaza Mosaic Bench

	Requested Funds	Match
Salaries/Wages (In-kind only)		
Volunteer hours		
6 Chops Teen participants at 6, 2-hour workshops (72 hours)		\$1,594.08
Friends of Prince Memorial Greenway (Coordination, APPC, Installation help -17 hrs)		\$376.38
Contracted Services		
Artstart Artist Design and Project Preparation	\$385.00	
Artstart Lead Artist (Workshops, installation)	\$875.00	
Artstart Assistant Lead for installation (2)	\$500.00	
Teen Apprentice Artist Stipend (4 at \$50)	\$200.00	
Artstart Project Management	\$315.00	
Materials/Supplies		
Mosaic supplies - mortar, grout, mesh, gloves, tile floats, sponges	\$225.00	\$50.00
Food for artists/volunteers		\$150.00
Tile - Artstart		\$600.00
Total Requested Grant Amount	\$2,500.00	
Total Matching Funds		\$2,770.46
Total Project Cost		\$5,270.46
Funding Sources		
	Date Commit	Amount
Artstart donation of tile	6/15/2024	\$600.00
Mike Montague donation for food	6/25/2024	\$150.00
Meuser Family donation for materials	6/25/24	\$50.00
Total		\$800.00



Prince Plaza, Phase 2

Lisa Kranz <lkranzm@gmail.com>
To: "Hubert, Monica (SONOM-F)" <Monica.Hubert@hyatt.com>
Cc: Mike Montague <mikemontague16@gmail.com>

Sat, Jun 22, 2024 at 1:41 PM

Greetings, Monica:

The Friends of Prince Memorial Greenway are planning to apply for a City of Santa Rosa Community Improvement Grant to apply mosaic tiles to the bench top of the circular rock wall on the plaza behind the Hyatt Hotel. I wanted to get your permission, as the property owner, to move forward with this grant application and project.

I hope you've had a chance to visit the plaza since the painting project last week.
Thank you-

Lisa

Hubert, Monica (SONOM-F) <Monica.Hubert@hyatt.com>
To: Lisa Kranz <lkranzm@gmail.com>
Cc: Mike Montague <mikemontague16@gmail.com>

Sat, Jun 22, 2024 at 3:50 PM

Hi Lisa,

Yes, we are good with the mosaic bench.

Thank you,
Monica

Monica Hubert (she/her/hers)

General Manager

HYATT REGENCY SONOMA WINE COUNTRY

[170 Railroad Street, Santa Rosa, CA 95401 USA](#)

T +1 707 284.1234 M +1 559 760.8052

E-mail Monica.Hubert@Hyatt.com

[Hyatt Regency Sonoma Wine Country](#)

From: Lisa Kranz <lkranzm@gmail.com>
Sent: Saturday, June 22, 2024 1:41:59 PM
To: Hubert, Monica (SONOM-F) <Monica.Hubert@hyatt.com>
Cc: Mike Montague <mikemontague16@gmail.com>
Subject: Prince Plaza, Phase 2



community advisory board

City of Santa Rosa

Community Improvement Grant 2024 Application Form

Project Name: Bags of Love Program
Requested Grant Amount: \$ 2,500
Other Funding Sources: \$ 11,250
Project Physical Address: 6550 Railroad Avenue, Forestville, CA 95436
TOTAL Project Cost: \$ 44,120
Group or organization: Food For Thought
Contact Person responsible for Grant Application: Tom Lennon, Grants Manager
How did you hear about the Grant Program? Previous awardee
What is your CAB area? (Check one)
[] Northwest [] Northeast [] Southwest [] Southeast [] Core [x] Citywide
Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754
Property Owner (see page 3 for all requirements):
Food For Thought
Name Title
Person or organization to whom the check should be made out to
Food For Thought TomL@FFTfoodbank.org 707-887-1647 x 114
Name Email Phone
6550 Railroad Avenue Forestville, CA 95436
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 Ron Karp

Signature [Handwritten Signature]

Title Executive Director

Date 6/26/2024



**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)			
	Staff time - 480 hours at \$28/hour	N/A	\$13,440
Contracted Services			
Materials/Supplies			
	Purchased food for Bags of Love	\$2,500	\$28,180
Printing/Reproduction			
Rentals			
Other			
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B. \$41,620
Total Project Cost (A+B)		\$ 44,120	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Sonoma County Board of Supervisors	12/5/2023	\$11,250
Food For Thought unrestricted funds (event income, donations etc)	2023-24	\$27,870
Total		\$11,250

Describe your project, including objectives and goals, and explain how your project will meet these goals. Include who will benefit from this project and how many people your project is expected to impact. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)

Food For Thought's primary objectives are to improve health outcomes and health equity, strengthen our regional health care and economic safety nets (especially for low-income, medically indigent/uninsured people), and promote a countywide "food is medicine" culture.

Established in 1988, Food For Thought (FFT) has been improving health outcomes for people living with serious medical conditions and at risk of malnutrition and food insecurity for thirty-five years. To meet the changing and growing needs of our clients, FFT has shifted its focus over the years from exclusively providing palliative support to offering comprehensive nutrition interventions to those living with a wide range of chronic and severe medical conditions and at risk of malnutrition, including to those experiencing housing insecurity/homelessness. Our commitment to evidence-based interventions and industry best practices is reflected in our memberships of the [Food Is Medicine Coalition and California Food is Medicine Coalition](#), which promote the efficacy of medically tailored nutrition services. In addition to celebrating our 35th anniversary, in March 2024 FFT received the annual Heart of Sonoma Achievement in Nonprofit Excellence Award, presented by the [Center for Volunteer and Nonprofit Leadership](#), for demonstrating exemplary service to constituents for more than three decades.

Funding from the City of Santa Rosa's Community Advisory Board will support [FFT's Bags of Love Program](#). By providing bags of healthy, shelf-stable, easy-to-eat food to unsheltered/housing-insecure people, our Bags of Love Program directly addresses food insecurity and helps alleviate poverty in Santa Rosa by mitigating the rising costs of one of the most essential, yet expensive basic needs—food. Designed to address the unique and transient circumstances of people experiencing housing insecurity and living with serious medical conditions, each portable bag contains the equivalent of 11 meals. Our research indicates that most food offerings for homeless people are high in cheap carbohydrates. In response, our Registered Dietitians devised the Bags of Love menu to offer protein-rich items, no sugar, and 11 meals' worth of calories in addition to being shelf stable and easy to eat. Housing-insecure and homeless people typically find out about the services offered by this program when they visit one of our partner health care agencies to receive medical support.

Unfortunately, the demand for this service is growing. According to the National Alliance to End Homelessness, [California has the highest per-capita level of homelessness](#) of any US state, while [Sonoma County's estimated homeless population in 2023 was 2,226 people, with 27% of those people also facing chronic health conditions](#). More than half of Sonoma County's homeless population [resides in Santa Rosa \(1,160 individuals\)](#). Sonoma County is currently experiencing [extremely high costs of living](#), with the inflated prices of basic commodities (such as food, transportation, health care, and housing) meaning many people and families are experiencing economic stress.

Overall, soaring housing costs, growing economic inequality, and a lack of affordable housing are contributing to homelessness. To meet this challenge, our program delivers free bags of food to health centers and homeless outreach agencies across Sonoma County. In Santa Rosa, our distribution partners are Santa Rosa Community Health sites (Vista, Pediatric, Dutton, and Vida), Caritas transitional housing shelter, and Face-to-Face Sonoma County AIDS Network. The staff at these agencies establish patient eligibility and distribute the bags directly to people in need. Thus, the program overcomes barriers to better nutrition while also acting as motivation for people to receive medical support and other social services from our partner agencies.

In 2023, FFT distributed 2,565 bags of food to health agencies in Santa Rosa (this accounts for 67% of all the bags we provided across Sonoma County in 2023). We expect to provide another 2,500 bags over the course of 2024. Of people who answered our client survey, 39% (91 people) were Hispanic/Latinx, 49% (118 people) were white, and 5% were Black/African American. People receiving these bags of food were living with a variety of chronic/severe health conditions, including HIV, heart failure, pulmonary disease, and diabetes, the symptoms of which can be alleviated through improved nutrition and access to healthy food.

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

We currently collaborate with six homelessness and health care agencies in Santa Rosa, as well as additional partners in other parts of the county, including in Guerneville, Healdsburg, and Windsor. As well as the Santa Rosa-based distribution partners listed above, we can also refer clients struggling with housing to other community-based organizations for wraparound support. Partners include SHARE (housing support services), Sonoma County Indian Health Project (health support for Indigenous clients/patients), the Living Room (support for housing-insecure women and children), and the Veterans Association.

We liaise regularly with our bag distribution partners to ensure they have sufficient bags of food to serve their patients/clients and that the food is meeting the needs of the recipients. The food combinations included in the bags are designed by our Registered Dietitians. This healthy food contributes to the provision of a wraparound service for people experiencing housing-insecurity and serious illnesses, thereby increasing the impact on the wider social and economic safety net.

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?

We currently work with the following partners to distribute Bags of Love in the City of Santa Rosa:

- Santa Rosa Community Health sites:

- Dutton
- VIDA
- Pediatric Clinic
- Vista
- Face to Face Sonoma County AIDS Network
- Caritas

Our community partners assess the health of people who come to them for assistance with housing insecurity/homelessness. When a person is identified as being in need of healthy food to support a serious health condition, a caseworker or health care provider will offer them food through FFT’s Bags of Love Program.

Additionally, our community volunteers play a vital role in delivering this program. Volunteer delivery drivers – many of them Santa Rosa residents - deliver the bags of food to the distribution sites. Local Santa Rosa grocery stores provide in-kind donations of food that go into the bags, and shoppers donate much-needed healthy food items at Food For Thought’s food drives.

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

While this program does not require physical maintenance such as repairs or facilities upkeep, FFT requires ongoing funding to administer our program and ensure unsheltered Santa Rosa residents at risk of malnutrition have equitable access to healthy foods. Successful delivery of our program requires ongoing communication with our partner agencies to ensure they have sufficient bags on hand to meet the weekly needs of their patients.

The costs to FFT of providing food have increased substantially since 2020; extra funding would help support these increased costs. It will ensure that we not only maintain our current service levels, but also expand our capacity to support more people where needed. Generally, FFT seeks to support this program by pursuing public and private funding through our partnerships with the local and broader philanthropic community.

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

FFT has a proven commitment to environmental sustainability and this commitment runs through our programmatic activities. In addition to municipal recycling, we also compost the majority of our food waste in our onsite organic permaculture garden. We installed a 30kW solar array on our

building in 2005. We do not use single-use plastic bottled water, and we make use of reusable or compostable plates and utensils wherever possible.

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

As we work closely with health care centers, we follow all public health measures they have in place, including strict food safety protocol and adherence to any city, county, or state health requirements and recommendations in place.

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.

Funding from the City of Santa Rosa would be directed towards the costs of providing bags of food to seriously ill unsheltered people in Santa Rosa. At the current time, our cost per bag is \$18, which includes the costs of:

- Peanut butter
- Crackers
- Tuna or chicken pouches
- Fruit cocktail
- Campbell's soup
- Canned chili
- Package of utensils
- Handled bag



community advisory board

City of Santa Rosa

Community Improvement Grant 2024 Application Form

Project Name: <u>We Supply Sonoma Co.</u>	Requested Grant Amount: <u>\$ 2,500</u>
Project Physical Address: <u>1491 Pebblecreek Drive, Santa Rosa, CA 95407</u>	Other Funding Sources: <u>\$ 2,625</u>
Contact Person responsible for Grant Application: <u>Rose Chavez</u>	TOTAL Project Cost: <u>\$ 10,468</u>
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	Group or organization: <u>We Supply Sonoma Co.</u>
Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754	How did you hear about the Grant Program? <u>Online, Google Search</u>
Property Owner (see page 3 for all requirements): <u>Jose Chavez</u> <u>Treasurer</u> Name Title	
Person or organization to whom the check should be made out to <u>Rose Chavez</u> <u>wesupplysonoma@gmail.com</u> <u>(707)540-1141</u> Name Email Phone	
<u>1491 Pebblecreek dr.</u> <u>Santa Rosa</u> <u>95407</u> 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 Rose Chavez

Signature [Signature]

Title CEO/ Founder

Date 6/27/24



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)			
	Volunteer Hrs (\$214/person/hr) (5 volun.) (35 hrs)	N/A	\$2,140
Contracted Services			
Materials/Supplies			
	Food	\$500	
	Utensils & Tarrout Containers	\$1,000	
Printing/Reproduction			
	Flyers, Posters, Easel, Business Office Supplies for Events	\$200	
Rentals			
	5 outreach events (tables, chairs, venues)	\$800	
Other			
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B. \$2,140
Total Project Cost (A+B)		\$4,640	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Personal Funds	3/8/24	\$653
Total		\$653

Community Improvement Grant Questions

1.

a) Our project is looking to help the unhoused community. This will benefit them by providing them with resources such as food, hygiene products, etc. We are hoping to impact at least 30 people in the first year as a minimum. But, we are looking into ways that we can make this amount higher by engaging in outreach not only in the community but also with the population we are serving. We are going to start with a mobile unit that goes around Santa Rosa to meet people where they are at. We are currently working on partnering with food sources such as a meal planning business, grocery stores, and food banks to be able to get access to these meals at a lower cost. The volunteers will be those who are on the board as they are working on this organization at the moment. We are hoping to make this a daily routine to allow for some stability in our resources, but the change in times is what we are striving for. We want to be able to feed people when other resources may not be accessible due to the time or day or location.

b) We will not be needing any approvals or permits to run this project. We are consulting with a lawyer to ensure that we will not need any and if we do we will go ahead and work that out.

2. Our outreach plan is based mainly on surveys. We will be administering surveys to both the community and those we are working with. Additionally, our mobile unit will act as an outreach due to getting our name out there. We will also be holding events to get our name out in the community such as fundraisers and awareness events.

3.

a) We are hoping to get residents involved in this project through our outreach as a way for them to let us know where we need to focus our services. Additionally, we are looking

Community Improvement Grant Questions

into potentially working with Redwood Food Bank and other grocery stores to obtain a majority of our food at a lower cost or no cost. We also plan to work with other non-profits to aid our growth and network.

b) We would like to ensure these relations to allow us to be able to continue with our growth by allowing us to continue at a low cost rate. We want these relationships to be quite collaborative, ideally meeting with them every other week to give them updates and rework our relationship if unexpected things come up, so that we can resolve issues in a timely manner.

c) We are hoping to get consistent donors that we can rely on and collaborate with. Additionally, we are looking at doing fundraisers to spread awareness and allow people to support our project in other ways so they can be included if they wish.

4. The main maintenance that we will need is for the car/ mobile unit we will be utilizing. The plan for this is to do routine check ups as well as being vigilant about the running of the car.

5. We are focused on remaining environmentally focused as this business can come with a lot of waste and can be environmentally unfriendly. We plan on using compostable utensils, take out containers, and napkins. With this, we will also provide a place where the community we are serving can throw away their waste to ensure it doesn't get left behind on the streets. Due to the nature of the project, it can come with a lot of waste which we are trying to avoid by cutting down on non essential items that may be wasteful. As well as using biodegradable gloves to help the waste that is necessary be environmentally friendly.

6. The way we will ensure that people are able to receive our food in a safe manner is by utilizing gloves during the cooking process. Additionally, we are having the people who are cooking get a Food Handler's Certificate from a California verified website before any handling

Community Improvement Grant Questions

of the food. We will also utilize a thermometer to ensure all food is cooked to the correct temperature. Finally, we will follow all food safe protocols as mentioned by the FDA.

7. The costs that will be covered with this grant fall into about five categories. We are planning on using it for food that we are not able to obtain with other resources such as from the food bank and grocery stores. Next, we will use it on the utensils, containers, and napkins. We are also looking at paying for the insurance of the car as well as the gas being used on our drives. Finally, we want to get training for the volunteers in order to add to the understanding of the community we are going to serve and teach compassion for them.

We Supply Additional Questions

- 1- Do you have a specific area that you will serve/prioritize or is it all of Santa Rosa?
- 2- What is the estimated timeline for the project? When will the project start?
- 3- How will you implement the program? Will the mobile be working evening, nights, weekends?
- 4- Can you provide any background information on Sonoma Co? What does the organization do?
We could not find a website for it to look for more info.
- 5- Are you looking into collaborating with other organizations such as Food for Thoughts Bags of Love Program that do similar work?
- 6- Surveys are typically used to evaluate da program not so much for outreach. How will this work?

We Supply Answers

- 1- We are looking to prioritize areas that have a higher homeless population/ hotspots. Initially, we will be targeting central Santa Rosa.
- 2- Our estimated timeline for this project will be 12 months. We are hoping to start in 3 months as we are working to gather everything to begin.
- 3- Implementing the program will look like our team raising awareness about the homeless community for a better understanding of the community needs, as well as the utilization of our mobile unit to bring resources directly to the homeless. The mobile unit will be working around our team's schedule to begin which will look like a mix of weekends, mornings, and evenings.
- 4- We have an Instagram at <https://www.instagram.com/wesupplysonoma/>. We also have a Facebook account <https://www.facebook.com/profile.php?id=61556823428454>. Our mission statement is "the We Supply non-profit organization's mission is to serve and aid the houseless community with food, temporary shelter, and hygiene products in our community to improve the access to daily necessities."
- 5- We are looking into collaborating with other non-profits, food banks, and potentially grocery stores to help our organization grow and be able to successfully provide for the unhoused community.
- 6- Our surveys will be utilized to get feedback from the communities in which areas in Santa Rosa have the highest needs for our services. This will allow us to be able to go to these hotspots to have the greatest impact on the community.

I, Jose Chavez, give full approval for my property located at:

1491 Pebblecreek dr.
Santa Rosa, Ca
95407

For We Supply Sonoma Co. to use the aforementioned property for any business needs such as, but not limited to, office work, food preparation as well as any other use that will help and support the company.

Best,
Jose Chavez