



MEDIA RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Adriane Mertens, Communications & Intergovernmental Relations Officer

PHONE/EMAIL: (707) 543-4699 office; (707) 328-4304; amertens@srcity.org

City of Santa Rosa Launches Neighborfest

Building a Stronger, More Prepared and Resilient City One Neighborhood at a Time

Santa Rosa, CA – The City of Santa Rosa is excited to announce the launch of its new pilot program, Neighborfest. Neighborfest offers neighborhoods the chance to come together, have fun, and build a stronger, more prepared and connected community through block party gatherings. The Neighborfest pilot program will officially kick off this Saturday, June 8, 2019 with the first event taking place in the Junior College Neighborhood.

Neighborfest is part of the Resilient Neighborhoods Network (RN2), a community powered framework for resilience and engagement modeled after [San Francisco's Neighborhood Empowerment Network \(NEN\)](#) and the [Federal Emergency Management Agency's \(FEMA\) Whole Community](#) concept of preparedness as a shared responsibility.

“Research has shown that the more connected neighbors are to each other, the stronger their resilience is after an emergency,” stated Mayor Tom Schwedhelm. “The Neighborfest pilot program allows for our community to do just that by bringing people together to build social cohesion in local neighborhoods. We hope this program will help to foster networks of better prepared residents, and in turn, a more resilient Santa Rosa.”

The Neighborfest pilot program, which has been made possible through generous support from the [Community Foundation of Sonoma County](#), [Healthcare Foundation of Northern Sonoma County](#), and the [United Way of the Wine Country](#), will run through August 2019 and events will be held throughout Santa Rosa.

“The City is grateful for the generous support and collaboration we have received from our incredible community partners. The Neighborfest model of engaging residents to create connected, prepared, and resilient neighborhoods, would not be possible without the assistance we’ve received,” said City Manager Sean McGlynn.

Participating neighborhoods consist of Host Committees who are responsible for planning their

own Neighborfest events – a block party . In return, neighborhoods receive a map of neighborhood assets and resources, a mini-grant of up to \$2,500, and access to assistance and resources from the City of Santa Rosa.

Neighborfest Pilot Program Schedule of Events:

- Junior College Neighborhood Association June 8, 2019
- Moorland Neighborhood Action Team June 22, 2019
- Burbank Gardens Neighborhood Association June 29, 2019
- Sherwood Forest Neighborhood July 6, 2019
- Historic West End Neighborhood Association July 13, 2019
- Sunset Avenue - Roseland Neighborhood August 3, 2019
- Aston Avenue - South Park Neighborhood August 17, 2019
- Ridgway Historic Neighborhood Association August 24, 2019

To learn more about Neighborfest, visit srcity.org/Neighborfest.

###

About San Francisco’s Neighborhood Empowerment Network (NEN)

The San Francisco Neighborhood Empowerment Network is a cross sector cohort of city-wide resident leaders, community & faith-based organizations, city agencies, private sector stakeholders, academic and philanthropic institutions that align their expertise, programs, technical and financial resources to advance the development of tools, resources and methods that empower communities to strengthen their capacity to advance their resilience goals. NEN was created in 2007 after the late Mayor Ed Lee (then City Administrator) recognized the importance of engaging local communities in disaster preparedness and response. Since NEN’s inception, Daniel Homsey has led the charge as NEN’s Director and created a highly scalable and sustainable approach that empowers every community to build networks for a resilient future.