Subject: Help us name our new mobile bathroom-shower trailer

The City and Catholic Charities recently launched a mobile bathroom-shower trailer service as part of the Homeless Outreach Services Team (HOST) Program which has received a lot of local and national attention. In fact, a recent article posted on the Huffington Post generated more than 30,000 Facebook likes. This service is one of many ways the City is actively addressing our homelessness situation. Go Santa Rosa!

Did you know of those without homes in Sonoma County*

- 67% are unsheltered (2,070 people)
- 12% are families
- 22% are unaccompanied youth and transition-age youth (18-24)
- 7% are veterans
- 86% lived in Sonoma County before becoming homeless
- 86% said they wanted safe, affordable, permanent housing if available
- 67% claimed affordable rent is the primary obstacle for obtaining housing
- 44% reported a disabling health condition
- 17% have had foster care experience
- 33% report a history of domestic violence

We’d like to name our new trailer and also create a tagline for it and YOU can HELP. Some name and tagline examples are provided below for informational purposes only, and for inspiration, of course!

Santa Rosa Recreation and Parks: Parks Make Life Better!
Santa Rosa Water: Our Future In Every Drop
Artstart: Creating, Working, and Connecting through the Arts
Sonoma County Children’s Museum: Where Wonder Gives
Lava Mae: Delivering Dignity One Shower at a Time**

Please submit your ideas by Friday March 11 to Kelli Kuykendall, Housing and Community Services Department at kkuykendall@srcity.org. The winning name and tagline will be announced via our City Manager Newsletter. The winner will also receive a $50 VISA GIFT CARD!

More information about this program can be found at srcity.org/HOST.
Link to Press Democrat Article: http://www.pressdemocrat.com/home/5218803-181/santa-rosa-catholic-charities-delivering?artslide=0
Link to Huffington Post Article: http://www.huffingtonpost.com/entry/homeless-showers-trailer_us_56c5e4f2e4b0c3c55053f03a

*Source: 2015 Sonoma County Homeless Count and Survey
**Mobile bathrooms and showers for the homeless in San Francisco