

## PART I - FACE SHEET

<b>APPLICATION FOR FEDERAL ASSISTANCE</b>		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction															
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)																	
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS):		3. DATE RECEIVED BY STATE:  24-JAN-11	STATE APPLICATION IDENTIFIER:														
2b. APPLICATION ID:  11AC124238		4. DATE RECEIVED BY FEDERAL AGENCY:	FEDERAL IDENTIFIER:  09ACHCA0010007														
<b>5. APPLICATION INFORMATION</b>																	
LEGAL NAME: American Red Cross of Greater Los Angeles  DUNS NUMBER: 072287329		NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes):  NAME: Brian Mcconnell  TELEPHONE NUMBER: (310) 943-5276  FAX NUMBER: (310) 445-9973  INTERNET E-MAIL ADDRESS: mcconnellb@arcla.org															
ADDRESS (give street address, city, state, zip code and county): 11355 Ohio Ave. Los Angeles CA 90025 - 3266 County: Los Angeles																	
6. EMPLOYER IDENTIFICATION NUMBER (EIN):  951643964		7. TYPE OF APPLICANT: 7a. Non-Profit  7b.															
8. TYPE OF APPLICATION (Check appropriate box).  <input type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTEE <input checked="" type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/>  A. AUGMENTATION        B. BUDGET REVISION  C. NO COST EXTENSION    D. OTHER (specify below):		9. NAME OF FEDERAL AGENCY: <b>Corporation for National and Community Service</b>															
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.006 10b. TITLE: AmeriCorps State		11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:  California Safe Corps															
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc):  The California Safe Corps program serves multiple communities throughout the state of California. Twenty-four (24) CSC members will serve in teams at American Red Cross Chapters, Volunteer Centers, and a local city government across the sta		11.b. CNCS PROGRAM INITIATIVE (IF ANY):															
13. PROPOSED PROJECT: START DATE: 10/03/11      END DATE: 08/17/12		14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="CA 030"/> b.Program <input type="text" value="CA 030"/>															
15. ESTIMATED FUNDING: Year #: <input type="text" value="3"/>		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?  <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON:  DATE:  <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">a. FEDERAL</td> <td style="text-align: right;">\$ 337,210.00</td> </tr> <tr> <td>b. APPLICANT</td> <td style="text-align: right;">\$ 389,449.00</td> </tr> <tr> <td>c. STATE</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>d. LOCAL</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>e. OTHER</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>f. PROGRAM INCOME</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>g. TOTAL</td> <td style="text-align: right;">\$ 726,659.00</td> </tr> </table>		a. FEDERAL	\$ 337,210.00	b. APPLICANT	\$ 389,449.00	c. STATE	\$ 0.00	d. LOCAL	\$ 0.00	e. OTHER	\$ 0.00	f. PROGRAM INCOME	\$ 0.00	g. TOTAL	\$ 726,659.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
a. FEDERAL	\$ 337,210.00																
b. APPLICANT	\$ 389,449.00																
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f. PROGRAM INCOME	\$ 0.00																
g. TOTAL	\$ 726,659.00																
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.																	
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE:  Brian Mcconnell		b. TITLE:	c. TELEPHONE NUMBER:  (310) 943-5276														
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:			e. DATE SIGNED:  05/06/11														

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### Executive Summary

The California Safe Corps (CSC) program is an AmeriCorps service opportunity sponsored by the American Red Cross. Our mission is to provide vital emergency assistance to communities affected by disaster and increase preparedness in the areas of greatest need before disasters strike by educating underserved, vulnerable, and special needs communities, and by recruiting, training, and supporting volunteers in disaster services activities. California Safe Corps members serve in a fulltime capacity for 10.5 months at American Red Cross Chapters through out the state of California.

### Rationale and Approach

#### Compelling Community Need

Throughout California's history, wildfires, earthquakes, and floods have been devastating and widespread. Statistics from the Governor's Office of Emergency Services show that since 1970, 244 states of emergency have been declared in California. According to the Federal Emergency Management Agency (FEMA) in a recent report, 110 large-scale disasters and declared emergencies have occurred in California in the past eight years alone. As the nation's premier emergency response organization, the American Red Cross provides relief to victims of large and small-scale disasters and helps people prevent, prepare for, and respond to emergencies. Since 2003, American Red Cross chapters hosting California Safe Corps members have responded to 6,723 disaster incidents including single and multi-family fires, wildfires, mudslides, flooding, human-made disasters, winter storms and earthquakes.

California is particularly prone to earthquakes, which come frequently and without warning. According to the United States Geological Survey there is a 99% chance of a major, 6.7 magnitude or larger, earthquake occurring in California in the next 30 years. During the first week of December 2008, the National Earthquake Information Center reported 574 earthquakes occurring throughout the state, 12 of which registered a 3.0 magnitude or higher. It is imperative that California citizens be actively engaged in disaster preparedness, but the Governor's Office of Emergency Services estimates 70 percent of

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Californians are unprepared for a natural disaster or terrorist attack. This lack of preparedness is true not only for individuals and families, but also for businesses of all sizes, as well as faith and community based organizations, as evidenced by the lack of evacuation/sheltering plans, emergency drills, and emergency supplies found in their offices and administrative plans.

In recognizing the invariable risk of natural disasters and the more recent threat of human-made disasters, there is an urgent and widespread need for an involved and prepared citizenry. To address these needs, the California Safe Corps program was created in 2003 by the American Red Cross of Greater Los Angeles, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. It is the goal of the California Safe Corps (CSC) partnership to anticipate the threat of natural and human-made disasters by developing and supporting meaningful ways for national service members and local volunteers to assist their communities before, during, and after times of disaster.

The California Safe Corps program serves multiple communities throughout the state of California. Fifty (50) full-time CSC members will serve in teams at American Red Cross Chapters, Volunteer Centers, and a local city government across the state in the following regions: Humboldt County, Los Angeles County, Orange County, San Diego County, Santa Clara County, Shasta County, and Ventura County. These regions represent some of the most populated and/or historically disaster prone areas in the country, yet, regrettably, their citizenry is reflective of California's statewide lack of preparedness.

Each American Red Cross Chapter, Volunteer Center, and local city government participating in the Safe Corps program demonstrated a need in its local community which closely mirrors the statewide data. Individual Chapters assess their activities and the extent to which they are meeting the needs of the community as part of a nationally required Field Operations Consolidated Information System (FOCIS)

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report. Based on these assessments, local Chapters are able to determine which segments of the population are not receiving their benefits. Prior to each program year, the legal applicant in coordination with the CSC management requests a mandatory grant application from each participating site. The Safe Corps grant application is similar to both state and federal AmeriCorps grant applications; the application requires the information from the FOCIS reports and for sites to provide information on the following standards: Strong Organization, Needs and Service Design, AmeriCorps Member Design, Community Involvement Design, and Program Design. Below is the data illustrating the compelling community need for each county in which Safe Corps sites are located. The data is compiled from the U.S. Census Research and Statistics along with the information described above from the Safe Corps grant application.

Humboldt County (Site: American Red Cross of Humboldt County) -- The vulnerable populations in Humboldt County are as follows: 12.6% Persons 65 years old and over (2006); 5.7% Persons under 5 years old (2006); 25,116 persons with disabilities, age 5+ (2000); 8.3% Language other than English spoken at home, age 5+ (2000); 15.4% persons below the poverty line (2004).

Los Angeles County (Sites: American Red Cross of Greater Los Angeles, American Red Cross of Santa Monica, City of Santa Monica, American Red Cross of Greater Long Beach) -- In Los Angeles County there have been 68 state emergencies over the past four decades. The vulnerable populations in Los Angeles County are as follows: 10.2% Persons 65 years old and over (2006); 7.5% Persons under 5 years old (2006); 1,775,009 persons with disabilities, age 5+ (2000); 54.1% Language other than English spoken at home, age 5+ (2000); 16.7% persons below the poverty line (2004).

Orange County (Site: American Red Cross of Orange County) -- In Orange County there have been 28 state emergencies over the past four decades. The vulnerable populations in Orange County are as

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follows: 10.8% Persons 65 years old and over (2006); 7.4% Persons under 5 years old (2006); 434,000 persons with disabilities, age 5+ (2000); 41.4 % Language other than English spoken at home, age 5+ (2000); 10.2% persons below the poverty line (2004).

San Diego County (Site: American Red Cross of San Diego) -- In San Diego County there have been 33 state emergencies over the past four decades. The vulnerable populations in San Diego County are as follows: 11.1% Persons 65 years old and over (2006); 7.5% Persons under 5 years old (2006); 448,590 persons with disabilities, age 5+ (2000); 33% Language other than English spoken at home, age 5+ (2000); 10.9% persons below the poverty line (2004).

Santa Clara County (Site: American Red Cross of Silicon Valley, Volunteer Center of Silicon Valley) -- There have been 20 state emergencies over the past four decades. 10.5% Persons 65 years old and over (2006); 7.7% Persons under 5 years old (2006); 254,729 persons with disabilities, age 5+ (2000); 45.4% Language other than English spoken at home, age 5+ (2000); 8.4% persons below the poverty line (2004).

Shasta County (Site: Caring Choices Volunteer Center) -- The vulnerable populations in Shasta County are as follows: 14.9% Persons 65 years old and over (2006); 5.6% Persons under 5 years old (2006); 34,643 persons with disabilities, age 5+ (2000); 6.5% Language other than English spoken at home, age 5+ (2000); 13.4% persons below the poverty line (2004).

Ventura County (Site: American Red Cross of Ventura County) -- The vulnerable populations in Ventura County are as follows: 10.9% Persons 65 years old and over (2006); 7.3% Persons under 5 years old (2006); 121,648 persons with disabilities, age 5+ (2000); 33% Language other than English spoken at home, age 5+ (2000); 9.3% persons below the poverty line (2004).

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### Description of Activities and Member Roles

CSC members will better prepare communities in the regions outlined in the previous section by providing preparedness education, recruiting and mentoring volunteers, and responding to disasters by providing for the immediate needs of those affected and assisting in overall community recovery. Members will concentrate on the idea of whole community empowerment: engaging individuals, families, businesses, schools, and faith/community based organizations to create a unified movement of preparedness. AmeriCorps members are a vital component of the American Red Cross and our project partners throughout the state. The AmeriCorps grant adds tremendous value to the existing services. The AmeriCorps grant allows AmeriCorps members to outreach to vulnerable populations (seniors, children, persons with disabilities, impoverished, and non-English speakers) whose needs would otherwise not be met. During times of disaster, these vulnerable populations will be the most affected and in need of American Red Cross and government relief services. Providing preparedness education and engaging community groups to begin their disaster preparedness will empower the local communities to sustain themselves during disasters.

All CSC members will serve from Monday through Friday, 8:30am-5:00pm for 10.5 months in a full-time capacity. The majority of a member's time is spent in direct service to local communities. Each member will work with his or her Site Manager to determine appropriate goals in each of the service activity areas which are described in the Performance Development Process later in this section. Approximately 40% of member service time will be spent conducting outreach and providing preparedness and disaster education. Volunteer recruitment and mentoring will account for approximately 30% of member service time. 10-20% of member service time is spent providing disaster assistance, and the remaining 10-20% is dedicated to member training and development purposes. Recognizing that some classes must be taught in the evening or on the weekends and that disaster response opportunities are unpredictable, a

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member's schedule may vary at times. Every effort will be made to ensure that members serve no more than 5 days and 40 hours per week.

Members will target the unmet needs identified by local American Red Cross Chapters in collaboration with the Safe Corps partnership, and provide the following direct services and measurable results:

Community Education - CSC members will provide preparedness training through American Red Cross course curricula, focusing primarily on underserved and vulnerable populations including students, seniors, non-English speakers, and people with disabilities. Members will be available full-time to provide education at no-cost or a materials-only cost, thereby eliminating any financial disincentive to preparedness training and enabling a greater portion of the community to receive this vital information. From CPR, first aid, and automated external defibrillator (AED) training to injury prevention courses and community disaster education, the Safe Corps program offers complete, flexible courses that help families and communities stay prepared for virtually any life-threatening situation. Safe Corps members build the course that works for each specific audience using American Red Cross modular curriculum. The two primary trainings offered to community participants are called "Be Red Cross Ready" and First Aid/CPR training. "Be Red Cross Ready" is presented to all community groups along with specific skills that participants should use during times of disaster. The primary learning objectives outlined in "Be Red Cross Ready" are as follows. First, how to build a disaster supplies kit that includes enough supplies for each family member for three days; second, how to make a family communications plan that includes an evacuation plan and coordinates with the school, work, and community communications plan; and third, instruct participants about what may happen and how they can respond to specific community disasters (including home fires, wildfires, earthquakes, floods, tsunamis, and landslides).

A First Aid/CPR course combines lectures, demonstrations and videos with hands-on training and practice. Participants in this course learn to recognize and respond to emergencies including shock,

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cardiac and breathing emergencies for adults, children and infants; heat and cold emergencies; sudden illnesses and poisonings. Additionally, participants will learn first aid for everything from cuts and scrapes to muscle, bone and joint injuries.

During the term of service, CSC members will provide preparedness training to 55,000 individuals across the state, 45% of whom will show at least a 20% increase in knowledge to be measured by pre- and post-class tests. This increase in knowledge will produce communities that are better able to anticipate potential local disasters, mitigate their impacts, and respond when needed. In some areas, CSC members will also be trainers in "Wilderness First Aid," which is a 16-hr intensive course covering the unusual and often life-critical situations that can arise in isolated areas which are miles from additional first aid help. Additionally, CSC members will be certified to "train-the-trainer" in various American Red Cross courses. This enables CSC members to increase the number of health, safety, and disaster instructors in California, which in turn will impact the effectiveness and scope of preparedness education statewide.

Volunteer Recruitment and Mentoring -- All nongovernmental relief agencies rely heavily upon volunteers, particularly during times of disaster. However, these organizations often lack the capacity and resources needed to completely and effectively recruit, train, and manage these volunteers. CSC members will fill this void by recruiting 10,000 new American Red Cross/Volunteer Center volunteers to be tracked by volunteer applications. Newly recruited volunteers serve at CSC sites including Volunteer Centers and local city governments. Not only will CSC members recruit these volunteers, but they will also be directly involved with mentoring them as they deliver direct services to the community.

CSC members will mentor core groups of newly recruited and veteran volunteers (e.g., youth clubs, Disaster Action Teams, Speaker's Bureaus) who will collectively contribute 12,000 service hours to the



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American Red Cross, Volunteer Centers, and local government. Members will mentor volunteers by guiding and involving them in the daily service activities provided by the California Safe Corps program, the American Red Cross, Volunteer Centers, and/or city government. Safe Corps members will orient and train volunteers in the necessary courses for volunteers to outreach to their communities, along with providing direct support and supervision to volunteers on a day-to-day basis. This support consists of answering questions in regards to assigning tasks, delegating assignments, and scheduling courses.

Safe Corps members mentor volunteers in the following activities: Community Education classes, teaching the programs to a variety of audiences, from preschoolers to seniors; Disaster Action Team (DAT), providing direct assistance to disaster clients by meeting their immediate basic needs: food, housing, clothing and other necessities; Youth Advisors, serve as liaisons between the Red Cross chapter/district offices and a Red Cross Youth Club, by assisting youth with club activities and weekly meetings; Community Outreach Associate, represents the Red Cross at events to educate and recruit members from the community to become volunteers; Recruitment Associate, assists with recruitment and management of new volunteers. The hours and activities of mentored volunteers will be tracked using volunteer rosters, project outlines and evaluations, and Sales Force, an internal American Red Cross volunteer tracking software system. CSC members will strengthen communities by creating lasting volunteer opportunities and programs for a diverse corps of volunteers. This will result in a more engaged community, and will also augment the human resources available to assist with response and relief efforts when disasters occur.

Disaster Response and Readiness - CSC members will be trained to assist their American Red Cross Chapter's Response Department and Government Agencies in addressing the immediate needs of those affected by disaster. Most often, disaster response is related to single family fires; however, it also encompasses large scale disasters. CSC members will be on-call and capable of providing mass care,

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managing shelters, completing case work, and serving in additional disaster functions such as staffing and logistics as needed. As with many organizations, in times of great need, American Red Cross Chapters provide mutual aid to Chapters outside their jurisdiction. Large disasters require statewide and national deployments. As part of the American Red Cross Disaster Services Human Resources System (DSHR), CSC members will be part of this mutual aid expectation and will be deployed as a mobile disaster corps. During their 10.5 month term of service, CSC members, on average, respond to 200 incidents and assist 5000 disaster clients. (In the past three years, for instance, the following numbers were assisted: Year 2005-2006 - 19,004; Year 2006-2007 - 3,550; Year 2007-2008-- 2,330. 2005 was the year that Hurricane Katrina and Rita struck the Gulf Coast, and CSC members devoted a great deal of time to that response.) Every American Red Cross Response Department has the tools in place to track the contribution of the members to this effort.

In order to meet these objectives, each CSC member receives full American Red Cross disaster training, volunteer management training, CPR and First Aid instructor training, and Community Disaster Preparedness Training. At a minimum, each member will earn ten formal American Red Cross certifications that will assist him or her in their role and contribute to the members achieving the desired outcomes. More detail on member recruitment, development, and supervision is provided in the next section.

The partnership works to make certain that members are serving the target populations and providing the direct services outlined by the program design. Combining awareness and hands on supervision ensures that members are complying with the grant provisions and follow the rules in regards to prohibited service activities. Members are sign contracts and are given member handbooks which outline their roles and responsibilities along with the rules and prohibited activities. Additionally, members are given extensive training during the Pre-Service Training courses which discuss all aspects of AmeriCorps including: history of AmeriCorps, organizational structure, rule and regulations, service

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hours, education award, etc.

### Measurable Outputs and Outcomes

As a result of the California Safe Corps service activities the program plans on reaching the following outputs and outcomes for each specific activity. During the term of service, CSC members will provide preparedness training to 55,000 individuals across the state, 45% of whom will show at least a 20% increase in knowledge to be measured by pre- and post-class tests.

CSC members will recruit 12,000 new American Red Cross/Volunteer Center volunteers to be tracked by volunteer applications. CSC members will mentor core groups of newly recruited and veteran volunteers (e.g., youth clubs, Disaster Action Teams, Speaker's Bureaus) who will collectively contribute 20,000 service hours to the American Red Cross, Volunteer Centers, and local government. The hours and activities of mentored volunteers will be tracked using volunteer rosters, project outlines and evaluations, and Sales Force, an internal American Red Cross volunteer tracking software system.

CSC members will respond to 200 incidents and assist 5000 disaster clients. The CSC members will also increase the disaster readiness of 50% of American Red Cross Chapter by 20%. Every American Red Cross Response Department has the tools in place to track the contribution of the members to this effort with specific disaster response data forms. The disaster readiness of each chapter will be measured by pre and post surveys comparing the Chapter Disaster Readiness Assessments which our conducted on a yearly basis.

### Plan for Self-Assessment and Improvement

The partnership will track and evaluate our progress towards meeting and achieving the outputs and outcomes described in the previous sections through monthly progress reports. Each site is required to submit a monthly progress report quantifying the outreach for the previous month and providing the

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data collection instruments to verify the outreach numbers. The program compiles these reports to track the progress of the program and monitor each site for compliance with the grant provisions and stated goals in the Memorandum of Understanding (MOU).

The progress reports also provide site managers and members the opportunity to report qualitative feedback. Members and site managers explain areas that were challenging and that need improvement along with stories of success. This feedback allows both the site and the program to continually improve and identify strengths and weaknesses. Furthermore, the members' service logs are tools, not only for recording service hours, but also daily and weekly feedback relating to specific service activities, supervision, and areas of concern. A great strength of the Safe Corps partnership is the numerous avenues for feedback produced for all stakeholders and members. Through conference calls, blogs, Yahoo Messenger, Clicktime, progress reports, and surveys the program has created an open dialogue between everyone involved in California Safe Corps.

### Community Involvement

The 7 regions of the state that will participate in the CSC program are both very rural, including Del Norte, Humboldt, and Shasta, and very urban, Los Angeles and Silicon Valley. Historically, these regions have experienced devastating disasters, and many would argue that these areas also represent some of the most likely terrorist targets.

Because of this diversity, the American Red Cross Chapters have been instrumental in determining the unmet needs of their communities. Every year, Chapters assess their activities and the extent to which they are meeting the needs of the community through community surveys and analysis of disaster services provided. Based on this information, it is easily seen which segments of the population are and are not receiving the benefits of the local Chapter.

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Using this data as a starting point, CSC members spent the majority of their time conducting community outreach. From locating senior centers that have never received a preparedness presentation to connecting with a group of high school students who have never heard of a "Red Cross Club", CSC members are constantly interacting with community members and using this information to help the Chapter insure that all populations are being reached.

Additionally, almost all of the volunteers recruited and mentored by the CSC members come directly from the community that they serve. This direct link to the community helps insure that the program remains relevant and current. And the vast majority of CSC members are from the state of California, with more than half recruited from the Chapter's jurisdiction. Again, this insures that CSC members are aware of the community's cultures and populations and is able to address true needs, as opposed to those assumed by an outsider to be there.

### Relationship to other National and Community Service Programs

Enhancing collaboration with other national and Community service programs throughout the State of California has been a key factor in the success of the California Safe Corps program. A key element of this increased collaboration and partnership is the provision of offering free CPR and First Aid training to all national service program members to aid the state in preparing corps members for emergency response. During the 2007-2008 program year, the Safe Corps program trained 1,000 AmeriCorps and Civilian Conservation Corps (CCC) members in First Aid and/or CPR. This represents at least \$50,000 worth of life-saving training to service-minded AmeriCorps and CCC members, greatly increasing their ability to maintain safety and preparedness in their daily service activities. The Safe Corps program has also increased the level of collaboration with national and community service programs through joint national days of service, joining with members from the Civilian Conservation Corps, the Bruin Corps,

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and other AmeriCorps programs to conduct service activities.

### Potential for Replication

The American Red Cross of Greater Los Angeles has taken the lead role in creating, sustaining, and enhancing successful service programs that continue to be replicated. The Chapter has successfully managed national service programs since 1993, beginning with the "Summer of Service"--one of 14 national service pilot programs in the country. The program design created by the Los Angeles Chapter has been replicated by the National American Red Cross and American Red Cross Chapters throughout the country. The leadership of American Red Cross of Greater Los Angeles chapter is highly supportive of the California Safe Corps program, and is committed to continuing this service as a vital component of the effort to sustain and enhance programs that support national service.

### Organizational Capability

#### Organizational Structure

CSC members will serve at ten American Red Cross Chapters, two Volunteer Centers, and one local government across the state. A volunteer-led humanitarian service organization, the American Red Cross annually provides about half of the nation's blood supply, trains almost 12 million people in vital lifesaving skills and responds to more than 67,000 disasters from house fires to large natural or man-made disasters. It also provides direct health services to nearly 3 million people, assists vulnerable people all over the world through international disaster responses and long-term development projects, and transmits over a million emergency messages to members of the U.S. Armed Forces and their families. Headquartered in Washington, D.C, the American Red Cross is guided by its Congressional Charter, which it received in 1900. The Charter is federal legislation and falls under the exclusive authority of the United States Congress and the President of the United States. It was recodified as part of the governance reform signed into law by President George W. Bush on May 11, 2007.

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In California, 39 Chapters provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies. The American Red Cross of Greater Los Angeles, founded in 1916, is the state's largest Chapter and, with a sound record of fiscal and programmatic responsibility, serves as the legal grant applicant for the CSC program.

California Conservation Corps Fortuna office will serve as project partners to two CSC sites, the American Red Cross of Humboldt County and Caring Choices Volunteer Center. The California Conservation Corps engages young men and women in meaningful public service and educational activities that assist them in becoming more responsible citizens while protecting and enhancing California's environment, human resources, and communities. They will work with the sites to provide fiscal support and administration, as well as assist with member recruitment, supervision, evaluation, and reporting. The California Conservation Corps provides 50% of the funding for the two sites.

The Volunteer Center will serve as a project partner to one CSC American Red Cross Chapter in the Silicon Valley and in the same capacity as the California Conservation Corps. The Volunteer Center of Silicon Valley is committed to connecting volunteers with community needs and promoting volunteerism in Santa Clara County. The Volunteer Center works with individuals, businesses, nonprofit agencies, schools and government organizations to help address community needs. It will also help to facilitate the placement of volunteers within the American Red Cross system. The Volunteer Center of Silicon Valley has worked to involve more Volunteer Centers throughout the state as we collectively work to create a movement of preparedness.

The Los Angeles Chapter has successfully managed national service programs since 1993 beginning with the "Summer of Service"--one of fourteen national service pilot programs in the country. Following the 1994 Northridge earthquake, the Los Angeles Chapter administered a countywide AmeriCorps VISTA

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disaster relief program. Also in 1994, the Los Angeles Chapter staff coordinated a \$2.8 million, two county, 13 agency disaster relief program funded by the Corporation for National and Community Service. This combined effort provided disaster relief services to more than 50,000 people and involved thousands of volunteers. In 1995, the Los Angeles Chapter founded the National Preparedness and Response Corps, formerly known as the Rapid Response Corps. Since its inception, the program has expanded to provide important emergency preparedness and safety training to more than one million people. The program's headquarters transitioned from Los Angeles Chapter to American Red Cross National Headquarters in 2004.

Additionally, the Los Angeles Chapter maintains an annual budget of more than \$18 million in revenues. The Chapter has received and properly managed national service grants funds since 1993, each year totaling between \$305,000 and approximately \$1 million. The Chapter's Accounting Department has a history of administering AmeriCorps grants and will continue to provide its services to the CSC program.

CSC members across the state increase the reach of each of their programs through their own service and through the volunteers they recruit. In the case of the smaller American Red Cross Chapters, such as Humboldt County, they significantly increase the number of people in that chapter available to do outreach, training, and volunteer management. Over the past five years CSC teams have been a critical component of the success of such chapters in being able to bring disaster preparedness education to children and their parents, seniors, and other vulnerable populations such as those in Humboldt County, who will be severely effected when the next large-scale disaster hits this earthquake-prone area in Northern California.

In the past three years of the CSC program, members have made tremendous progress toward achieving



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program objectives. Members have provided preparedness training to 62,544 participants. The members not only succeeded in teaching these classes, but they were also responsible for the required outreach, scheduling, and follow up that such classes demand. CSC members recruited 3,340 new volunteers and mentored core groups of volunteers who have contributed more than 16,000 service hours to American Red Cross Chapters across the state. Members proved themselves to be valuable disaster volunteers and were directly involved in response for over 350 small and large scale disasters, providing direct assistance to more than 24,884 disaster clients. The successful operation of the CSC program is due in large part to the partnership's organizational capacity and experience in volunteer recruitment and support, community outreach, and service delivery to underserved and vulnerable populations.

All CSC program partners will participate in continuous evaluation of the program. The Los Angeles Chapter will select and retain a contractor to evaluate the program in consultation with the partnership. The evaluation will focus on assessing the impact that members have had in the three primary objectives of the program: Community Education, Volunteer Recruitment and Mentoring, and Disaster Response. The primary focus over the past three years has been to strengthen the enrollment and retention of the program. Thus internal evaluation tools focusing on member satisfaction and feedback were paramount to creating a stronger program. However, as the program prepares to expand, a more in-depth analysis and evaluation is required to assure that the program is functioning at its peak. Existing evaluation tools will be used in conjunction with evaluation tools created through technical assistance from Project STAR and the contracted evaluator.

Board of Directors, Administrators, and Staff

The CSC program is a statewide initiative with 50 members placed in multiple American Red Cross Chapters, Volunteer Centers, and local government. However, only the American Red Cross of Greater

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Los Angeles functions as a legal applicant and as a result, each of the sites is ultimately responsible the Los Angeles Chapter, which in turn is accountable to California Volunteers. Each CSC site is responsible for submitting a monthly progress report, financial report (including a general ledger and source documentation), and member time record to the Program Director at the Los Angeles Chapter. The Program Director reviews these reports, compiles them, and submits the data to CaliforniaVolunteers in the form of the Annual Progress Reports, Periodic Expense Reports, or WBRS time logs.

Reimbursement funds are received through the Los Angeles Chapter Accounting Office, which in turn disperses the appropriate funds to the individual sites. Each site submits only one progress report and financial report. Therefore, the Chapter and the project partner work in collaboration on the reports to ensure that it encompasses the contributions of all involved without overburdening members with administrative tasks that could potentially take away from their service time.

The Los Angeles Chapter will also maintain the lead role in providing the necessary management, training, and technical assistance to CSC placement Chapters and their partners through PreService Training, site visits, Management Memos, Member Memos, Technical Assistance/Training, and regular informal communication to ensure the success and sustainability of the CSC program.

Mr. Greg Ericksen will continue to serve as the CSC Program Director and will be responsible for all program administration including site monitoring, grant compliance and program sustainability. Greg Ericksen has been with the American Red Cross of Greater Los Angeles for five years, three of which he has been the Program Director for California Safe Corps. The Los Angeles Chapter will continue to support a part-time program coordinator, Elda Kong, to aid in recruiting, reporting and evaluation, and member development. Additionally, the program will hire and train an Assistant Program Director to aid in site monitoring, grant compliance, and supervisor/member support to aid the program expansion. The Assistant Program Director position will be located in the Bay Area to provide greater

## Narratives

programmatic support to Central and Northern California sites.

Finally, the Los Angeles Chapter has hired a full-time site manager responsible for the day-to-day oversight of the members/program. The site manager currently supervises nine CSC members. All CSC staff members will be supported by Los Angeles Chapter staff in the Human Resources, Office of Volunteer Personnel, and Accounting Departments. The overall effort will be coordinated by Mary Norvel, Human Resources Officer and Mauria McPoland, Volunteer Officer. This support will be provided in-kind by the Los Angeles Chapter.

### Plan for Self-Assessment or Improvement

The program currently conducts internal evaluations through site visits and desk review audits. This internal evaluation is conducted by the Program Director and the information is reviewed with the legal applicant. A scoring rubric is used during the site visits and is processed to determine the strength and weaknesses of each site along with the level of grant compliance. If sites are non compliant, the legal applicant and program begin working with the site to be compliant with the grant provisions. The site's executives and board of directors are notified to help alleviate the problems that exist at the site. The site visits and scoring system is also used to reward strong sites that are well managed and grant compliant. These sites may be rewarded for their excellence the following year with an increase in the number of members. Weak site visits and scoring may result in a reduction in members or a suspension from the program for one program year.

### Cost Effectiveness and Budget Adequacy

\$712, 113 is requested to support the engagement of 50 MSY members in activities that support improving the preparedness of California residents in their local communities. The requested funds support a seventh year program whose design is cost-effective and whose budget includes an overall match contribution reflective of the minimum match requirements for a program in its tenth year of

## Narratives

operation. Review the instructions and clarify the match requirement as per the Corporation instructions. The CSC partnership will leverage more than \$332,706 in matching, non-federal funds for member costs (30% of total member costs) as well as approximately \$402,825 in in-kind program operating and administrative funds. The sources for all cash and in-kind matching program funds are contributed from American Red Cross Chapters, Corporate Donations, individual donations, and nonprofit agencies. Safe Corps partners contribute \$66,945.40 in matching funds to local CSC sites.

The program's budget reflects all necessary program elements and is based on the experience of CSC American Red Cross Chapters working with AmeriCorps preparedness and disaster relief programs. Increased matching funds will enable the program to provide a \$14,000 living allowance to members. In addition, appropriate levels of staffing have been included to allow the CSC program to more effectively provide support to service sites across the state. The total Corporation cost per MSY for year 7 will total \$14,242. The previous MSY for the past program years have decreased as the program reduces its reliance on Federal funding: Year 4: \$14,614; Year 5: \$14,414; Year 6: \$14,410.

### Evaluation Summary or Plan

The California Safe Corps program's average annual Corporation grant is less than \$500,000, therefore the program conducts an internal evaluation. The program currently conducts internal evaluations through site visits and desk review audits. This internal evaluation is conducted by the Program Director and the information is reviewed with the legal applicant. Site visits are conducted on a yearly basis with the program's operating sites. The Program Director meets with the site manager, support staff, and executive director at each operating site to review and analyze the site's ability to carry out the California Safe Corps mission and objectives. A scoring rubric is used during the site visits and is processed to determine the strengths and weaknesses of each site along with the level of grant compliance. The program evaluates and scores the following areas:

## Narratives

- A. Strong Organization: The program evaluates the site's operating plan and leadership team. The Program Director makes sure the site has effective fiscal management and is correcting utilizing the required fiscal forms for the Safe Corps program.
- B. Excellent Service Projects: The Program Director meets with site managers and members to analyze service activities of members to make sure they align with the Safe Corps program objectives. Additionally, the program reviews the members' roles to make sure they are compliant and that members do not displace workers or volunteers.
- C. A High Quality Member Experience: Program reviews the operating site to determine if it has sufficient training and support; and that members receive an orientation, ongoing training and support, and are helped to transition to life after service.
- D. Strengthening Communities: The program evaluates if the Effective systems are being used by the site's to recruit, train, manage and support the AmeriCorps members.
- E. Continuous Improvement and Evaluation: The program evaluates if information is systematically collected from relevant parties based on the Safe Corps Performance Measurements and that the results are effectively tracked on monthly progress reports.

Each site receives written feedback and the completed scoring rubric following the site visit. The operating sites review the site evaluation and make the necessary changes where applicable. If there are major concerns and/or non compliance issues, the legal applicant and program begin working with the site to be compliant with the grant provisions. The site's executives and board of directors are notified to help alleviate the problems that exist at the site. Safe Corps' current operating sites have been

## Narratives

involved with the program for six years. The program has not discovered major compliance issues or problems with the operating sites, therefore feedback and evaluations usually focus on minor adjustments to the operations of the program. Over the past 3 years, the Safe Corps program has been primarily focused on increasing the enrollment and retention of its members. Therefore, there was additional focus during internal evaluations on this specific area.

The site visits and scoring system are not only used for corrective action and site monitoring, but it is also used to determine grant funding the following program years. Sites that have strong evaluation scoring may be rewarded for their excellence the following year with an increase in the number of members. Weak site visits and scoring may result in a reduction in members or a suspension from the program for one program year. The evaluations are used in collaboration with the site's grant application.

To continue to improve the program and prepare for an increase in grant funding, California Safe Corps in collaboration with all project partners will undergo evaluation by an outside contractor during the 2008-2009 program year. All entities will be evaluated by the contractor with guidelines from CV; the program director will lead the process. The process will begin starting in January 2009 and will be paid for by the legal applicant, the American Red Cross of Greater Los Angeles. The legal applicant along with the American Red Cross National Headquarters will determine the appropriate evaluator for this review. The external evaluator will conduct an evaluation for the current program year and the design will be implemented for the next grant cycle.

In consultation with our external evaluator, we will identify the key questions that our evaluation will address. Additional detailed questions will be determined as our evaluation plan is refined.

-Program Assessment

## Narratives

- To determine whether program targets are realistic
- To assess program output and program outcomes
- Program Design and Partnership
- Service Delivery Quality Assessment
- Organizational Capacity Assessment

The external evaluator will determine the appropriate methods for evaluation based on the areas of focus determined by Program Director and project partners. However, based on discussions with Project STAR the following methods were recommended: exploratory, descriptive, and quasi-experimental designs. Based on these designs, appropriate data collection methods and instruments will be used to gather information for evaluation.

### Amendment Justification

Not Applicable

### Clarification Summary

Clarification response FY11

#### Budget Clarification

\*Section I. Personnel Expenses- Program Director Salary was increased from \$45,000 (CNCS share \$45,000; Grantee share \$0) to \$50,000 (CNCS share \$47,000; Grantee share \$3,000). This expense was raised to bring the expense back to the FY09 funding level. See budget narrative for more details.

\*Section I. Personnel Fringe Benefits- Program Director Benefits was raised from \$11,250 (CNCS share \$8,437.50; Grantee share \$2812.50) to \$12,500 (CNCS share \$9,275; Grantee share \$3,225). This expense was raised to bring the expense back to the FY09 funding level. See budget narrative for more details.

## Narratives

Clarification response FY 10

Budget Clarification Items:

Please make the following changes directly in the application budget and budget narrative in eGrants:

\* Section I: Other Operating Costs - criminal history checks are budgeted for members but staff is not included. Please confirm staff completes criminal history checks.

Staff Background check expenses were added to the Budget Narrative.

Programmatic Clarification Items:

Please make the following changes in the eGrants narrative filed labeled "Clarification Summary."

\* No programmatic issued identified.

Program Service Term: 8/9/10-6/17/11

-Clarify program's relationship with other local emergency providers (fire, police, and schools).

The American Red Cross has a congressional charter to provide disaster response/readiness services to the community; therefore the organization is closely connected with other local emergency providers.

Host sites regularly work with local fire chiefs, CalFIRE department managers, preparedness directors for the school districts, and local emergency networks. Each local host site has excellent relationships with all fire and police departments. Additionally, sites regularly attend the county Operational Area meetings, and are in regular communication with the Governor's Office of Emergency Services (OES).



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Through these longstanding relationships between local emergency providers and the American Red Cross, the California Safe Corps program utilizes resources and outreach capabilities. The Safe Corps members receive additional training opportunities to enhance their skill set in regards to emergency preparedness. The members also increase their outreach to target populations by marketing the program's services through local emergency providers.

-Clarify supervision and support of dispersed model members.

The Los Angeles Chapter will maintain the lead role in providing the necessary management, training and technical assistance to CSC placement Chapters and their partners through PreService Training, site visits, Management Memos, Member Memos, Technical Assistance/Training, and regular informal communication to ensure the success and sustainability of the CSC program. Prior to each program year, the legal applicant in coordination with the CSC management requests a mandatory grant application from each participating site. The Safe Corps grant application is similar to both state and federal AmeriCorps grant applications. Potential host sites submit grant applications and the applications are reviewed by CSC staff based on the scoring rubric created by the program. The members are then allocated to the host sites and a Memorandum of Understanding, Budget, Grant Compliance Checklist, and target outputs/outcomes are distributed to each host site. The roles and responsibilities to maintain the program design and dispersed member model are outlined in detail.

Each CSC site is responsible for submitting a monthly progress report, financial report (including a general ledger and source documentation), and member time record to the Program Director at the Los Angeles Chapter. These reports are then reviewed, compiled and submitted to California Volunteers. Reimbursement funds are received through the Los Angeles Chapter Accounting Department, which in turn disperses the appropriate funds to the individual sites. Each site submits only one progress report,

## Narratives

financial report, and time record every month. Therefore, the Chapter and the project partner work in collaboration on the reports to ensure that it encompasses the contributions of all involved without overburdening members with administrative tasks that could potentially take away from their service time.

Finally, Mr. Greg Ericksen will continue to serve as the CSC Program Director and will be responsible for all program administration including site monitoring, grant compliance and program sustainability.

The Los Angeles Chapter will continue to support a part-time program coordinator, Elda Kong, to aid in recruiting, reporting and evaluation, and member development. Additionally, the program will hire and train an Assistant Program Director to aid in site monitoring, grant compliance, and supervisor/member support.

-Describe site supervisors scheduled interactions between the member, the site supervisor and the program coordinator.

Pages 19-20 addresses the supervision and support of the members. At each placement site, there is at least one site manager that contributes a minimum of 10% of their time to member supervision and program administration. The American Red Cross chapters and Volunteer Centers select their site manager and then the Program Director trains the manager in member and program management. Site managers play a crucial role in ensuring member supervision, support and retention at the local level.

During the current program year, all site managers are returning and work in one of the departments in which the members serve--Preparedness, Disaster Response or Volunteer Personnel. In most cases, the site manager is a director within the department with considerable supervisory experience. To ensure adequate site support, the legal applicant and CSC management requires site managers to commit to

## Narratives

being available a minimum of 8-10 hours per week to assist and guide CSC members. It is commonplace for site managers to interact with members on a daily basis to answer questions, provide guidance, and assign tasks to the members. Site managers meet formally bi-weekly to review member's calendars, timesheets, monthly progress reports, etc.

-Please clarify current member demographics and describe what portion of the member corps is from the target population.

Current Member Demographics:

17 Females/ 8 Males; Education Ranges from high school diploma to graduate degree. The program age range is 19-52 years old. There are 3 members with self disclosed disabilities; Asian: 6/White:

11/Hispanic: 7/Black: 1

The program does not ask for the economic level of the Safe Corps members and all members are English speakers, therefore it is difficult to identify members that are from the target population. 12% of the Safe Corps members have disabilities, which is a target population.

-Amplify what is done to acknowledge members' service at the end of their term.

The California Safe Corps program volunteer recognition happens not just annually at the end of service, but throughout the year. The Program Director recognizes and thanks the CSC members during site visits, holidays, and service days. This includes taking the members out to lunch, giving them a thank you card, or a small token of appreciation. For example, during the December holidays, all members receive a CSC coffee mug with candy and a thank you card.

## Narratives

At the end of service, each site recognizes the achievements of their members with a luncheon or banquet depending on the size of the host site. Members receive their National Certificates of Service and their Presidential Service Awards with pins. Each host site also presents a gift to the members. Staff members including senior management, volunteers, board of directors, and local community partners all participate in the end of term recognition. The achievements of the members are highlighted and the impact the members have had on the host site and their community is celebrated. Finally, the Program Director sends out a letter of recognition to thank the member for their term of service. Included with the letter is membership into the AmeriCorps Alums network.

-Partnerships between hosts sites and the organizations in the community are not clear. How the program has supported or collaborated with other organizations is not clear.

The program and host sites have collaborated with numerous organizations throughout the state of California. Since the American Red Cross is paramount in the disaster preparedness and response field the organization has longstanding partnerships in the community. Many of the partnering organizations are on the board of directors at the American Red Cross or have formal service agreements with the local chapter. Additionally, these partnerships are created/maintained through the direct service of the Safe Corps members. The program's data collection and record keeping along with a superb transition plan allows members to sustain specific services to organizations on a year to year basis.

Examples of these partnerships include: Voluntary Organizations Active in Disaster, Community Emergency Response Teams, UCLA Tarjan Center, local school districts, County Emergency Medical Coordinating Committee, County Disaster Council, Emergency Food and Shelter Program, Northern California Association of Nonprofits, Redwood Coast Tsunami Working Group, County Department of

## Narratives

Public Health, Fire Chiefs Association

-The program notes a plan for assessment including site visits, desk review audits and the intention to incorporate more evaluation tools. They fail to describe the information that these tools will provide and how it will be used.

The CSC program conducts internal evaluations (site visits and desk review audits) to audit the level of grant compliance and outline a plan for program improvement (if necessary). First, these evaluation tools allow the program to maintain compliance with the policy and procedures of AmeriCorps. Site visits and desk review audits review the host sites' organizational structure, program design implementation, member management, fiscal management, and program documentation. The data and information received from this evaluation allows the program and host site to clarify and/or assess the site's ability to maintain grant compliance.

Secondly, the data and information obtained from the evaluations provides greater opportunities to improve services of the host site. California Safe Corps can observe, discuss, learn, and understand how to continue to strengthen the partnership and better serve the community. Host site are able to articulate program impact to the public, stakeholders, and the Corporation through these processes.

-Clarify how Safe Corps will manage volunteers and what they will be doing.

Pages 8-9 describe the volunteer recruitment and mentoring objective for the program. Members will mentor volunteers by guiding and involving them in the daily service activities provided by the California Safe Corps program, the American Red Cross, Volunteer Centers, and/or city government. Safe Corps members will orient and train volunteers in the necessary courses for volunteers to outreach

## Narratives

to their communities, along with providing direct support and supervision to volunteers on a day-to-day basis. This support consists of answering questions in regards to assigning tasks, delegating assignments, and scheduling courses.

Safe Corps members mentor volunteers in the following activities: Community Education classes, teaching the programs to a variety of audiences, from preschoolers to seniors; Disaster Action Team (DAT), providing direct assistance to disaster clients by meeting their immediate basic needs: food, housing, clothing and other necessities; Youth Advisors, serve as liaisons between the Red Cross chapter/district offices and a Red Cross Youth Club, by assisting youth with club activities and weekly meetings; Community Outreach Associate, represents the Red Cross at events to educate and recruit members from the community to become volunteers; Recruitment Associate, assists with recruitment and management of new volunteers. The hours and activities of mentored volunteers will be tracked using volunteer rosters, project outlines and evaluations, and Sales Force, an internal American Red Cross volunteer tracking software system. CSC members will strengthen communities by creating lasting volunteer opportunities and programs for a diverse corps of volunteers.

Budget Items:

Elaborate utility costs. Clarify parent space utilities.

The line item for utilities for both members and parent is defined as "Space Rental/Utilities". The Milken Institute researched the average cost of doing business per state in 2007. In California, the office rent cost per square foot is \$28.3. The California Safe Corps estimate per square foot cost is 0.75 for members and \$1.50 for the Parent, which is significantly below the state wide average. This estimate is not considered elaborate but an actual cost associated with the operation of the Safe Corps program per host site and for the parent. This line item captures the costs associated with space rental and utilities

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for the organization per member.

Itemize AC Recognitions (\$3,000) and what costs are included.

See budget narrative. Items also listed below.

\$1250 -- AmeriCorps Alums membership fee (50 members x \$25)

\$950 -- California Safe Corps T-Shirts (50 members x \$19)

\$300 -- Quarterly Civic Education Recognition (12 members x \$25)

\$350 -- Mid-Year Recognition (50 members x \$7)

\$150 -- End of Service Recognition (50 members x \$3)

### Continuation Changes

Year 3 (2011-12)

Enrollment

The programs enrollment is currently 100% for the 2010-11 program year. The programs enrollment for the 2009-10 program year was 100%.

Retention

The program is currently at 100% retention for the 2010-11 program year. The programs retention for the 2009-10 program year was 92.3%. The program lost 2 members during the 2009-10 program year. One member left because of compelling medical circumstance. He had bad back problems and he did not think he could perform the duties of the program any more. The other member left to pursue another avenue. The program has done a better job screening applicants this year to make sure that the applicants that we choose are committed to serving in AmeriCorps for the full term of service. The program prides itself on its high retention rate. All of the members direct supervisors and the program director have an open door policy for the members. The program also has a state wide Pre Service Training, a state wide monthly conference calls, a blog/newsletter, a Facebook page, and holds a Mid

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Year Service Retreat so all of the members at different placement sites can stay connected. We have found that these things improve the program's retention rate.

### Budget Section 1

Personnel Expense Line Item: The Program Director Salary was raised from \$45,000 to \$50,000. CNCS share was raised from \$45,000 to \$47,000 and the match share was raised from 0 to \$3,000. This change was made to return the expense to the 2009-10 (year 1) line item value for the Program Director.

### Year 2 (2010-11)

#### Rational and Approach

In the initial application the CSC program requested funding for 50 MSY members. The CSC program was awarded 24 MSY members during the 2009-2010 year. The CSC program would like to continue with 24 MSY members for the 2010-2011 program year.

#### Organizational Capacity

#### Organizational Structure

In an effort to continually make the program stronger and more sustainable the program is proposing adding 5 new program partners for the 2010-2011 AmeriCorps program year.

WISE & Healthy Aging Santa Monica office will serve as project partners to the American Red Cross of



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Santa Monica. WISE & Healthy Aging provides programs, services, information and support for seniors, caregivers, and professionals in the aging field. They will work with the site to provide fiscal support and administration, as well as assist with member recruitment, supervision, evaluation, and reporting. It will also facilitate the programs outreach efforts, in the form of disaster education and health and safety education, to senior citizen populations, caregivers, and professionals that work with senior citizen populations. WISE & Healthy Aging provides 12.5% of the funding for the site.

Meals on Wheels West will also serve as project partners to the American Red Cross of Santa Monica. Meals on Wheels West is dedicated to nourishing and enriching the lives of the home-bound by delivering healthy meals and services that promote self-respect and independent living. Meals on Wheels will work with the site to provide fiscal support and administration, as well as assist with member recruitment, supervision, evaluation, and reporting. It will also aid the programs outreach efforts, in the form of disaster education and health and safety education, to individuals that are home-bound because of age related issues, illness, mental or physical disabilities; and to volunteers and employees that work with home-bound individuals. Meals on Wheels provides 12.5% of the funding for the site.

The City of Santa Monica, CA will also serve as project partners to the American Red Cross of Santa Monica. The City of Santa Monica will work with the site to provide fiscal support and administration, as well as assist with member recruitment, supervision, evaluation, and reporting. The City of Santa Monica provides 12.5% of the funding for the site.

The City of Malibu, CA will also serve as project partners to the American Red Cross of Santa Monica. The City of Malibu will work with the site to provide fiscal support and administration, as well as assist with member recruitment, supervision, evaluation, and reporting. This partnership will facilitate in the

## Narratives

recruitment and placement of American Red Cross volunteers and Community Emergency Response Team (CERT) volunteers. The City of Malibu provides 12.5% of the funding for the site.

The Association of Regional Center Agencies (ARCA) will also serve as a program partner and a program member host site. Regional Centers are nonprofit private corporations that contract with the California Department of Developmental Services to provide or coordinate services and supports for individuals with developmental disabilities. ARCA will work as a host site and provide fiscal support and administration, as well as assist with member recruitment, supervision, evaluation, and reporting. This partnership will help facilitate the program's diversity and disability inclusion efforts by actively engage people with disabilities in national service, as well as assist the programs outreach efforts, in the form of disaster education, to people with disabilities. ARCA will provide 100% of the funding for the site.

### Organizational Capacity

#### Board of Directors, Administrators, and Staff

The Director of the CSC program has changed from Mr. Greg Ericksen to Mr. Brian McConnell. Mr. McConnell is a former AmeriCorps member who served in the NPRC program, a national AmeriCorps program that works with the American Red Cross. Mr. McConnell also has previous experience supervising AmeriCorps VISTA members, part-time AmeriCorps state members and AmeriCorps Summer Associates.

### Cost Effectiveness and Budget Adequacy

\$338,969 is requested to support the engagement of 24 MSY members in activities that support improving the preparedness of California residents in their local communities. The requested funds support a eighth year program whose design is cost-effective and whose budget includes an overall

## Narratives

match contribution reflective of the minimum match requirements for a program in its tenth year of operation. Review the instructions and clarify the match requirement as per the Corporation instructions. The CSC partnership will leverage more than \$165,981 in matching, non-federal funds for member costs (30% of total member costs) as well as approximately \$221,301 in in-kind program operating and administrative funds. The sources for all cash and in-kind matching program funds are contributed from American Red Cross Chapters, Corporate Donations, individual donations, and nonprofit agencies. Safe Corps partners contribute \$34,040.40 in matching funds to local CSC sites.

The program's budget reflects all necessary program elements and is based on the experience of CSC American Red Cross Chapters working with AmeriCorps preparedness and disaster relief programs. Increased matching funds will enable the program to provide a \$14,000 living allowance to members. In addition, appropriate levels of staffing have been included to allow the CSC program to more effectively provide support to service sites across the state. The total Corporation cost per MSY for year 7 will total \$14,124. The previous MSY for the past program years have decreased as the program reduces its reliance on Federal funding: Year 4: \$14,614; Year 5: \$14,414; Year 6: \$14,410.

### Enrollment

The programs enrollment for the 2008-2009 year --100%, and for the 2009-2010 year --100%.

### Retention

The programs enrollment for the 2008-2009 year --89% and for the 2009-2010 year --93%. Some attrition is unavoidable, such as medical or family issues that cause the member to leave.

### Compliance with 30 Day Enrollment/Exit

During the 2008-2009 program year one member was enrolled over 30 days, because he was still

## Narratives

enrolled in a National Direct AmeriCorps program without Safe Corps or the member's knowledge. Program notified the programs state commission, CaliforniaVolunteers, of the problem and should not be penalized for this since the LISC national direct program was unresponsive to requests for information.

### Performance Measures

The outcomes for Performance Measures have been changed to reflect a 24 member program instead of a 50 member program.

### Performance Measures

#### SAA Characteristics

- AmeriCorps Member Population - None
- Geographic Focus - Rural
- Geographic Focus - Urban
- Encore Program

#### Priority Areas

- |   |   |
|---|---|
| <input type="checkbox"/> Education                            | <input type="checkbox"/> Healthy Futures                      |
| <i>Selected for National Measure</i> <input type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |
| <input type="checkbox"/> Environmental Stewardship            | <input type="checkbox"/> Veterans and Military Families       |
| <i>Selected for National Measure</i> <input type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |
| <input type="checkbox"/> Economic Opportunity                 | <input checked="" type="checkbox"/> Other                     |
| <i>Selected for National Measure</i> <input type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |

Grand Total of all MSYs entered for all Priority Areas 0

#### Service Categories

- |   |   |   |
|---|---|---|
| Disaster Preparation                                | Primary <input type="checkbox"/>            | Secondary <input checked="" type="checkbox"/> |
| Homeland Security: Disaster Preparedness and Relief | Primary <input checked="" type="checkbox"/> | Secondary <input type="checkbox"/>            |

### Community Disaster Education

**Service Category:** Homeland Security: Disaster Preparedness and Relief

**Measure Category:** Not Applicable

#### Strategy to Achieve Results

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

Safe Corps members will provide no-cost American Red Cross (ARC) health, safety, preparedness and disaster trainings and presentations to a range of small and large groups, from 5-150 people per presentation. With a median training/presentation size of 15-25 people. Members will use lists of vulnerable populations from previous program years and actively search for vulnerable populations to give trainings and presentations. Community Disaster Education presentations conducted by the members include: Natural (Fire, Earthquake, and Tsunami) and Man made (Terrorism) Disaster readiness and safety presentations.

#### Results

**Result: Output**

Community participants will receive education in areas such as health, safety, preparedness and disaster training.

Indicator: The number of community participants who receive education in areas such as health,

**Result: Output**

safety, preparedness and disaster training.

Target: 21,360 Community Participants will receive education in areas such as health, safety, preparedness and disaster training.

Target Value: 21360

Instruments: Sign in Sheets/Rosters will be used, to collect data on training/presentation attendance.

PM Statement: 21,360 Community Participants will receive education in areas such as health, safety, preparedness and disaster training.

Prev. Yrs. Data

**Result: Intermediate Outcome**

Community participants will increase their overall preparedness to respond to and to survive a natural disaster or terrorist attack.

Indicator: adult beneficiaries

Target: 60% (12,816 of 21,360 community participants) of all community participants will be more prepared to respond to a natural disaster and/or terrorist attack by increasing their knowledge about preparing and responding to a disaster by 20%.

Target Value: 12816

Instruments: A pretest will be given to ascertain the knowledge level of community participants before the presentation and a post test will be given after the presentation to collect data on the percent of participants that gained knowledge about preparing for a disaster.

PM Statement: 60% (12,816) community participants will will be more prepared to respond to a natural disaster and/or terrorist attack by increasing their knowledge about preparing and responding to a disaster by 20%.

Prev. Yrs. Data

**Disaster Response/Readiness**

**Service Category:** Disaster Preparation

**Measure Category:** Needs and Service Activities

**Strategy to Achieve Results**

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

CSC members will provide direct assistance to disaster clients in such functions as mass care, sheltering, casework, and other functions. Members will perform tasks such as serving meals, setting up shelters to provide disaster clients with a place to sleep, and assist disaster clients through one-on-one casework to aid them in their long-term recovery with financial and emotional support. Members will provide indirect assistance before a disaster strikes through disaster readiness activities like: maintaining disaster inventories (counting and monitoring disaster supplies); stocking disaster warehouse/trailer supplies, cleaning cots, and rotating/updating food products; creating vendor

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

agreements with local stores to provide hygiene products, snacks, and water; and finally establishing shelter agreements with local schools to use their facilities as potential shelters for disaster clients.

**Results**

**Result: Output**

During a local or national disaster response, disaster clients will receive assistance including sheltering, mass care, and casework.

Indicator: Number of disaster clients assisted.

Target: During a local or national disaster response, 5000 disaster clients will receive assistance including sheltering, mass care, and casework.

Target Value: 5000

Instruments: Disaster tracking forms to collect data on number of disaster clients served by members.

PM Statement: During a local or national disaster response, 5000 disaster clients will receive assistance including sheltering, mass care, and casework.

Prev. Yrs. Data

**Result: Intermediate Outcome**

The American Red Cross will increase its ability to serve clients' basic needs during a time of disaster.

Indicator: Disaster clients served

Target: 2040 of the 2400 disaster victims served will report that members were helpful in getting their basic needs met during a disaster and that services provided to them were helpful in beginning their recovery from the disaster by rating disaster

Target Value: 2040

Instruments: A survey will be used, to collect data on, the percent of disaster victims that report feeling that members activities helped them meet their basic needs during a disaster and helped them begin recovering from the disaster.

PM Statement: 2040 disaster victims will get their basic needs met during a disaster and be able to recovery quicker because of the services provided by members during a disaster.

Prev. Yrs. Data

**Community Education Certification**

**Service Category:** Homeland Security: Disaster Preparedness and Relief

**Measure Category:** Not Applicable

**Strategy to Achieve Results**

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

Safe Corps members will provide no-cost and materials-only cost American Red Cross (ARC) health, safety, preparedness and disaster trainings and presentations to a range of small and large groups, from 5-150 people per presentation. With a median training/presentation size of 15-25 people. Members will use lists of vulnerable populations from previous program years and actively search for

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vulnerable populations to give trainings and presentations. ARC trainings, conducted by members, are courses in which residents will receive certification, these include: CPR and First Aid and Disaster Training (Sheltering, Mass Care, and Casework,).

**Results**

**Result: Output**

Community participants will receive education in areas such as health, safety, preparedness and disaster training.

Indicator:

Target: 4,500 Community Participants will receive education and ARC certification in areas such as health, safety, preparedness and disaster training (CPR, First Aid, Disaster courses, etc...)

Target Value: 4500

Instruments: Sign in Sheets/Rosters will be used, to collect data on, training attendance

PM Statement: 4500 Community Participants will receive education and ARC certification in areas such as health, safety, preparedness and disaster training (CPR, First Aid, etc...)

Prev. Yrs. Data

**Result: Intermediate Outcome**

Community participants will increase their overall preparedness to respond to and to survive a natural disaster or terrorist attack.

Indicator: adult beneficiaries

Target: 90% (4050/4500) of all community participants will be more prepared to respond to a natural disaster and/or terrorist attack by demonstrating proficiency in Disaster, Health and/or Safety course material by scoring 80% or more on certification test.

Target Value: 4050

Instruments: Certification test and certification course records will be used, to collect data on, the number of community participants that pass the requirements to receive an ARC certification(s).

PM Statement: 90% (4050 of 4500 community participants) of Community participants will increase their overall preparedness to respond to and to survive a natural disaster or terrorist attack.

Prev. Yrs. Data



## Required Documents

Document Name

Status

Evaluation

Already on File at CNCS

Labor Union Concurrence

Already on File at CNCS