

**CITY OF CLOVERDALE  
CITY COUNCIL**

**RESOLUTION NO. 060-2022**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CLOVERDALE APPROVING AN AGREEMENT WITH THE CLOVERDALE CHAMBER OF COMMERCE IN AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$50,000 FY 22/23) (\$50,000 FY 23/24) TO IMPLEMENT PHASE 2 OF THE CLOVERDALE WILDFIRE EVACUATION PROGRAM OUTREACH PLAN AND AUTHORIZING THE CITY MANAGER TO EXECUTE SAID AGREEMENT**

**WHEREAS**, the Cloverdale Police Department recently completed the development of an evacuation plan for the incorporated city that includes zone boundaries as well as primary and secondary evacuation routes that are critical for public and traffic safety during emergency response; and

**WHEREAS**, there are significant challenges with trying to reach all populations within the city including, individuals with access and functional needs, the senior community, families with children, and the Latinx community; and

**WHEREAS**, building on the lessons learned from the wildfire evacuations in the neighborhood of Coffey Park, and the cities of Santa Rosa, and Healdsburg, the Cloverdale Police Department has created The Cloverdale Wildfire Community Evacuation Plan also known as CloveReady; and

**WHEREAS**, the strategic plan of CloveReady is to implement a comprehensive outreach program, working with Resilient Cloverdale, to ensure that every resident regardless of age, race, health, mobility, socio-economic condition, and primary language has a strong understanding of the steps they can take before and during a mandatory evacuation to protect the health and wellbeing of their household, staff, clients, and neighbor; and

**WHEREAS**, to achieve maximum results the campaign will look to contributing agencies such as, the Cloverdale Chamber of Commerce, Citrus Fair, The Cloverdale Senior Center, the Sonoma County Library System, La Familia Sana, other key stakeholders and civic networks for outreach using various platforms; and

**WHEREAS**, the CloveReady campaign was brought forward at the June 23, 2021 council meeting and the City Council authorized the City Manager to move forward with the CloveReady campaign; and

**WHEREAS**, in 2021 and early 2022, the CloveReady campaign successfully completed most of initial outreach strategies by providing pamphlets, fliers and other materials through door to door engagement, direct mail, and visibility at local events such as; the Citrus Fair, the Sonoma County Fire and Earthquake Expo, National Night Out, and Friday Night Live events.

**WHEREAS**, the primary goal of Phase 2 will include development and implementation of the CloveReady user-friendly website, work with community partners to develop culturally competent community resilience promotional and educational materials for residents, businesses, employees and visitors, and hosting Neighborhood Block parties to familiarize the public with CloveReady and the activities relating to being 100% prepared for disasters.

**WHEREAS**, the City Council is requested to adopt a resolution approving an agreement with the Cloverdale Chamber of Commerce to implement Phase 2 of the CloveReady program. A copy of the Chamber of Commerce’s Scope of work is attached hereto as Exhibit A; and

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Cloverdale, State of California, does hereby:

1. Approve an agreement with the Cloverdale Chamber of Commerce in an amount not to exceed one hundred thousand dollars (\$50,000 FY 22/23) (\$50,000 FY 23/24) to implement Phase 2 of the Cloverdale Wildfire Evacuation Program Outreach Plan; and
2. Authorize City Manager to execute the agreement with the Cloverdale Chamber of Commerce in a form approved by the City Attorney.

The foregoing Resolution No. \_\_\_\_-2022 was duly introduced and adopted by the City Council of the City of Cloverdale at its regular meeting held on the 8th day of June 22, 2022 by the following roll call vote:

**AYES: (5) Mayor Lands, Vice Mayor Wolter, Councilmembers: Bagby, Cruz, Palla**

**NOES: (0)**

**ABSTAIN: (0)**

**ABSENT: (0)**

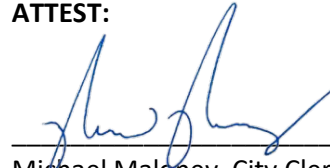
**APPROVED**



[Todd Lands \(Jul 22, 2022 05:51 PDT\)](#)

Todd Lands, Mayor

**ATTEST:**



Michael Maloney, City Clerk

**Exhibit A – Chamber of Commerce CloveReady Scope of Work**

## Proposed Clover Ready Scope of Work

### The City of Cloverdale Fiscal Year 2022/2023

*Respectfully submitted by Neena Hanchett, Savannah Hemphill, from the Cloverdale Chamber of Commerce, fiduciary agent, on behalf of the Cloverdale Police Department.*

**Requested City Reimbursement: \$100,000 (\$50,000 for 2022-2023 & \$50,000 for 2023-2024)**

**Outreach, Graphics, Printing & Distribution- \$25,000 Annually**

**Website, Social Media, Backbone Infrastructure and Content-\$25,000 Annually**

#### Outreach to all Community Demographics

- Work with community partners to develop culturally competent community resilience promotional and educational materials for residents, businesses, employees and visitors. For example: Tri-folds, evacuation maps and routes- “Know Your Zone.”
- Translation for website, social media, graphics and promotional materials
- Develop print advertising in “Cloverdale Connect” monthly newsletter targeted exclusively to Cloverdale for the population not using social media and on-line resources.
- Promote the “Clover Ready” brand on all materials and supplies related to natural and man-made disasters
- Incentives for volunteers reaching into their communities. Such as local gift certificates, small and personal recognition events, etc.
- Services will be procured through local businesses and services, if at all possible, thus ensuring re-investment in the community of Cloverdale.
- Resources to manage and administer the brand and related activities.

#### Clover Ready Content, Printing and Graphics

- Create graphic assets necessary for all platforms.
- Pay for production of printing the graphic assets.
- Direct mailing to Cloverdale residents as needed

## Communication Infrastructure

- Maintain a website and incorporate upgrades as needed.
- Maintain and post to all social media platforms. (Instagram, Website, Facebook) including print and on-line media
- Maintain registered domain names and social media “tags”
- Gather content from partners.
- Create a repository for partners to post content (flyers, photos, articles, etc.)
- Promote a Cloverdale Nixle campaign for all demographics.
- Partner presence at community events, such as Friday Night Live, Safety Expo, National Night Out, Citrus Fair, etc.)
- Host Neighborhood Block parties to familiarize the public with CloveReady and the activities relating to being 100% CloveReady.







# Resolution No. 060-2022 - CloveReady

Final Audit Report

2022-07-22

Created:	2022-07-18
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## "Resolution No. 060-2022 - CloveReady" History

-  Document created by Mike Maloney (Mmaloney@ci.cloverdale.ca.us)  
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-  Email viewed by tlands@ci.cloverdale.ca.us  
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-  Signer tlands@ci.cloverdale.ca.us entered name at signing as Todd Lands  
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-  Document e-signed by Todd Lands (tlands@ci.cloverdale.ca.us)  
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