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Executive Summary

The American Red Cross Los Angeles Region proposes to have 26 AmeriCorps members who will engage in disaster preparedness, disaster response and recruitment of volunteers at Red Cross chapters in Los Angeles County, Orange County, Alameda County, Santa Clara County, Contra Costa County and Humboldt County. At the end of the first program year, the AmeriCorps members will be responsible for certifying over 2,000 individuals in CPR / First Aid training, educating 26,000 participants in disaster preparedness and assisting 3,200 individuals during a disaster response. In addition, the AmeriCorps members will leverage an additional 1400 volunteers who will be engaged in disaster-related activities. This program will focus on the CNCS focus area of Disaster Services. The CNCS investment of \$302,223 will be matched with \$375,154 in private funding.

Rationale and Approach/Program Design

Problem / Need

Throughout California's history, wildfires, earthquakes, and floods have been devastating and widespread. In recognizing the invariable risk of natural disasters and the more recent threat of human-made disasters, there is an urgent need for an involved and prepared citizenry. For over 100 years, the American Red Cross has provided relief to victims of large and small-scale disasters and helps people prevent, prepare for, and respond to emergencies. This non-profit organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement is the nation's premier emergency response organization. To further address these needs, the California Safe Corps (CSC) program was created in 2003 by the American Red Cross of Greater Los Angeles. Twelve years later, the program now consists of 26 full-time AmeriCorps members serving four separate Red Cross regions (at 10 separate Red Cross offices) throughout California.

It is the goal of the California Safe Corps program 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 focus is on California's vulnerable populations, including youth, seniors, individuals with access and functional needs, low-income communities and areas that would be isolated after a large scale event.

The national trend in this past decade with increased natural disasters is startling. From 2009 to 2011, the number of Federal Emergency Management Agency (FEMA)-declared emergencies grew from 59 to 99. The human scale of these disasters is equally devastating: Between 2001 and 2012, nearly 21

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million people in the United States were affected by disasters, almost five times more than in the previous decade. More Americans are affected by disasters than ever before, and increasing their knowledge in disaster education is imperative.

California is particularly prone to earthquakes, which come frequently and without warning. On August 24, 2014, a 6.0-magnitude earthquake hit Napa Valley, which is the largest and most damaging earthquake in the San Francisco Bay Area since the 1989 Loma Prieta earthquake. This recent earthquake with 99 aftershocks injured close to 200 people, interrupted power to close to 70,000 residents, caused six major fires, damaged 800 houses with approximately 100 homes being red tagged as too dangerous to enter. The economic loss is likely to be more than \$1 billion, according to United States Geological Survey. The American Red Cross was on the scene immediately providing overnight shelters in Napa and Vallejo with supplied food and water for and estimated 2,000 people. Six (6) currently serving California Safe Corps members responded to the incident literally during their first and second week of service.

It is vital that California citizens be actively engaged in disaster preparedness, but the Governor's Office of Emergency Services estimates 70 percent of 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.

The California Safe Corps program serves multiple communities throughout the state of California. Twenty Six (26) CSC members will serve in teams at American Red Cross Chapters across the state, including Los Angeles County, Orange County, Alameda County, Contra Costa County, Santa Clara County and Humboldt 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 participating in the Safe Corps program demonstrated a need in its local community which closely mirrors the statewide data. Individual Chapters and Regions 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) report. 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

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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 US Census Research and Statistics, along with the information described above from the Safe Corps grant application.

At the American Red Cross of Humboldt County there have been 143 disaster relief operations by the Red Cross from 2009-2011. The vulnerable populations in Humboldt County are as follows: 12.6% Persons 65 years old and over and 5.7% Persons under 5 years old (2006); 25,116 persons with disabilities (2000); and 15.4% persons below the poverty line (2004). In 2013, the Los Angeles Region (which covers all of Los Angeles County) provided support to over 2200 local disaster victims. 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). In Orange County, there have been 302 disaster relief operations by the Red Cross from 2009-2011. The vulnerable populations in Orange County are as 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). Santa Clara County has had 296 disaster relief operation by the Red Cross from 2009-2011. 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); 42% Language other than English spoken at home, age 5+ (2000); 8.4% persons below the poverty line (2004). In nearby Alameda County, from 2009-2014 the Red Cross managed 861 responses, which affected 4,543 disaster clients.

In order to address these communities vulnerability to disasters, the California Safe Corps program devotes its energy on a multi-pronged approach of Disaster Preparedness, instructing CPR / First Aid courses, recruiting new volunteers and responding to local disasters. 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 will outreach to vulnerable populations (seniors, children, persons with disabilities, impoverished, and non-English speakers) who 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.

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All CSC members will serve in a full-time capacity (roughly 40 hours per week) for 10.5 months of service. The majority of the members' time is spent in direct service to local communities, and providing the following direct services and measurable results:

Community Disaster Education and CPR/FA Training - CSC members will provide preparedness training through American Red Cross course curricula, focusing primarily on underserved and aforementioned vulnerable populations. 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. Safe Corps members build the course that works for each specific audience using American Red Cross modular curriculum. The two primary training's offered to community participants are called 'Be Red Cross Ready' and 'The Pillowcase Project.' "Be Red Cross Ready" is presented to all community groups. The primary learning objectives outlined 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, staying informed on frequent disasters in that respective community and where to find latest news on disasters. The Pillowcase Project is very similar to Be Red Cross Ready, but focused on 3rd to 5th Graders. Participants receive a donated Pillowcase that they can utilize to create their own disaster supplies kit.

Members will also instruct CPR/First Aid courses to these communities. Participants in the CPR course learn to recognize and respond to emergencies including shock, 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 26,000 individuals across the state, with the participants increased knowledge measured by post-session survey. This increase in knowledge will produce communities that are better able to anticipate potential local disasters, mitigate their impacts, and respond when needed. In addition, the program will teach 2,000 individuals in CPR/First Aid classes.

All of these achievements would not be possible without our partnerships with Community and Faith based organizations. The examples of collaborative efforts would be too numerous to list here, however, below are a few noteworthy examples. In May 2013, Covina United Methodist Church organized a CPR/First Aid class taught by CSC members that was open to the community and

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garnered 26 attendees, the majority of whom are now CERT (Community Emergency Response Team) trained after receiving CPR / FA certification.

CSC also has a strong relationship with the Emergency Preparedness Public Health Nurses of Los Angeles County who send the program requests from community-based organizations that represent low-income and predominantly Spanish-speaking residents that hope to receive Community Disaster Education. We also partner with the Los Angeles Police Department during their annual Young Cadet Program to train over 100 participants in CPR / First Aid training. Another fruitful partnership is with the California Conservation Corps in Humboldt County in which the local CSC team provides training, and in exchange they receive wilderness safety classes.

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 1400 new American Red Cross volunteers to be tracked by volunteer applications and our on-line volunteer database known as "VolunteerConnection." 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 and who will collectively contribute at least 14,000 service hours. Safe Corps members orient and train volunteers in the necessary courses for volunteers to outreach to the community, 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.

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 respective American Red Cross Chapter's Response Department 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, 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. During their 10.5 month term of service, CSC members, on average, respond to 200 local incidents. Every American Red Cross Response

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Department has the tools in place to track the contribution of the members to this effort.

In order to meet the above 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 details in the AmeriCorps Member Experience, Training, and Supervision section).

Theory of Change

Vision: The mission for the California Safe Corps program is to provide vital emergency assistance to individuals affected by disasters, and increase preparedness in the areas of greatest need before disasters strike by educating under-served, vulnerable, and special needs communities, and by recruiting, training, and supporting volunteers in disaster services activities. The result of these activities will be more resilient communities throughout California.

Pathways to Success: Members will recruit volunteers, provide disaster preparedness education to specific, vulnerable communities, certify these individuals in CPR and First Aid, and respond to local disasters. The individuals affected by disaster and receive the assistance of the Red Cross will be inspired to become more resilient and shepherd other community members to take steps to be more prepared. Individuals that participate in preparedness education will build a disaster kit, develop a post-disaster plan to establish communication and stay informed of potential disaster threats.

Long-Term Outcomes: The pathways culminate in three long-term outcomes: 1) Individuals and families will take necessary steps to be more prepared and thus require less assistance after a disaster strikes. 2) The communities made up of these prepared individuals will take bigger steps and collectively be more resilient. 3) Increased volunteers with the applied training's will be able to provide the critical support to communities in the aftermath of a disaster and provide support in the recovery aspect and alleviate government assistance.

Evidence Base

In 2013, the American Red Cross Los Angeles Region contracted a consultant firm to produce a report entitled PrepareLA: Vulnerable Communities Project (see attached item #17) with two goals: I identify communities in Los Angeles County that are the most susceptible to social, economic, and physical

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hardship in the event of a major disaster, and provide an overview of best practices to help vulnerable populations in the Los Angeles region prepare for and recover from a catastrophic event.

Within this report they identified the top 10 most socially vulnerable communities in Los Angeles County and within each community created a profile with an overview of its population, ethnic breakdown, percentage of citizens below the poverty line, percentage of citizens without an automobile, age, and population density. These communities include South Los Angeles, Westlake, Pico-Union, Watts and Koreatown.

These communities and neighborhoods have been targeted by the American Red Cross for CSC members to implement Community Disaster Education curricula, teach CPR and First Aid and increase the number of community volunteers.

Notice Priority

The CSC program is faithfully aligned with the disaster services priority outlined in the 2015 AmeriCorps RFA of improving community resiliency through disaster preparation, response, recovery, and mitigation. This program is designed to address the need of vulnerable communities throughout California who are the most at-risk for a variety of natural and man-made disasters. The means of addressing this need is through Community Disaster Education, training individuals in CPR and First Aid, responding direct to local disasters and providing recovery assistance to individuals affected and recruiting volunteers for similar activities of preparedness and response.

AmeriCorps Member Training, Supervision and Experience

Member Training

All CSC members will begin the year at their service sites with one week of site-specific American Red Cross trainings. The first week is tightly scheduled with official American Red Cross courses, such as Psychological First Aid, Shelter Fundamentals, Adult CPR/First Aid Certification, and trainings surrounding the organization's Client Assistance System (CAS) where members record their interaction with Disaster Clients and open cases after a local disaster incident. During the first week there is also a mandatory webinar / conference call hosted by the Program Director to review the guidelines and expectations of the program, history of National Service and AmeriCorps, program performance measures and expectation, sections of their Member Participation Agreement and very thoroughly reviews prohibited activities during their service term.

In the program's second week, all members will attend a mandatory week long Pre-Service Training

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(PST) designed specifically to create a statewide program identity. CSC members also receive program specific training related to their primary service activities disaster training, CPR/First Aid instructor training, volunteer management, and Community Disaster Education Presenter training. For the past two program years, staff members from the American Red Cross (often former AmeriCorps members) were invited to participate in the training to engage the members. In 2014, American Red Cross volunteer Eleanor Guzich, who has been deployed to multiple large-scale disaster responses including Hurricane Irene, Katrina and Super Storm Sandy, provided insight on the deployment process. PST concludes with member receipt of AmeriCorps program gear and a swearing-in ceremony.

Throughout the remainder of the year, members are provided with additional development opportunities to assist them in their service and future endeavors. Members may achieve more advanced American Red Cross certifications and take classes that are of professional interest or may be particularly pertinent to the community in which they serve.

Member Supervision

The Red Cross chapters selected to host Safe Corps are all selected based on their staff capacity and ability to coordinate assignments. At each placement site, there is at least one site supervisor that contributes a minimum of 10% of their time to member supervision and program administration. Site managers also play a crucial role in ensuring member supervision, support and retention at the local level. All site managers work in one of the departments in which the members serve at the regional capacity: Preparedness, Disaster Response or Volunteer Services. In most cases, the site manager is the regional director within the department with considerable supervisory experience. 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

To augment these efforts, the Program Director also provides additional support to CSC members and site managers throughout the year. Regular formal communication occurs through conference calls and webinars, while more informal communication between the Program Director and CSC members is conducted with the program's official social media page: www.facebook.com/casafecorps. The American Red Cross is a big proponent of staff and volunteers using Twitter to highlight the work that AmeriCorps can get done in the community, and connect with other AmeriCorps programs. These tools have proved to be invaluable in creating a sustainable statewide identity.

The CSC Program Director is committed only to this grant and maintains frequent communication

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between the site managers and supervisors. Each CSC site receives a formal visit from the program director three times during the program year, which further ensures that site managers receive constructive feedback and any valuable information needed for successful member support and local program impact. The formal site visit is a review of each operating CSC site. These resources and communication systems ensure the sites remain connected to the program design, that the requirements of the program have been met, and that both members and site managers are receiving adequate supervision.

Member Experience

The first step in creating a dynamic Safe Corps team experience is the recruiting process. Every year, the CSC program seeks to recruit a corps that reflects the diversity of the communities in which it serves, and ensure the personal and professional development of corps members throughout their term of service. In the 2013-14 and 2014-15 program years, CSC members have been fluent in a variety of language including Spanish, Korean, Thai, Swahili, Tagalog, Mandarin, Hindi, Vietnamese and American Sign Language.

Assessments of member satisfaction and development are incorporated into the program design and are vital to the sustainability of the program. First, members complete pre- and post-service surveys to gauge their satisfaction with the program as well as to measure the personal and professional skills they received during their term of service. The results of the surveys are used for the final outcomes for the program's performance measurements.

Secondly, members participate in the Performance Development Process (PDP). PDP is a collaborative effort between the organization, supervisors, and the corps members to align individual contributions with the overall strategic objectives of the program and of the host chapter. Supervisors and members meet quarterly during the program year to measure the progress to goals and revise the plan as necessary. This also allows the member and supervisor to provide feedback to one another about the program year.

All CSC partners, staff, and members participate in continuous evaluation of the program. At the local level, weekly meetings between each CSC member and their Site Manager encourage two-way feedback. These meetings ensure that members stay on track toward meeting their objectives and that the Chapter receives information from the member about his or her experiences and observations while working in the community.

CSC strives to help members increase their personal and professional skills throughout the term of

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service. Members are given these opportunities through Development Days, which are spent learning a new skill or improving already acquired skills that the member uses in his/her CSC service.

Members are allotted 32 hours or 4 days per quarter to gain these skills. Examples of Development Days conducted by CSC members include resume workshops, public speaking tutorials, office etiquette classes and local panel discussions held at universities such as University of California Los Angeles and University of Southern California.

In an effort to foster team building and a sense of team identity, the CSC program sponsors a Corps member service retreat at the midyear point of the term of service. In previous years, the Safe Corps members traveled for one week to Catalina Island, off the coast of California, and engage in environmental restoration projects ranging from trail maintenance to tree planting. In 2013-14, the retreat was moved to the Enchanted Hills Camp Center in Napa, CA. This retreat center is specifically designed for visually impaired youth, and during the week members improved the camp grounds with trail building and extensive facilities clean up. During the retreat, the Program Director arranged for three guest speakers to visit with the members and provide guidance and insight on what career paths lie ahead after their term of service. The spotlight guest was Michael Byrne, Vice-President of Disaster for the Pacific Division of the American Red Cross and a previous Director with FEMA and the Office of Homeland Security. He met with the members individually and offered advice about the current job market and steps to take in the emergency response field.

Commitment to AmeriCorps Identification

Each program year, Safe Corps budgets between \$40 and \$80 per member to purchase AmeriCorps gear and supplies for the members to wear out in the field while working on their respective tasks. From t-shirts, to sweaters, hats and polo shirts, all 26 members will wear their AmeriCorps labeled clothing while doing community outreach to identify themselves as AmeriCorps members. Similarly, the Program Director ensures that each placement site have visible paraphernalia in the office that represent an AmeriCorps presence.

Organizational Capability

Background and Staffing

The American Red Cross is committed to its relationship to the AmeriCorps program and has the internal capacity and structure to continue supporting Safe Corps. Before the start of the 2014-15 program year, CaliforniaVolunteers alerted continuation grantees that additional funds were available for programs to add "No Cost" MSY. CSC took advantage of this opportunity and increased the

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program size from 24 to 26 full-time MSY. There have been no financial compliant issues with the two additional members, and the program reached 100% enrollment.

The American Red Cross is a volunteer-led humanitarian service organization that annually provides 43% 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. The American Red Cross Los Angeles Region, formerly the Greater Los Angeles Chapter, founded in 1916, is California's largest region in terms of staff and population, and serves as the legal grant applicant for the CSC program.

The American Red Cross Los Angeles Region has a long history with AmeriCorps. Following the 1994 Northridge earthquake, 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 (CNCS). 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. The American Red Cross receives funding from charitable donations from the American public, as well as reimbursements and grants from local, state and federal government agencies for specific projects. All the funds that are used for match for the CSC grant come from in-kind charitable donations. CaliforniaVolunteers and CNCS funds account for less than 2% of the legal applicant's total budget.

The CSC program is a statewide initiative, however, only the American Red Cross Los Angeles Region functions as a legal applicant and as a result is accountable to CaliforniaVolunteers. The primary contact for the grant application will be Program Director Joseph Edwards. He transitioned into the role in July 2013 after graduating with Masters in Public Administration and serving as a Government Grants Coordinator with the American Red Cross. Each CSC site is responsible for submitting a monthly progress report, and member time record to the Program Director at the Los

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Angeles Region. The Program Director reviews these reports, compiles them, and submits the data to CaliforniaVolunteers in the form of Progress Reports, Member Hour Tracker Reports and ensures the program remains 100% audit-ready throughout the program year. Reimbursement funds are received through the Los Angeles Region Accounting Office, which in turn disperses the appropriate funds to the respective regions.

The host sites are selected through an internal application process referenced earlier. The Red Cross Regions hosting Safe Corps include California Northwest (includes Humboldt County), Gateway to the Golden State Region (includes Alameda, Contra Costa and Santa Clara County), Los Angeles and Desert to the Sea Region (includes Orange County).

Compliance and Accountability

Prior to the commencement of the program year, each incoming site supervisor and site manager must be present for a Supervisor Training lead by the program director. This training covers the rules, guidelines, fiduciary responsibility and prohibited activities outlined in the grant, reviews thoroughly the expectations of the role of both the host site and supervisor. Attendance is taken at each presentation, and all supervisors must participate in order to be allowed to serve in that function. After the program year commences internal evaluations are conducted through site visits and desk review audits. This internal evaluation is led by the Program Director and the results are 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 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. All occurrences of non-compliance at any site are reported to CaliforniaVolunteers.

At the end of the 2012-13 program year, the legal applicant was cited for failing to conduct all the required criminal history checks prior to the program start date. Although the program conducted an employee criminal history check for all CSC members through the American Red Cross system to satisfy the state-wide and FBI history check, the check was not conducted by the appropriate government agencies required by California Volunteers and CNCS. California Safe Corps has taken corrective action immediately after being cited. A mandatory site supervisor training regarding the Criminal History check is now conducted at the on-set of the program year. The training includes a

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review of the appropriate forms, and a step-by-step process for incoming members to complete the necessary checks both in California and out-of-state prior to the start of service. The Program Director takes attendance at these meetings and no site can host AmeriCorps members until they participate. The program also created a Procedure Manual for any outgoing Program Manager to ensure these steps are known.

Past Performance

CSC members across the state increase the reach of each of their programs through their own service and through the volunteers they recruit. The 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.

In just the past two years our partnerships have enabled us to make tremendous progress toward achieving program objectives. Members have provided preparedness training to 50,649 participants, recruited 7,912 new volunteers and mentored core groups of volunteers who have contributed 54,847 service hours to American Red Cross Chapters across the state. Many of these participants and volunteers were engaged through community collaborations and partnerships. In addition, members proved themselves to be valuable disaster volunteers and were directly involved in response for over 446 small and large scale disasters, providing direct assistance to more than 19,013 disaster clients. In order to build more resilient communities, in the past two years CSC provided instruction to 7,940 individuals leading to certifications in CPR and First Aid. This has been achieved through working with the American Red Cross's youth clubs, and with partnering Faith-based organizations.

In terms of enrollment and retention, the Safe Corps program exceeds expectations year-in and year-out. The Safe Corps program has maintained a 100% enrollment rate from 2008 to 2014. The retention rate of the Safe Corps program has steadily averaged above 90% for the past six program years. Year 2008-09 - 89.3% retention, Year 2009-10 - 92.3% retention, Years 2010-11 and 2011-12 - 95.8% retention, and Years 2012-13 and 2013-14 - 91.7% retention. This past program year's retention was below 100% and in response the program director moved up the time frames for recruitment so that host sites would have more time to find quality candidates and give selected members more time to prepare for their new AmeriCorps lifestyle.

Budget/Cost Effectiveness

Budget / Cost Effectiveness

\$302,223 is requested to support the engagement of 26 MSY members in activities that support

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improving the preparedness of California residents in their local communities which results in a total \$11,624 cost per MSY. The requested funds support a 13th 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 13th year of operation. The budgeted matching expense of \$375,154 originates from in-kind matching program funds contributed from American Red Cross Chapters, Corporate Donations and individual donations.

Evaluation Summary or Plan

Program Evaluation Plan: Impact of California Safe Corps

This evaluation plan is focused on the outcomes of the California Safe Corps (CSC) program. Specifically, that program's main activities surrounding preparing vulnerable populations and communities in the state of California that would be greatly affected by a natural or man-made disaster. Along with preparedness, the program's participants also respond to disaster incidents and provide immediate assistance, and recruit and train more volunteers for the American Red Cross so that more individuals can prepare and respond in their respective communities.

CSC Theory of Change

Vision: The mission for the California Safe Corps program is to provide vital emergency assistance to individuals affected by disasters, and increase preparedness in the areas of greatest need before disasters strike by educating under-served, vulnerable, and special needs communities, and by recruiting, training, and supporting volunteers in disaster services activities. The result of these activities will be more resilient communities throughout California.

Pathways to Success: Members will recruit volunteers, provide disaster preparedness education to specific, vulnerable communities, certify these individuals in CPR and First Aid, and respond to local disasters. The individuals affected by disaster and receive the assistance of the Red Cross will be inspired to become more resilient and shepherd other community members to take steps to be more prepared. Individuals that participate in preparedness education will build a disaster kit, develop a post-disaster plan to establish communication and stay informed of potential disaster threats.

Program Outcomes

Immediate: Individuals and families will take necessary steps to be more prepared using the FEMA and Red Cross methods. This outcome will be measured in surveys distributed and collected at preparedness classes and ask participants how many will go home to make a disaster kit, create a family plan and be aware of how to stay informed about prominent disasters in that geographic area. More volunteers in the organization can help spread the Red Cross message of taking these small, yet

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vital steps for homes and communities to be better prepared.

Medium-Term: The communities made up of these prepared individuals will take bigger steps and collectively be more resilient by running drills and keeping citizens informed of potential disasters prone that geographic area. Individuals previously affected by disasters that were provided assistance by the Red Cross can speak first hand and inspire others to be involved.

Increased volunteers with the applied trainings will be able to provide the critical support to communities in the aftermath of a disaster and provide support in the recovery aspect and alleviate government assistance.

Long-Term: There will be more resilient communities in California that will require less government assistance in the aftermath of a large-scale event. And with preparedness techniques such as testing smoke detectors on a monthly basis in the house, there will be fewer fatalities caused by fires. With a large pool of volunteers who have signed up for on-going service activities and received thorough trainings, the American Red Cross can serve more individuals affected by disasters and provide better quality service.

Research Questions

An evaluation will address the outcomes of this program by focusing on the questions below:

- (a) What was the time frame from after receiving Red Cross presentations did community participants implement the suggested steps?
- (b) For the preparedness step of building a kit, if participants did in fact make a kit what supplies did they place in the kit and are those the same that the American Red Cross and FEMA recommend?
- (c) What is best way to measure community-wide resiliency other than measuring attendance at Preparedness presentations and survey responses?

Evaluation Design

The study of how effective Red Cross preparedness education trainings will introduce a secondary post-test survey. All community participants of Red Cross trainings complete surveys at the end of the course. This study will reach out to those same audiences and community participants, and will conduct a six-month follow-up to see what percentage of individuals completed their disaster preparedness plans and what are the contents of their homes disaster kits (if one is made). These results can then be prepared with the surveys delivered to the same participating group and examine the difference in results from the initial survey, and gauge the long-term effectiveness of the training.

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This secondary survey can be modeled on the program's current survey which uses a Likert scale to collect data. The final two questions can be modified to address the status of the participants' actions if they have committed to their answers to the initial survey. Two more follow-up questions will be added to gauge the depth of that individual's household preparedness. The new survey questions will ask:

a) Since the Red Cross presentation you participated in, have you and members of your household discussed your Disaster Preparedness Plan?

The answers associated with this survey question will have a staggered scale of response options: Yes, We are planning to, No.

b) Have you put together supplies for a ready disaster kit? Or does someone else in your household have a ready disaster kit?

The response associated with this survey question will have a staggered scale of response options: Yes, We are Planning to, No.

c) What are the current contents of your disaster kit?

The answers associated with this survey question will have a list of the Red Cross recommend supplies such as batteries, cash, and bottled water. The last response will correspond to the previous question if responded in the negative: I don't have a disaster kit.

d) Have you signed up or participated in any further Red Cross trainings or presentation?

Below this survey question will be a short list of classes and trainings that would be feasibly taken within six months since the attended disaster preparedness training. These would include: Adult CPR, First Aid, AED, Infant CPR, Child Care and Water Safety. This survey question will determine how influential the initial training was to engage participants enough to receive further engagement offerings through the Red Cross.

Collectively these survey responses will provide informative feedback on the long term effectiveness of the preparedness trainings, as well as provide a sample study of which communities are currently more prepared for disasters and show signs of more resilient and ready citizens.

The Evaluator

The selected evaluator for this program evaluation should be someone familiar with disaster-related activities, as well as be familiar with the traditional preparedness steps recommended by the American Red Cross and FEMA, and has previous program evaluation experiences. While it is likely this individual be associated with the American Red Cross, this individual should be independent of the program as to not have a biased motivation or conflict of interest on the evaluation's outcomes.

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Estimated Budget

Given the California Safe Corps program's average annual CNCS grant has always been less than \$500,000, the program can conduct an internal evaluation by a current Red Cross staff member or volunteer. No additional funds would be necessary for it to be completed. The program director has kept thorough records of dates, locations and sizes of preparedness trainings taken during the Safe Corps term. This will make it easy for the Evaluator to reach out to the chapters and staff through webinars, e-mails and phone calls to seek out the previous participants and audiences. The survey can be created and distributed with Red Cross resources and would not require additional funds to produce.

Amendment Justification

N/A

Clarification Summary

Clarification Items:

A. 1 - The "Areas Affected by Project" in Application Info has been revised so that they match the application narrative.

A. 2 - The member positions in California Safe Corps are not duplicating the American Red Cross National direct application. The scope of work by the other program differs from this program. While they will serve at similar Red Cross Chapters, the slots requested by our program will have different functions and different supervisors than the other Red Cross AmeriCorps program.

B. Budget Clarification -

The Budget Narrative section and Funding / Demographics section have been revised per the guidance in the Clarification Letter.

C. Performance Measure Clarification

1. The instrument measurement has been modified to make more clear how increased preparedness is measured by the program.

2. The activity description has been updated so it is made clear that audiences for CPR/FA training and Community Disaster Education will be counted separately and those individuals will be not be

Narratives

duplicated.

3. The program has been using the survey tool during the past grant cycle and has collected, analyzed and reported on a similar size of surveys each program year. The program headquarters holds literally boxes of the hard copies of the surveys used. The program is confident that this amount of data will be accurately counted and reported on to the grantor.

4. The American Red Cross is a national organization and disaster response is one of the organization's key lines of service. The organization utilizes an internal tool referred to as CAS - Client Assistance System. The California Safe Corps are required to be trained on this system during their first week of service. With this tool the organization assigns response numbers and case numbers to each disaster incident responded by the American Red Cross, and in the system it also highlights which individuals (i.e, ARC Staff, volunteers and AmeriCorps) were present at the response. Each case entry can be viewed and the program can ensure that the reported work by the members is accurate and that no individuals are being double-counted in the program output.

5. The Disaster Services Client Survey is one of the most commonly used documents in the disaster response department at the American Red Cross. These documents are sent to every client served by the American Red Cross (by mail or e-mail) and this questionnaire surveys the scope of the services that the Red Cross provided, the quality of the assistance (including asking if immediate basic needs were met), and review what preparedness measures the individual or family had made prior to the disaster incident. These surveys are compiled into the Service Quality and Effectiveness Indicator where each region and chapter can view what the clients thought of the services provided to them and if there needs were met. It is not used to measure if the individuals were "better prepared." With these two tools the Safe Corps program can determine the percentage of clients served that reported their basic immediate needs were met and determine the disaster response outcome.

D. Strategic Engagement Slots.

1 and 2. Our program recruits from a diverse range of candidates, and we seek out individuals with varied personal, academic and work experience. While we don't directly target members with disabilities to fill slots we look at all candidates interested in our program.

E. No-Cost MSY

California Safe Corps added two No-Cost MSY for the 2014-15 program year growing our program size from 24 to 26. We are planning on remaining at that number of members for the 2015-16

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program year.

Continuation Changes

N/A

Grant Characteristics