

APPLICATION for Neighborhood Purposes Grant (NPG)

This form is to be completed by the applicant seeking the Neighborhood Purposes Grant and submitted to the Neighborhood Council from whom the grant is being sought. All applications for grants must be reviewed and approved in a public meeting. The Neighborhood Council (NC), upon approval of the application, shall submit the approved application along with all required documentation to the Department of Neighborhood Empowerment.

Name of NC from which you are seeking this grant: Sherman Oaks Neighborhood Council

SECTION I - APPLICANT INFORMATION

- 1a) Northridge Beautification Foundation 81-5463842 California 11/27/17
Organization Name *Federal I.D. # (EIN#)* *State of Incorporation* *Date of 501(c)(3) Status (if applicable)*
- 1b) 8901 Rathburn Avenue Northridge CA 91325
Organization Mailing Address *City* *State* *Zip Code*
- 1c) same as above
Business Address (if different) *City* *State* *Zip Code*
- 1d) **PRIMARY CONTACT INFORMATION:**
Don Larson 818-401-5522 don8819@gmail.com
Name *Phone* *Email*
- 2) Type of Organization- Please select one:
 Public School (not to include private schools) or 501(c)(3) Non-Profit (other than religious institutions)
Attach Grant Request on School Letterhead **Attach IRS Determination Letter**
- 3) Northridge Beautification Foundation (Clean Streets, Clean Starts 8901 Rathburn Aven CA 91325
Name / Address of Affiliated Organization *City* *State* *Zip Code*
(If applicable)

SECTION II - PROJECT DESCRIPTION

- 4) Please describe the purpose and intent of the grant.

A grant in the amount of \$5000.00 for building and landscape materials, for the purpose of cleaning and improving in areas to be determined modeled after the Northridge Great Street project.

- 5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)

The grant money will be used for a 6 week program designed for 10 to 15 people. Items include Food (Breakfast, water) during a morning pre-homeless navigation meeting on each morning before work begins. Other items include Tools, Garden Materials and Paint.

CLEAN STREETS, CLEAN STARTS
Northridge and the West Valley

NBF currently runs a six-week Homeless to Work training Program (see brochures) on Reseda Boulevard between Parthenia and Plummer for three hours a day, two days a week. We start at 7am and work until 10am.

At the end of the working period, we move into a one hour talk-coaching period aimed at securing housing and full-time employment.

We spend a lot of time stressing sobriety and getting off the streets.

This Signature Program is applauded by our community at-large. It is proving to foster a positive change in the community's perception of the Homeless. Most noticeably among our business community, as they see and enjoy the benefits of our participants working to maintain and beautify the business corridor.

Current funding cost is \$33.50 per person, per day. We do not give out cash. Each person receives a \$5.00 breakfast at Joyce's Cafe, bus tokens to move back and forth to work, plus a \$25.00 loaded Von's gift card that excludes alcohol, tobacco and lottery ticket purchases.

This well documented and written about Program is poised to explode across the West Valley into all the Neighborhood Council districts of CD12 and CD3. We are preparing now to expand asap to ten additional locations in the West Valley, and we need money to do so.

\$5,000 – \$100,000 would make a huge difference to so many. I think you can see the implications.



This Program is almost too complicated to write about. I am certainly ready to meet and explain it, as well as all the other Projects for which we are seeking your monetary assistance.

If you desire to put any amount of money into the different Neighborhood Councils, you can give it to the Northridge Beautification Foundation 501 (c) (3) to direct into any Project the NC wants to do in their area.

**BIG STUFF
THE GATEWAY PROJECT
\$50,000 - \$100,000**

This Project is located at the Reseda and Parthenia Railroad tracks. It involves the complete redesign of the embankments around the underpass.



We recently finished the center median (as pictured with Flag) and we are now preparing for the Terracing component.

This Project is partly based in conjunction with the move of the Train station from its Parthenia and Wilbur temporary site, to the permanent site at the Northwest corner of Reseda at Parthenia; the present location of Northridge Lumber.

This is the largest of our current Projects. It involves many different public and private entities. We estimate a \$1,000,000.00 investment into just the corner design. Moving the Rail station is part of Measure M funding. At this time, to get the ball rolling between \$50,000 – \$100,000 would then guarantee us the rest of the money in upgrades by Metro and L.A. City.

FLAG POLES

\$4,000 each

I have three Flag Poles in my possession to be placed in strategic locations around Northridge. Similar to the one we put up in collaboration with the Department of Sanitation on the center median at the Reseda Boulevard underpass.



Flag Poles are slated for center medians at these locations:

1. Tampa and the 118 freeway, below Rinaldi
2. Nordhoff West of Tampa, in front of Northridge Mall
3. Reseda Boulevard at Kinzie, South of Lassen

CSUN'S 3rd ANNUAL DAY OF SERVICE
working date of September 29, 2017

Northridge Beautification Foundation and CSUN are in our 3rd year of this amazing, morning event. I organize approximately 500 students who walk throughout the neighborhoods surrounding CSUN to pick-up, clean-up and paint-up.



We also do other important Projects on Campus. I would suggest that you communicate directly with Francesca Vega, Director of Government and Community Relations, about the various opportunities here for your involvement.

I would be happy to attend any meeting on this with you.

ART MURAL PROJECT
Reseda Boulevard

NBF has begun a new Mural Project at the corner of Gresham and Reseda Boulevard. This Mural, entitled Northridge Stampede, is to represent the early western days of Northridge.



The construction and painting is designed to be an Art teaching Project by the painter, Roger Dolan. High school aged youths and community members of all ages are invited to participate.

We have presently raised \$7,000.00 for this Project. The prospective budget is \$20,000 plus.

SCULPTURE GARDEN
Nordhoff at Zelzah
\$5,000 – \$25,000

The Steel Sculpture Park at Nordhoff and Zelzah is directly across the street from CSUN and the new campus Hyatt Hotel scheduled to break ground at the end of the year 2017.

We have strategically placed this beautiful Project here and are well along with design aspects, but are in need of further funding. We plan to break ground for this Steel Sculpture Park alongside the Hotel construction sometime next year.



TAMPA MEDIANS TOPIARY GARDEN PROJECT
Northridge West Neighborhood Council boundaries
\$10,000 – \$20,000

This Project, directed by NBF, serves a combination of purposes.

1. It is a Beautification Project with clear community involvement. And, a community building exercise intended to be inspirational.
2. It is a rather grand and interesting Topiary Art Sculpture Project featuring the twelve characters of the Chinese Astrological calendar.



NBF'S SCHOLARSHIP PROGRAM
\$1,000 per year to CSUN

NBF presently gives \$1,000 each year (\$500 per semester, non-academic) to CSUN'S Urban Studies Department.

The Urban Studies Masters Degree program each year puts its students to work on imagineering Reseda Boulevard and the surrounding community. They have become an important resource in developing our ideas for Northridge. A contribution from So Cal Gas Sempra Energy utility would be so noted.



PAINTED HORSES
\$4,000 – \$5,000 each

NBF's first Painted Horse installation on corner of Reseda and Rayen continues to generate excitement in and around Northridge, and the CSUN campus.



NBF is moving full steam ahead with ten to fifteen more Horses to be placed on Reseda Boulevard from Lassen to Roscoe, as time and money dictate.

We would like So Cal Gas to sponsor one or more. Plaques placed at the Horse would of course mention your sponsorship. Together, we could get some important community involvement for the Art part as well as installation.

Our next Horse will go up on Lassen and Reseda at Fire Station #70. The Art of it will feature the early role of horses and the Fire department.

These following organizations are working with NBF for more Art Horse Projects:

1. CSUN, four or five from Nordhoff to Plummer on Reseda Boulevard
2. New Horizons, one
3. Northridge YMCA, one
4. NENC, NWNC and NSNC all actively financially support each Horse with NPG grants, as needed.
5. The Oakie Estate, one

ALISO CANYON BIKING PATH

We began developing this idea almost two years ago with Los Angeles City Council District 12 and Chief of Staff John Lee. Many meetings were held with different engineering teams to convert the waterway into a Biking Path connecting the north end of the valley through Northridge and Granada Hills to the L.A. River on the east west access at Victory Blvd and around Griffith Park.

CD12 did have the access to some of the necessary money, but in order to advance we needed the engineering documentation. \$30,000 was needed to produce the engineering report.

This Project languishes since John Lee departed from CD12. This is a great Project with lots of community support and would need only a small boost to move it forward.



CLEAN STREET CLEAN START



LIST OF LOCATION

- Northridge
- North Hills West
- North Hills East
- Mission Hills
- Sylmar
- Pacoima
- Van Nuys
- Encino
- Woodland Hills
- Chatsworth
- Winnetka
- Canoga Park
- West Hills
- Sherman Oaks
- Reseda



CLEAN STREETS CLEAN STARTS is on the move

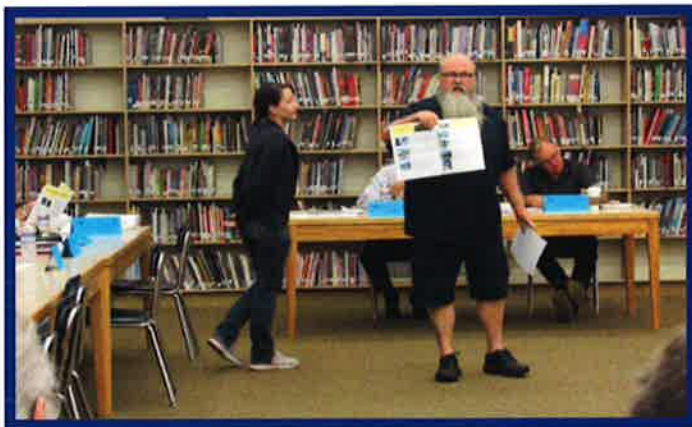
It is undeniable, we have a rapidly growing homeless population throughout Los Angeles and big ideas and solutions seem inadequate. It is time each of us rolls up our sleeves to begin making the changes we want to see..... that is the essence of CSCS.

This year, 2018, we will launch Programs across the West and Mid-San Fernando Valley. For your consideration, this is an overview of the CSCS Homeless to Work Program.

But, first a word about (NBF) the **Northridge Beautification Foundation, a 501 (c) 3.**

We are a Community Foundation established for all to utilize. Donations to the CSCS Program, or our many Art Projects, are deposited into the Foundation's Bucket Accounting for each Program and Project.

We insist on double accounting. You keep the same "in and out records" as we do. It is your money, spent only in your area. YOU choose. We go where you want.



THE PROGRAM

CLEAN STREETS CLEAN STARTS is designed to accomplish two main objectives

1. Provide a community with a safe and inviting place to shop, work and live.
2. Offer the homeless population a Work Program that sets them on a path to full-time work and housing, after completion.

The CSCS Homeless to Work Program is a six week "cycle" of maintenance and beautification work on appx. a one mile stretch of a neighborhood's commercial district (ie., Reseda Blvd., Sherman Way, Devonshire Street, and Ventura Blvd.) that the community feels needs some spit and polish. We recommend any designated Great Street from the Mayor's Great Streets Program.

Participants are all volunteers, not employees. Ten to fifteen homeless volunteers in a “cycle” must commit to sobriety while working two days a week, three hours a day under the guidance and direction of a CSCS team leader.

Each participant receives a daily stipend. Two bus tokens to get them to and from work. Plus, one \$25.00 gift card of their choice for Von’s, 99¢ Store, or gasoline.

The daily stipends, and breakfasts, total appx \$34.00 per day. A six week “cycle” at two days per week with an average of ten participants costs approximately \$5,000.00. Additional monies may be required for Art and/or gardening projects.

The Work Period lines up something like this

1. Breakfast at a local restaurant. The earlier the better. On Reseda Boulevard, we eat between 6 and 7am at Joyce’s Cafe. Selections from a limited menu cost appx. \$5.00 per person.
2. Work starts on time at 7am. We gather the team together. Go over working orders and tools. Then we go to work. Starting with trash patrols the first week to familiarize ourselves with the street and identify our comprehensive work direction.
3. After appx. two and one-half hours of directed work we gather up the tools and spend a few minutes discussing the completed job and street observations.
4. Then we move to what we call Navigation. This can happen on site or at an office. Navigation encompasses analyzing each person’s background and needs. It may include another light meal and the opportunity for a shower.

LIST OF JOBS

- trash pick-up
- remove posters and signs from power and light poles
- clean sidewalks, gutters and planters
- scrape gum off sidewalks
- pull weeds
- trim trees
- replant trees and flowers (where possible)
- repaint fire hydrants and red curbs where needed
- wash down and scrub sidewalks where needed
- paint over graffiti



The list of jobs escalates in difficulty as time goes by, and is designed to build team work and develop individual skills and self esteem.

As an area of street improves, we hope to find Public Art Projects to do in the area. NBF has our own staff of professional Artists to direct and implement Art Projects.

OUTREACH and NAVIGATION

Outreach is very demanding. We design the Program to meet the needs of the community we are in.

We are often asked, “Where do you find the homeless volunteers?”

We go out and find them. This entails locating and visiting encampments. We walk up to them and offer a hand-up. We ask if they are ready for a change and patiently explain the Program.

Laura will visit the different camps many times to offer food and assistance. She tries to gain their trust and invites them into a “cycle” coming up in their area. This is a critical component of CSCS.

The Navigation takes effect at the end of the work periods, and continues after the “cycle” is finished. We follow the progress of those who enter CSCS as long as possible. We ask that they do not give up on themselves.... so we do not give up on them!

The following photos give you a window into the Outreach process.



“This is the outreach I have been doing with groups in CD7 for the past year. Today we served 160 meals. We serve families in awful “crisis housing,” as well as go to the trails and parks and washes. We normally have a CSUN student come along and document it. Here are photos from tonight.” January 3, 2018

Laura Rathbone, EqualityMovement143
CLEAN STREETS CLEAN STARTS, Program Director

October 17 – November 30, 2017
4th Cycle, Reseda Boulevard, Northridge



CSCS does a great job in providing a positive work experience for our participants. Our 4th “cycle” was maybe our most successful. The objectives of developing individual skills and self-esteem, and building teamwork seemed to fall in line effortlessly.

This team worked exceptionally hard and were very serious about their personal goals.

The same Work Projects (refer to List of Jobs) developed. Because of their cohesive teamwork, we advanced South of Parthenia Street to Roscoe Boulevard for that extra new mile and we made significant progress there.

With each “cycle” we invariably encounter sobriety issues. Through Navigation we can access Detox facilities for those who need that help. Navigation provides the quantifiable difference.

June 13 – July 20, 2017

3rd Cycle, Reseda Boulevard, Northridge



This “cycle” was rather small, comparatively. We started with six volunteers. Three completed the Program. One found work. All refused housing, preferring to live on the street or in vehicles.

Our work routines remained the same and always visible to the street. We were unable to tackle bigger projects that the previous two groups were able to accomplish.

This “cycle” was defined by a few emotional issues. Participants fought with each other and passers-by. This behavior was challenging to corral. And, a constant distraction. The mental health issues of the homeless population can make it very complicated to address their basic needs for work and housing.



February 27 – April 5, 2017

2nd Cycle, Reseda Boulevard, Northridge



In this “cycle” we graduated ten of the original thirteen volunteers. About half of them found employment and most found housing.

It was punctuated by several new components. Chiefly, this was a much older group, and there were several health problems.

Average age was seventy plus. Their age was not a problem for working. All demonstrated great work habits and skills. Bringing great enthusiasm to every job, they were a better working team than their younger counterparts.

However, because of their Senior status it is almost impossible for them to secure full-time employment. Entry level jobs are mostly for younger applicants.

There were health concern issues with at least four on this team. One man was on daily Dialysis. Before work, he was having this medical attention and his needle wounds were not healed. Our street maintenance work is not a clean environment for this physical problem.

Another man had a heart condition. Two others could not stop drinking alcohol. We found Detox facilities for the latter two. And the heart patient did go into the hospital for treatment.

This “cycle” enlightened us to the need for more services for the elderly. This large segment of the homeless population seems to be sorely neglected.



IN CLOSING

CLEAN STREETS CLEAN STARTS relies on the support of each neighborhood we enter. We cannot do this work without true community support. We rely on financial support from private donors and public money. While private donations comprise most of the giving to date, we certainly seek generous contributions from Neighborhood Councils and local government offices.

SPECIAL THANKS and APPRECIATION for your guidance and support

CSUN President Dianne F. Harrison
L.A. County Supervisor, Fifth District, Kathryn Barger
L.A. County Supervisor, Third District, Sheila Kuehl
Los Angeles Mayor Eric Garcetti
*Councilman, CD 12, Mitchell Englander
Councilman, CD 3, Bob Blumenfield
Councilwoman, CD 7, Monica Rodriguez
Councilwoman, CD 6, Nury Martinez
Northridge South Neighborhood Council
NBF Board of Directors
And all our generous Dnnors

*CSCS launched in CD12 with Mitch Englander and Nicole Bernson



<https://youtu.be/CS7zUpeFdpg>

<https://www.facebook.com/northridgebeautificationfoundation>

<https://mysun.app.box.com/s/34ov28r5g6qxzqqv4n2z8d8co509bdlj>

<http://www.dailynews.com/2017/08/23/las-response-to-homeless-encampments-isnt-working-councilman-says/>

https://d3n8a8pro7vhmx.cloudfront.net/englander/pages/733/attachments/original/1484328318/Clean_Streets_Clean_Starts_Booklet.pdf?1484328318

LADOT

ANNUAL REPORT
FISCAL YEAR 2014-2015



RESEDA BLVD
Great Streets

HOW WE DO IT

09-26-2015

Los Angeles' 1st Great Street
Reseda Boulevard, NORTHRIDGE Village

HOW WE DO IT

Author, **Don Larson**

Production & Photos, **Linda Dunham**

This is meant to be a "How To primer," promoting a different kind of Grass Roots organizing for the establishment of your Great Street, or just your neighborhood.

The start-up of our neighborhood SPARKLE CAMPAIGN was four or five years before our involvement with Mayor Garcetti and the Great Streets Initiative.

We were already a well respected working group to our Councilmember Mitchell Englander and Council District 12. So, we had a head start on the rest of the city. And, because of the head start, Reseda Boulevard in NORTHRIDGE became the 1st Great Street in Los Angeles.

But, as I said, we had several years experience in developing a network of helping hands building coalition. And, that is how this Great Street story starts.



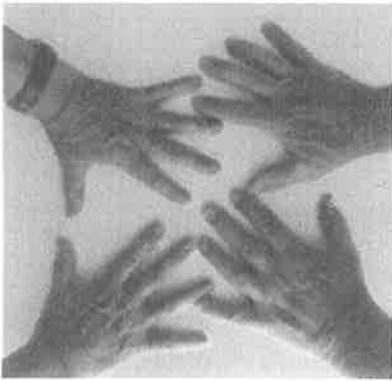
Because of a lot of plain, old-fashioned, hard, dirty, sweaty work, we had street respect. Andrea Alvarado made sure everyone knew it was SPARKLE out there hard at work. She is my partner in this and handles Public Relations and Communications.

The improvements were immediately seen and felt. The street got clean. Flowers were growing in planters again. A new feeling of optimism was taking hold over the whole community.

So, when our CD12 office approached Andrea and I about the Great Streets Initiative, of course, we said, "YES!"

Having a chance to assist in directing City Services on our street was a dream come true for us. And, it is an amazing ride. But, because we are the first, there are several things we can pass on to you that might help. I will list them for you as this paper goes on.

We are often asked how we got our Great Street project started. It's kind of simple.



We started with two willing and capable pairs of hands.

Andrea and I started this project of neighborhood and Reseda Boulevard clean-up about six years ago. We have both been long time members of our community and known for our activism. We enjoy a good and trusted reputation in our area of Northridge, known as Northridge Village.

Andrea and I had hoped for many things. But, we still find it unbelievable how this simple project continues to unfold and grow at a phenomenal pace.

This is a story of passion and dedication that has spread throughout our community and it all started with a couple of hands that are willing to get dirty and fight for it.

When I say get dirty and fight for it, I MEAN IT. I have had three memorable physical altercations with bad guys in the street. The first two fights were with drug addicts/homeless guys who did not like the new scrutiny on the street by the neighbors and police.

The third fight was when I was attacked by a local pimp/pornographer who was also noticed for his very bad behavior. All these bad guys have fled the area.

I confront homeless issues regularly. We stay patient with the homeless. We do our best to direct them to help. But are firm with them. This means I talk to them directly. I know their names and stories. Very sad stories from all. Mental illness in most.

For many of the young men on the streets, it is also about crime. Stealing whatever they can lay their hands on at all hours of the day and night. These are the bad guys who love to hide in the open in the debris. If you clean it, they will leave.

1. PICK UP TRASH

The basics are to get out there and pick up trash as you walk about. First, walk around your block

and pick up trash. I now use a trash pick-up stick... a lot easier. But, for years I just bent down and picked it up with my hands.

Clean and sweep the gutters and sidewalks. Take a plastic trash bag and get out there and do it. Make your path and walk it. Pick it up.

If you have a Great Street designation, work there as often as you can. Twice a week is a good start. Plan for an hour. Walk and dedicate yourself to it. Simple.

As you walk on a regular basis, soon people will ask what you are doing. This is when you tell your story and ask for help.

On your Great Street, business district, or neighborhood you pick up, you will begin to see and notice a whole range of issues that you can make a plan to get to. Trees, planters, trash and the scourge of graffiti are the first issues you need to attack.

Graffiti is a tough one. You must attack it with paint and paint brush in hand. Diligently paint out all the taggings you see.

An easy one that really brightens up an area is painting the fire hydrants yellow again. Take a bucket of water and a brush, and brush the hydrant first with plain water. Make a cardboard cut-out of a circle to put around the base, so you don't splatter the yellow paint on the sidewalk.

Total time to clean and paint a hydrant is about twenty minutes. Do three or four at a time.

2. WORK PARTIES

It takes one person, maybe you, in our case it is me, Don Larson, to take the bull by the horns and start the work. It is the only way to know the job and logistics of getting neighborhood work parties going.

You will need to organize your own tools and supplies first, before you can tell other volunteers what to do.

I became well known for producing one or two hour work parties that are very efficient in time spent and outcome. Eventually, ask your Council office for help with tools and plastic trash bags.

After several work parties of handing out tools to everyone, I began to organize my tools into golf



bags. Yes, old golf bags are the best way to organize tools for yourself and your work party.

When you have the bags full, you will likely have enough hand tools for yourself and up to five or ten helpers to share as they walk and work.

3. HELPING HANDS

We started by attacking the city planters that were full of weeds and trash. I was soon able to jump forward and dug out the top four to five inches of top soil from each planter. Eighty (80) of them, I think. I did about five, or so, a day. About one hour on each planter to completely remove the deep weeds.

I was able to number all the planters with stencil spray-painted small numbers. From this it is relatively easy to make a map of planters for the Work Party.

Bag one will go and work on planters 1-10. Bag two will go and work on planters 11-20. Bag three does 21-30, and so forth. Divide the number of workers to the number of bags. Make maps to direct the job.

The logistical problem of doing this work I address by employing a 3-wheeler bicycle/truck I built. It can carry a one Ton load. And, it is very flexible to move around on the sidewalks and street. You can find smaller pre-made 3-wheeler bicycles in stores now. And, I am sure they can be modified to work. Buy one. You will love it.

In fact, my 3-wheeler is the real hero of this story. You can probably see why. It was important for me to do this work on a bike, as I still do, to make a statement --- Bicycle power. I love bicycles!

Not only are my big ugly hands very dedicated to this Great Street project, in the beginning of this, six years ago, we had a secret army of workers. I own the Das Bauhaus apartment building at 8819 Etiwanda, three blocks behind Reseda Boulevard at the center of Northridge. It is a kind of Art building. See: www.dasbauhaus-northridge.com.

It is mandatory to work on our street projects if you want to reside there. People come to my building because they want that connection to the street. Das Bauhaus is always full and has a long waiting list.

So, when Andrea and I started, I could supply twenty-five to fifty helpers (and still do) to our scheduled work parties. That made a huge difference in what we were able to accomplish.

We currently produce about four to five work parties per year. Ranging in helpers from ten to three hundred!! Yes, 300! We just did a huge work project with CSUN, August 9, 2015. Look it up: CSUN Annual Day of Service.

I think the underlying principle for these work parties is three-fold:

1. TIME – A work party with volunteers should stop after 1½ hours.
2. PREPARE FOR SUCCESS – In order to make your volunteers find success, you must prepare the area ahead of time. Get ready for WORK!! Know exactly what you want done.

3. **SUCCESS** – You have to make the volunteers feel success from the work you send them to do. They need to go home happy. They need to see how much better the street is after they are done.

- a. Gutters swept
- b. Litter removed
- c. Pull weeds everywhere
- d. Trim up tree branches
- e. Paint red zones
- f. Paint fire hydrants
- g. Remove graffiti



OUTREACH & PUBLIC RELATIONS

Andrea handles the outreach for us. As you have learned, I handle the work and much of our general direction. This has been a critical part of our connection to others and our success. Our first official interactions were with our Council office, and still are. Initially, I think we were a real pain in the neck to them. (Still are.) Our complaints about trash can pick-ups, graffiti, and general maintenance of Reseda Boulevard eventually sunk in, and we all worked together to address our problems. Now we enjoy a real partnership. Even though we still bump into each other at times, we are a team and work out our different issues.

Although some government rules are still confusing today, we have to bend the rules once in awhile to get things to work.

We now enjoy a great relationship with Councilman Mitch Englander and all the Staff at CD12. We have become the "official partners" of CD12 and the Mayor's office for our Great Street.

We are very proud of all this, but it is not without its ups and downs.



- CBS

BUILDING COALITION

This concept is a standard term for building a network of people working in the same direction. But, it is mostly a method for calling meetings together. As if a meeting will somehow magically make it all better out there.

What we did is exactly the opposite of this. We went out with our own brooms, shovels, clippers and gloves. We took control of our problems. We tried not to blame others for the past. We rolled up our own sleeves. Took ownership and went to work. You can, too!

CLEAN AND TIDY

So, how did all these hands come together? They joined us! Now, we all work as partners on this Great Street Project. And, it has blossomed into so much more. Unbelievable new things have begun since our Great Street project started. But, remember, the basics are up to you.

The momentum for a Great Street starts when you dig in and clean-up. The city has to know that

you will share the load. That boils down to maintenance mostly.

With a track record of pick-up and clean-up the city can find a reliable partner in you to justify making the investment in your Great Street, or your neighborhood.

CD12 VISION PLAN

As Andrea and I were on Reseda Boulevard and in our neighborhood working our Councilman Mitchell Englander was developing our Northridge Vision Plan. An official document developed as a kind of community business plan for our section of Reseda Boulevard.



The Vision document then turned from paper into our own Vision committee. The committee has become a kind of clearing house of community development and especially our Great Street project with the Vision Plan as the cornerstone of our work.

All three Neighborhood Councils, CSUN, SPARKLE, CD12 and North Valley Chamber of Commerce meet on a regular basis at the Field Office of CD12. Led by Chris Sales, a Professor at CSUN, President of Northridge South Neighborhood Council and life long member of our Northridge community.

Chris' leadership of the Vision Committee and NSNC has been invaluable to the momentum of all this work in Northridge Village and our Great Street.

The connections made with CSUN administration, Northridge businesses and local organizations like Kiwanis, our Churches and North Valley Chamber of Commerce have grown SPARKLE into a very respected organization.

It was not all done without some bumps and bruises. But, all these groups came together to support each other and are now a kind of team all focusing upon the SUCCESS of Los Angeles' 1st Great Street, Reseda Boulevard, NORTHRIDGE.

Now start working. Brooms, shovels and paint will change your neighborhood. But, you have to start.

Remember: **WERUNTIN'S, TIN'SDOONRUNWE.**

To learn more about NORTHRIDGE SPARKLE go to:

<https://www.facebook.com/northridgesparkle>

<http://www.northridgesparkle.com/>

In February 2017, Northridge Sparkle became **Northridge Beautification Foundation**, a 501(c) (3)

<https://www.facebook.com/northridgebeautificationfoundation>



IN CONCLUSION

We Thank the following for their help and support:

Council District 12

Mitchell Englander
John Lee
Nicole Bernson
Semee Park
Megan Cottier
Colin Crews

Mayor's Office

Mayor Eric Garcetti
Lilly O'Brien
Carter Rubin
Nat Gale

NSNC

Christopher B. Sales
Margaret Landers
Patty Ferman Lopez

NENC

Glenn Bailey
Steve Patel

NWNC

Tom Johnson

North Valley Chamber of Commerce

Wayne Adelstein
Stephanie Schwinn

CSUN

Colin Donahue, V.P.
Francesca Vega
Dr. Craig Olwert
Professor Dev Vrat

Das Bauhaus

David Brosky
Peter O. Larson

The Vision Committee

LAPD

Captain Rob Marino
Lieutenant Boe Adams
Sergeant Ignacio (Nacho) Murillo
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