



Sunnyvale

Community Events Grant Program Application Fiscal Year 2019/20

Application Deadline: April 19, 2019, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** While the City will accept applications through April 19, 2019, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2019/20 budget is adopted in June 2019. Applicants will be notified of award decisions in July 2019.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Public Library (Library Administration, Second Floor)
Attn: Jennifer Acuña
665 W. Olive Avenue, Sunnyvale, CA 94086

Email: ncs@sunnyvale.ca.gov or Fax: 408-735-8767

For questions or more information, contact Jennifer Acuña at ncs@sunnyvale.ca.gov or 408-730-7599.

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Event Name:	<u>Bike to Work Day 2020</u>
Date(s)/Time(s) of Event:	<u>May 7, 2019</u>
Sponsoring Organization(s):	<u>Silicon Valley Bicycle Coalition</u>

Grant Amount Requesting from the City of Sunnyvale: \$5,000
(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name:	<u>Jessica Waite</u>
Title:	<u>Membership & Outreach Coordinator</u>
Organization:	<u>Silicon Valley Bicycle Coalition</u>
Email:	<u>jessica@bikesiliconvalley.org</u>
Mailing Address:	<u></u>

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

Bike to Work Month in May and Bike to Work Day (BTWD) on May 7, 2020 are part of a national effort to encourage new bicyclists to give bike commuting a try, with goals of reducing carbon emissions, improving local air quality, and improving community health. Locally, Silicon Valley Bicycle Coalition (SVBC) coordinates and oversees many activities leading up to this annual push to increase active transportation including: 1) Engaging corporations and other organizations to support employee participation; 2) Coordinating the team bike challenge to provide riding incentives; 3) Working with schools to encourage students to bike and walk to school; and 4) Coordinating and training the hundreds of volunteers it takes to produce Bike to Work Day itself.

On the day of the event, SVBC provides logistical and coordinating support to ensure that each Energizer Station has the resources it needs to provide riders with food, goodies, and encouragement. The day ends with a bang at SVBC's Bike Away from Work Bash, which is open to the public and intended to give everyone a chance to celebrate the success of the day. We celebrate and award the Bike Commuter of the Year at this event as well.

The program works to encourage bicycling because it is fun, creates a sense of community, and normalizes bicycling. People realize that they don't have to be an elite athlete, wear special clothing, or have an expensive bike to be a bike commuter. Making the bicycle a part of everyday life is a key focus of all our work.

2. Have you held this event before? If so, when and where?

Silicon Valley Bicycle Coalition has been coordinating Bike to Work Day in Santa Clara and San Mateo counties (usually on the second Thursday of May) since 2006.

3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?

BTWD is a free and fun event that gives people of diverse backgrounds, ages, and ability levels the opportunity to experience and engage with Sunnyvale in a new and more meaningful way from the slower-paced saddle of their bike. People who travel by bike gain a greater understanding of community assets and an appreciation for the many resources the city has to offer. BTWD builds community by bringing together citizens, businesses, government offices, and other entities to celebrate alternative modes of transportation that improve quality of life by reducing traffic congestion and greenhouse emissions while increasing physical and emotional health. The event is a strong fit with Sunnyvale's ongoing commitment to reduce community-wide greenhouse gas emissions via the CAP 2.0.

4. What steps are you taking to ensure a well-planned, safe event?

Event planning for BTWD begins in December. We provide guidance and ongoing training to Energizer Station hosts that includes a detailed guide to help them plan and gather the resources

needed to produce the event. We provide an orientation day the week before BTWD. Businesses and other employers are provided a toolkit of posters and ideas for promoting the event and getting more people riding. We also offer dozens of workshops to help new bike commuters learn the rules of the road and how to bike safely (and would be happy to provide such a training to City of Sunnyvale staff as well!).

Every year, we gather advice and feedback from previous years' energizer station hosts to share with new hosts, so they have guidance going into their planning efforts. We also follow up after the event to get feedback from staff, volunteers, and energizer station hosts to ensure that we continue to meet our internal goals of executing a well-planned and safe event.

Marketing & Promotion

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

Our event is citywide. It is not targeted to a particular neighborhood or demographic.

6. How many people do you expect to attend your event? How did you arrive at this estimate?

Last year (2018), 4,002 people stopped at or passed by one of 9 energizer stations in Sunnyvale on BTWD. We anticipate a similar or slightly greater number of participants in 2020.

7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

BTWD posters (attached) and other promotional materials will be posted and distributed in public places around the Bay Area. In addition, posters will be mailed to over 100 employers in San Mateo and Santa Clara counties to be posted in visible places at employer sites. SVBC and partner organizations will promote heavily via email and social media.

We anticipate a continued partnership with NBC Bay Area/Telemundo 48, as they have committed to be the presenting media sponsor for the past three years. They will provide day of news coverage for the event.

Organization Information

8. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

SVBC was incorporated as a 501(c)(3) in 1993 (see attached articles of incorporation). SVBC's mission is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. With traffic congestion and air pollution at unacceptable levels, we need to address our transportation demands in more

creative ways. The answer lies not in building more freeways or widening our already fast-moving roads, but in developing programs that encourage active transportation. We envision a community that values, includes, and encourages bicycling for all purposes and for all people. Our central goal is to ensure that, by the year 2025, 10% of all trips are taken by bicycle.

SVBC has 1,500 members and over 14,000 subscribers to our email list. The size of our budget is just over \$1 million as indicated by our most recent (2015) form 990 and our 2018-19 budget (both attached).

Event Budget

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

SVBC follows the most rigorous and accepted practices for nonprofit financial management including internal controls and safeguards for assets and data accuracy, written financial policies and procedures, and a board treasurer and finance committee comprised of seasoned finance professionals that review all our financial management practices, budgeting processes, and annual budgets.

The budget for BTWD is developed and reviewed months in advance and used to create a detailed project plan that is referred to regularly to ensure all tasks and expenditures are on track.

10. Please attach a detailed budget for your event including:

Please see the attached 2019 BTWD budget. We expect that the 2020 BTWD budget will be quite similar.

- Total expenses
- Anticipated revenue (if applicable)
- Net cost (total expenses less anticipated revenue)
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$28.46, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

We are requesting funding because we believe participating in BTWD and encouraging bicycle commuting is a way for the City of Sunnyvale to advance its goals regarding improving neighborhood quality of life and reducing greenhouse emissions. We expect that the remaining

funding for our event will be raised from corporate sponsors, government grants, BTWD t-shirt sales, and individual contributions.

12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

Bike to Work Day cannot happen without the generous support of corporate and government sponsors. We would be delighted to have the City of Sunnyvale participate for as long as it is able. We also continually expand our outreach and engage with new and prospective sponsors to provide the opportunity for more entities to participate and support the event. As part of this, we will continue to reach out to all cities in the two counties we work with in order to fund the event and increase bike commuting in our region.

Attachments:

1. Pictures of BTWD 2018
2. SVBC articles of incorporation
3. BTWD posters
4. Form 990
5. Additional literature about the organization, per Q8
6. 2018-2019 SVBC budget
7. 2019 BTWD budget

Silicon Valley Bicycle Coalition

FY 19 Budget and FY 18 Actual

	<u>FY 18/19 Budget</u>	<u>FY 17/18 Actual</u>
Revenues		
Unrestricted		
Public Support		
Contributions	\$195,900.00	\$173,452.50
Membership	\$57,400.00	\$52,634.11
Grants	\$62,600.00	\$975.00
Special Events	\$465,500.00	\$407,259.69
Total Public Support	<u>\$781,400.00</u>	<u>\$634,321.30</u>
Other Revenue		
Contract Income	\$267,501.00	\$270,915.35
Program Administration Revenue	\$34,100.00	\$39,882.53
Sales and Misc Income	\$2,140.00	\$3,768.35
Interest Income	\$1,170.00	\$934.71
Total Other Revenue	<u>\$304,911.00</u>	<u>\$315,500.94</u>
Net Assets Released from Restriction		
Net Assets Released from Restriction	<u>\$30,000.00</u>	<u>\$68,871.18</u>
Total Net Assets Released from Restriction	<u>\$30,000.00</u>	<u>\$68,871.18</u>
Total Unrestricted	<u>\$1,116,311.00</u>	<u>\$1,018,693.42</u>
Temporarily Restricted		
Contributions	\$0.00	\$2,000.00
Grants	<u>\$30,000.00</u>	<u>\$30,000.00</u>
Total	<u>\$30,000.00</u>	<u>\$32,000.00</u>
Net Assets Released from Restriction		
Net Assets Released from Restriction	<u>(\$30,000.00)</u>	<u>(\$68,871.18)</u>
Total Net Assets Released from Restriction	<u>(\$30,000.00)</u>	<u>(\$68,871.18)</u>
Total Temporarily Restricted	<u>\$0.00</u>	<u>(\$36,871.18)</u>
Total Revenues	<u>\$1,116,311.00</u>	<u>\$981,822.24</u>
Expenses		
Operating Expenses		
Payroll Costs		
Salaries and Wages	\$725,900.00	\$719,622.16
Payroll Taxes	\$57,690.00	\$58,195.47
Employee Benefits	<u>\$36,753.00</u>	<u>\$37,658.65</u>
Total Payroll Costs	<u>\$820,343.00</u>	<u>\$815,476.28</u>
Non-Labor Expenses		
Professional Services	\$33,525.00	\$35,145.62
Independent Contractor	\$16,732.64	\$27,232.82
Printing and Copying	\$8,980.00	\$7,381.93
Postage and Delivery	\$2,665.00	\$2,280.89
Staff Development & Training	\$9,555.75	\$6,322.02
Food & Business Meals	\$3,608.38	\$3,997.26
Transportation	\$13,317.00	\$12,378.62
Dues & Subscriptions	\$541.20	\$911.84

	FY 18/19 Budget	FY 17/18 Actual
Marketing & Publicity	\$3,918.48	\$4,946.41
Volunteer Expenses	\$4,897.45	\$4,203.30
Program Supplies - Non Food	\$1,500.00	\$1,584.99
Special Event Catering	\$45,255.00	\$463.25
Special Event Venue	\$4,000.00	\$37,677.33
Special Event	\$3,641.91	\$1,424.54
Outreach Materials	\$3,051.65	\$4,383.15
Occupancy - Rent	\$62,268.00	\$63,074.19
Telecommunications	\$21,045.90	\$16,742.08
Office Supplies	\$8,151.77	\$9,207.17
Liability Insurance	\$3,320.45	\$3,624.80
Other Operating	\$9,998.31	\$13,214.18
Total Non-Labor Expenses	<u>\$259,973.89</u>	<u>\$256,196.39</u>
Total Operating Expenses	<u>\$1,080,316.89</u>	<u>\$1,071,672.67</u>
Total Expenses	<u>\$1,080,316.89</u>	<u>\$1,071,672.67</u>
 NET SURPLUS/(DEFICIT)	 <u>\$35,994.11</u>	 <u>(\$89,850.43)</u>

	2019 Anticipated
Expenses	
Facebook boosts	\$100.00
Jerseys	\$5,000.00
Staples/Office Depot	\$500.00
Boxes for bags (Uhaul) 250	\$400.00
Bags/Totes	\$39,000.00
T-Shirts	\$9,000.00
Media and Marketing (Bus shelter ads)	\$3,000.00
Graphic design (Bus shelter ads)	\$100.00
18"x24" Signs for Stations	\$500.00
Local Transportation (Uhaul and mileage)	\$250.00
Postage/envelopes (Employer Toolkits)	\$300.00
Postage and Delivery (Employer Toolkits, Posters, Sponsor Thank	\$400.00
Printing and Publications	\$1,500.00
Staff Meals (lunch on BTWD)	\$150.00
Outreach Captain Training (pizza)	\$150.00
Volunteer Support (host lunch, snacks)	\$750.00
Bike Away from Work Bash	\$150.00
Bank fees	\$200.00
Sales Tax	\$1,000.00
Subtotal	\$62,450.00
Staffing	
Contractors - event coordination & admin	\$10,000.00
Salaries/Wages	\$53,000.00
Subtotal	\$63,000.00
TOTAL EXPENSES	\$125,450.00
Volunteer Hours x \$28.46 (California volunteer rate per IndependentSector.org)	
Bag Stuffing (150 hours)	\$4,269.00
Bike Bash (15 hours)	\$4,269.00
Outreach Captains (70 hours)	\$1,992.20
Subtotal	\$10,530.20

DÍA DE IR EN BICI AL TRABAJO 9 de MAYO, 2019

- ¡Dale una oportunidad a una comunidad de motos!
- Usted puede participar en el evento de bicicleta más grande en el área de la bahía.

SILICON VALLEY
BICYCLE
COALITION



Bike to Work with VTA

Regístrese para participar en el área de la bahía en bicicleta este mes de mayo.

bayareabiketowork.com

 @BikeSiliconValley

 @BikeSV

Fotografías para el día de la bici al trabajo! #BTWD

ALAMEDA CONTRA COSTA SAN MATEO SANTA CLARA SONOMA NAPA MARIN SOLANO SAN FRANCISCO



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- Apple
- Bay Area Bicycle Law
- Best Buddies Challenge
- City of Cupertino
- City of Palo Alto
- Grosvenor Americas
- Santa Clara Valley Water District
- Specialized Bicycle Components
- Stanford Research Park Transportation
- Summit Bicycles, Inc.
- Town of Los Gatos



BAY AREA 25TH YEAR BIKE TO WORK DAY MAY 9, 2019

- **Commit to Commute!**
- **Join the biggest bicycle event in the Bay Area.**
- **Bicycle events happen all month!**

SILICON VALLEY
BICYCLE
COALITION



Bike to Work with VTA

On Thursday, May 9th over 100 Energizer Stations will be cheering you on throughout Silicon Valley. Join the fun!

bayareabiketowork.com

 @BikeSiliconValley

 @BikeSV

Post your Bike to Work Day pictures! #BTWD

ALAMEDA CONTRA COSTA SAN MATEO SANTA CLARA SONOMA NAPA MARIN SOLANO SAN FRANCISCO



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