



## City of Sunnyvale Neighborhood Grant Program

**Application for FY 2016/17**  
(Please print or type)

Office Use Only

Date Received: \_\_\_\_\_

Application

Completed: \_\_\_\_\_

**Deadline for Applications: Friday, May 20, 2016 by 5 p.m.**

***Important note: applications are being accepted, pending Council's budgetary approval.***

Applications may be submitted by mail, email, and fax or in person. Submit completed application (including all project team signatures) to: Community Services Division, located at the Sunnyvale Senior Center, 550 E. Remington Drive, Sunnyvale, CA 94087. Email: [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or FAX (408) 730-7754. For questions, please call (408) 730-7599.

Date: \_\_\_ 18 May, 2016 \_\_\_\_\_

Name of Neighborhood Group or Association: \_Cherryhill Neighborhood Association\_\_\_\_\_

Name of Proposed Project: \_\_\_ "Cherryhill Neighbors: Grow Together" \_\_\_\_\_

Grant Amount Requested from the City of Sunnyvale: \$ \_\_\_\_\$1,000\_\_\_\_\_

(Maximum grant amount is \$1,000)

### **Neighborhood Group/Association Background:**

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?

The Cherryhill Neighborhood Association was unofficially started in early 2008 with the formation of a Neighborhood Watch program. We filed neighborhood association papers with the city in June 2008. The key goals of the association are to 1) promote community involvement and participation; 2) establish and maintain a line of communication between the City of Sunnyvale and the residents of the community; 3) provide a community voice to city staff, school personnel, and the rest of the community concerning the implementation of services, community needs, and events; 4) recruit volunteers and sponsors to aid in service to the community; and 5) enhance the quality of life within the area. The neighborhood association is bounded by West Remington, South Mary Avenue, West Fremont Ave and HWY 85. There are approximately 550 households in our neighborhood association (>1000 people).

2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds?

Since coming together as an association a little over eight years ago, the association has held regular association meetings, social events and gatherings such as Dumpster/Freecycle Days, block parties, Holiday Walkabouts, Harvest Shares, Garden Tours, National Night Out in De Anza Park, PEP classes, mixers and several neighborhood watch meetings. Up until the receipt of our first neighborhood grant in 2009, all events were self-funded by association members. We are an official Sunnyvale Neighborhood Association with established bylaws and officers. Our annual expenses are roughly \$900. Fund raising is primarily achieved through member contributions and donations. During our first year, the primary focus was to establish the association in the neighborhood and generate interest and support without charging dues. During 2009-2012 we began to coordinate more fund raising activities such as newsletter advertising for local merchants and individuals, block party contributions, and selling advertising space on Cherryhill reusable “welcome” bags. We have also produced neighborhood “No Soliciting” signs which we sell for a modest amount to raise money for the association. We do some fundraising activities at our block party and mixers, and neighbors often make ad hoc donations to help cover expenses.

### **Project Description:**

3. Briefly describe your proposed project. **How will it benefit the residents in your neighborhood and/or your neighborhood association?** What will the project “look like” when it is completed?

**“Cherryhill Neighbors: Grow Together”** is envisioned as a mini urban garden project. Our plan is to implement a series of small, portable garden spaces within the neighborhood in order to share seedlings, seeds, plants and garden ideas among neighbors. The mini garden containers will be rotated throughout the neighborhood each year (potentially as 3-month shifts at each location; shifts will roughly correspond to a growing season – e.g., spring, summer, fall). Dedicated hosts will be responsible for leadership of associated activities: tending the mini gardens, and, if desired, establishing a common calendar for watering and weeding tasks as well as recruiting neighbors to share responsibility for the container during the shift. If possible, we would like to organize the gardens according to theme: for example, *Herbs*, *Edible Flowers*, *Medicinal Plants* in order to introduce residents to new varieties and additional uses for plants and herbs (e.g., medicinal or cosmetic applications). The contents of each container will be freely available to neighbors who wish to partake in ad hoc harvesting throughout the year.

Adjacent to each mini garden container we will have a donation box where neighbors may drop off their additional harvest items to share with the neighborhood.

The main benefit will be increased community building through cooperation as well as creating and sharing resources. Each “host” will take an active role in promoting what’s growing in the container and encourage neighbors to harvest herbs, plants and flowers at the peak of ripeness. It is our hope that online discussions about what’s available for picking will lead to neighbors meeting up at the mini garden spaces to collectively harvest the bounty, sharing recipes and ideas for inclusion in their own gardens. In particular, the gardens will be valuable to children as they wonderfully demonstrate where food comes from. When completed, the project will resemble a miniature version of Sunnyvale’s Charles Street Garden, with semi-permanent signage indicating the harvests are freely available to all.

4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

We chose the project after surveying neighborhood residents via our **Yahoo Group** and **Next Door** membership lists. The Urban Garden idea was the most popular choice for a grant application topic among Cherryhill residents who took the survey on Yahoo Groups (not surprising given how successful our annual Harvest Share has become). 54% of residents who responded chose the Urban Garden project (the next closest idea with 15% favorability was an effort to increase health and wellness activities within the neighborhood). While the health and wellness initiative was more popular among the respondents to the survey on Next Door, we amalgamated the results and determined the Urban Garden project had the highest overall approval (Note: We plan to address health/wellness in a future grant application).

### Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by June 1, 2017).

Activity	Person(s) Responsible	Completion Date (mo/yr)
	Jane Smith	08/16
1. Research containers and sharing boxes suitable for shortlist of available options, evaluate potential candidates based upon factors such as size, weight, durability, and ease of portability to multiple locations. Determine the number of containers the project can support (e.g., 3 or 6 containers). Research and report costs of other materials (soil, seedlings, seeds, watering cans, etc.)	Team led by Kyle Welch/Kathy Besser	06/16
2. Solicit resident feedback on herbs, plants, flowers to include in each container (online survey)	Kathy Besser	07/16
3. Develop host agreement (suggested list of responsibilities for temporary garden stewardship) and common calendar tools for hosts to increase engagement by recruiting garden "helpers"	Joann Rieke	07/16
4. Solicit volunteers for each container: 4 per container per year.	Kyle Welch	08/16
	Kathy Besser	09/16

5. Initial installation of garden planters.		
6. Host neighborhood appetizer/dessert contest at Cherryhill Fall Mixer (featuring items harvested from garden containers).	Derek Wagner	10/24/16
7. Move containers to second installation.	TBD	12/16
8. Move containers to third installation.	TBD	3/17
9. Move containers to fourth installation.	TBD	6/17
10. Solicit volunteers for the next 4 hosting shifts.	TBD	6/17

6. Describe how your project focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

The Grow Together project focuses on all aspects listed above. In addition to increasing communication between neighbors as the gardens are planned, planted and harvested, growing food together will help build bridges between cultures as neighbors share recipes and uses for items harvested from the containers. Having a “common” garden will help enhance neighborhood pride and will improve the physical condition of the neighborhood.

7. How will you determine the completed project has been successful?

We will periodically check in with residents to see how the garden containers are being received (if they are being regularly tended, harvested, etc.). It should be relatively easy to monitor communication about the gardens via Cherryhill's Next Door and Yahoo Groups. We will also conduct a follow-up survey to determine resident satisfaction with the results of the program.

8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?

Our neighborhood will provide the “sweat equity” to build and install the gardens as well as keep them maintained and orderly. Residents will be asked if they care to donate any seeds, seedlings and other materials (gardening tools, gloves, plant food, etc.) for the garden containers. Estimated volunteer hours would include building/installing garden containers and sharing boxes (12 hrs), maintaining container sites throughout the year (1hr/week x 52 = 52hrs), developing instructions and host agreement (3hrs), moving installation sites (1.5hrs x 4 times/year = 6hrs), research (3hrs), purchasing items (5 hrs)

9. 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.

After the initial purchase of materials for the garden containers, there should be relatively little financial cost to keeping up the gardens. The challenge will be to keep residents engaged in sustaining them year after year. To address that aspect, we plan to assign permanent resident "guardians" for each container purchased and implemented. Guardians will be responsible for ensuring volunteers fulfill their commitments and in the event they cannot, solicit suitable replacements. Our neighborhood has so many passionate urban gardeners, it should not be difficult to recruit residents for these positions.

### **Project Team:**

While you may have many community members working on this project, project team leads will be critical to the project's success.

**Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.**

**Project Leader** - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report, including eligible receipts and invoices showing payment is due within 30 days of project/event conclusion and no later than June 15, 2016.

**Project Leader Name:** \_\_Kyle Welch\_\_

Address: \_\_1090 Syracuse Drive, Sunnyvale, CA 94087\_\_

Phone Number: ( 408 ) \_\_481-9700\_\_ E-Mail: \_\_kyle\_welch@comcast.net\_\_

Signature: \_\_electronic\_\_ Date \_\_5/20/16\_\_

**Treasurer** - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

**Treasurer Name:** \_\_Jim Sturtevant\_\_

Address: \_\_1078 Ticonderoga Drive, Sunnyvale, CA 94087\_\_

Phone Number: ( 408 ) \_\_738-3831\_\_ E-Mail: \_\_jim@thesturtevants.com\_\_

Signature: \_\_electronic\_\_ Date \_\_5/20/16\_\_

**Other Project Team Members** -- List additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

**Name:**\_\_\_\_\_ Kathy Besser\_\_\_\_\_

Address: \_\_\_\_\_ 1087 Yorktown Drive, Sunnyvale, CA 94087\_\_\_\_\_

Phone Number: ( 408 ) \_733-8323\_\_\_\_\_ E-Mail:\_\_\_\_ khb@graystar.com\_\_\_\_\_

Responsibilities: Program coordinator, graphic design, planning & idea generation

Signature: \_\_\_\_\_ electronic\_\_\_\_\_ Date \_\_\_\_ 5/20/16\_\_\_\_\_

**Name:**\_\_\_\_\_ Joann Rieke\_\_\_\_\_

Address: \_\_\_\_\_ 1003 Yorktown Drive, Sunnyvale, CA 94087\_\_\_\_\_

Phone Number: ( 408 ) \_245-0656\_\_\_\_\_ E-Mail:\_\_\_\_ clsjer@hotmail.com\_\_\_\_\_

Responsibilities: Newsletter content, meeting supplies, NNO/Block Party coordination, supplies, etc

Signature: \_\_\_\_\_ electronic\_\_\_\_\_ Date \_\_\_\_ 5/20/16\_\_\_\_\_

**City of Sunnyvale  
Neighborhood Grant Program  
2016/17 Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant. All eligible receipts and invoices showing payment must be submitted for reimbursement within 30 days of project/event conclusion and no later than June 15, 2017.**

**Project Expenses**

<b>Activity</b>	<b>Estimated Costs</b>	<b>Actual Costs</b>
1. Garden containers & sharing boxes	\$ 600	\$
2. Creation of professional looking outdoor-friendly signage for each installation	\$ 150	\$
3. Potting soil	\$ 120	\$
4. Watering cans	\$ 80	\$
5. Starter plants for each installation	\$ 220	\$
6. Gardening gloves	\$ 20	\$
7.		\$
8.		\$
9		\$
<b>Total Expenses</b>	<b>\$ 1190</b>	<b>\$</b>
<b>Amount Requested from the City of Sunnyvale</b>	<b>\$ 1000</b>	

**Other Sources of Support**

Volunteer Hours (valued at \$26.87/hour, per <i>independentsector.org</i> )	\$ 4,863
Donated Materials/Services (food, supplies, equipment)	\$ 300
Other Funding Received (other grants, collected dues, donations)	\$ 350
Other	\$
Other	\$
<b>Total Neighborhood Association Contribution</b>	<b>\$ 5,513</b>

**Thank you for completing your application for the Neighborhood Grant Program!**