



**City of Sunnyvale
Neighborhood Grant Program
Application
Fiscal Year 2017/18**

Office Use Only

Date Received: _____

Application

Completed: _____

Application Deadline: Friday April 7, 2017 by 5 p.m.

Thank you for your interest in the Neighborhood Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Funding requests will be considered as part of an annual competitive application process. Neighborhood Grant Program funding will be determined by City Council during the adoption of the FY 2017/18 Budget. If Council approves the funding, each neighborhood group is eligible to apply for and receive a grant of up to \$1,000. Applicants will be notified of award decisions in July 2017.

Complete applications may be submitted in the following ways:

Mail or Drop-Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Alisha Rodrigues
550 E. Remington Dr., Sunnyvale CA 94087

Email: ncs@sunnyvale.ca.gov or Fax: 408-730-7754.

For questions, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

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Name of Neighborhood Group or Association: SSALC (Sunnyvale Sustainable and Affordable Living Coalition)

Name of Individual Submitting Application: Sue Serrone

Individual's Email: Sueserrone@comcast.net Phone: (408) 773-8851

Name of Proposed Project: Public Outreach/Education Event on the El Camino Specific Plan

Grant Amount Requesting from the City of Sunnyvale: \$ 1,000.00

(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?

3/1/2016 Boundaries: City of Sunnyvale

Volunteers form the Affordable Housing Committee of the Sunnyvale Democratic Club and other housing affordability advocates formed a coalition. Members include Friends of Caltrain, SV Bicycle Co., the Democratic Club of Sunnyvale, SV@Home, Greenbelt Alliance, Sunnyvale COOL.

The purpose of the coalition is to advocate and educate for sustainable, affordable living in Sunnyvale.

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?

Our all-volunteer coalition is supported by these sponsors: The Sunnyvale Democratic Club, Greenbelt, and Sunnyvale Cool. We also have individual contributors and in-kind contributions from members.

Our coalition is a non-registered affiliation.

Budget for 2016 was approximately \$5,000. for the Candidates Forum event we held at the History Museum with food. This event was supported by sponsors, in-kind and volunteers contributions.

Project Description:

3. Describe your proposed project and/or event. Make sure to include the following:
- How it will benefit the residents in your neighborhood and/or your neighborhood association?
 - How many people or households you are expecting to attend or benefit from the project or event?

Benefits include: education/information on aspects of the El Camino Specific Plan; including housing, transit, sustainability and village centers. Further, the event provides an opportunity to see and discuss various elements and possible uses, as well as getting information on Sunnyvale's planning process and when citizen input is invited.

The event also provides opportunities to connect with other concerned citizens whatever their focus or affiliation.

We estimate 80 to 100 people attending.

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

Determined a need and interest of residents through various questions that have been posed on social media and other public meetings including council and planning meetings.

Outreach is to be done: Flyers, including but limited to the library, Rotary, Chamber of Commerce, LWV and AAUW. Online and digital media such as Nextdoor and Facebook.

Advertising and coverage in the Sunnyvale Sun. Faith-based groups, and letter to the editor of Mercury News. Also, mailing lists of coalition members.

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project and/or event including an estimated date of completion for each activity. (All projects must be completed by June 1, 2018).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Create flyers/email for advertising the BBQ	Jane Smith	08/17
1. Leader	Sue Serrone	12/17
2.		04/18
3. Social Media	Mike Serrone	
4. Publicity	Linda, Kiyomi, Mila, Tara, Barbara, Adina, Miike, John	
5. Panel organizers	Tara, Mike, Sue	
6. Tour/walk organizers	James, Sue, Karen, Mike and tba	
7. Questionnaire developers	Meredith,, Kiyomi, sue, Tara, Linda	
8. Data crunchers	Kyomi interns	
9. network/mavens	Barb, Sue, Tara, Kiyomi, Mila, Joaquin	
10. Facilities/Insurance	Sue, Mike, Tara	
11. Snack food and drinks	Coalition members	
12. Question takers and synthesizers	SV@Home	

6. Describe how your project and/or event 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

Providing opportunities for learning about the El Camino Plans, city processes involved in plan and implementation.

Providing opportunities to discuss and envision a better neighborhood through the El Camino Plan. As well as input on various elements to make a more livable Sunnyvale. By contributing to this process, people can engage productively.

7. How will you determine the completed project and/or event has been successful?

Sign up for tours/walks. Completion of questionnaires. Turn in of questionnaires.

Deliver two more events after this one.

Activation of advocacy and direct involvement with City (interest list as well).

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

Lots of volunteer hours, food donations, tour guiding, and follow-up information.

9. Please explain how your organization intends to operate this project and/or 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.

Our purpose does not include ongoing requests for grants, it is to deliver these two information meetings.

Project Team:

While you may have many community members working on this project and/or event, 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 this project.**

1. 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, 2018.

Project Leader Name: Sue Serrone

E-mail: sueserrone@comcast.net Phone Number: (408) 7738851

Address: 665 Winggate Dr. Sunnyvale, CA 94087

Signature: Sue Serrone Date: 04/06/17

2. Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. The Project Leader may also serve as the Project Treasurer.

Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: LINDA R DAVIS

E-mail: davislindar@yahoo.com Phone Number: (408) 737.1033

Address: 382 Sunset Ave Sunnyvale CA 94086

Signature: Linda R Davis Date: 4-6-2017

3. Other Project Team Members - List additional neighborhood residents who will work on this project and what their responsibilities will be? (i.e. coordinating volunteers, outreach to residents, creation of marketing materials, etc.)

Name: DANIEL HOWARD

E-mail: DANNYMAN@TOLDOE.COM Phone Number: (312) 4361112

Address: 240 HAZELTON AVE 94085

Responsibilities: creation of marketing materials / promotional

Signature: DHoward Date: 4-6-17

Name: TARA MARTIN - MILIUS

E-mail: taramilius@gmail.com Phone Number: (408) 733-5778

Address: 762 SAN MIGUEL AVE

Responsibilities: PANEL & MODERATOR

Signature: Tara Martin-Milius Date: 6 April '17

City of Sunnyvale

Neighborhood Grant Program

2017/18 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, 2018.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1. Facility (2x, 1 for Dec. Mtg, 1 for April 2018)	\$ 300. + \$500 deposit	\$ 600 - \$1,000.
2.	\$ 300. + \$500 deposit	
3. Food	\$ 80. each mtg.	\$ 160.
4. Print costs	\$ 200. both mtg.	\$ 200.
5. Ad costs	\$ 100. #	\$ 200.
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$ 1160. (less if possible)
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at \$27.59/hour, per independentsector.org) approximately 500 hours	\$ 13,500
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$ 260 + 140 + 80
Other: in-kind printing	\$ 100.
Other:	\$
Total Neighborhood Association Contribution	\$

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