



# Neighborhood Grant Program Application

## Fiscal Year 2018/19

**Application Deadline: May 2, 2018, 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 2018/19 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 2018.

**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 Drive, Sunnyvale, CA 94087

*Email:* [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or *Fax:* 408-730-7754.

For questions, contact Alisha Rodrigues at [ncs@sunnyvale.ca.gov](mailto:ncs@sunnyvale.ca.gov) or 408-730-7599.

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**Name of Neighborhood Group or Association:** Sunnyvale Neighbors of Arbor Including La Linda (SNAIL)

**Name of Individual Submitting Application:** Diane Gleason

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**Individual's Email:**

**Name of Proposed Project:** 2018 National Night Out

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**Grant Amount Requesting from the City of Sunnyvale:** \$1000

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*(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?

In 1995, a group of neighbors living between Borregas and Mathilda Avenues formed the Sunnyvale Neighbors of Arbor, Including La Linda (SNAIL) as a neighborhood association covering approximately 300 households. Currently, SNAIL's boundaries are Fair Oaks, Mathilda, Maude, and Ahwanee Avenues and it has over 1,300 households within its boundaries. The neighborhood was built in the early 1950's as a modest tract of mostly single-family homes. The Columbia Middle School, Community Center and Park are located within the neighborhood boundaries.

SNAIL was initially formed to address the issues of neighborhood preservation/absentee landlord issues, Moffett Air Field usage and air traffic control. The SNAIL neighborhood association continues to meet and now focuses on three specific areas: promote neighborhood watch for public safety, interact with City and community officials regarding neighborhood issues (i.e.: traffic control, utilities improvements), and encourage social interaction between new and old residents.

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?

SNAIL is an active civic group that partners with the City of Sunnyvale to maintain the esthetics of the neighborhood, promote safety, and reduce crime. We elect our four Executive Board members annually from our members. We are an official 501c(4) organization registered with the Ca Secretary of State.

All of our activities are focused on bringing together the residents of the neighborhood, and promoting pride in our neighborhood and city. We have a variety of activities for adults, children, families, and seniors. We encourage socializing through activities such as Summer BBQ's, Chinese New Year Dinner, holiday parties, monthly meetings with guest speakers, our annual neighborhood wide garage sale, and National Neighborhood Night Out. All events are well attended by a variety of ages.

SNAIL has many volunteers committed to making our neighborhood a success. We have no paid staff. SNAIL has approximately 50 volunteer Block Representatives who hand deliver our monthly newsletters.

We help support the local community by providing services such as volunteering at the North County Homeless shelter during winter months to feed the homeless. Annually we decorate our street trees with red bows. We promote many events for Bishop elementary and Columbia middle school and other citywide activities through our monthly newsletter. Many SNAIL neighbors volunteer or attend their events.

Our annual budget is approximately \$5,000.

To raise funds, we sell advertising space in our monthly newsletter and have an annual neighborhood garage sale.

## 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?



Our proposed project is to continue SNAIL's participation in the National Night Out project. National Night Out is an annual event held on the first Tuesday in August to heighten awareness of the importance of neighborly collaboration with each other and Public Safety to report suspicious activity. Over 200 residents have attended our recent National Night Out events. We make this activity very attractive to residents: We provide a festival event with a BBQ, a live band, a jump-house and face-paint for the children. Families of all ages especially enjoy the festivities and it keeps them involved with neighborhood issues, activities and helps them know their neighbors. We expect to continue to see upwards of 200 residents attend this event. We use a sign-in sheet to track attendance.

Our participation in National Night Out increases communication between our residents and support the City's efforts for safe neighborhoods. There are no other organizations that provide this type of service within our neighborhood boundaries. It helps promote familiarity with and concern for fellow SNAIL residents. It helps neighbors feel more connected and comfortable with Public Safety in Sunnyvale.

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?

We chose National Night Out as our project as it is the most successful activity of all of our neighborhood events. This activity has the largest participation of SNAIL residents and we want to continue to increase the interest of the residents in our neighborhood association activities and city events.

We promote visibility of this event for months in our monthly newsletter. We also promote it online via NextDoor and our SNAIL.org website. We do outreach in the neighborhood by hand delivering our newsletters to the unrepresented streets in our neighborhood usually twice a year. The residents who attend the monthly meetings agreed it is important to continue to reach out to unrepresented streets.

We typically have around 200 residents participate. We use a sign-in sheet to track attendance at National Night Out.

## 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.

Activity	Person(s) Responsible	Completion Date (MO/YR)
<i>Example:</i> Create flier/email for barbecue	Jane Smith	08/18
1. Create Promotional Flyers for National Night Out/ Newsletter coordination	Denise Perez	06/18
2. Invite Public Safety, City Council, Neighborhood Preservation	Tarik Peterson	06/18

3. Invite SNAP to set up a table	Tarik Peterson	06/18
4. Permit for Street Closure	Diane Gleason	06/18
5. Line up vendors for children's events	Diane Gleason	06/18
6. Order Port-a-potty	Diane Gleason	06/18
7. Order tables and chairs	Diane Gleason	06/18
8. Coordinate bar-b-que transportation	Diane Gleason	06/18
9. Buy food and supplies	Diane Gleason	07/18
10. Wrap-up, submit bills, evaluate	SNAIL members	08 or 09/18
11.		
12.		

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

We feel providing National Night Out to the community supports goals 6a, 6b and 6d. This program provides an additional opportunity for communication amongst the residents to promote familiarity with and concern for fellow SNAIL residents and with Public Safety in Sunnyvale. This program has been beneficial to enhancing the foundation of a strong neighborhood association and community. The National Night Out event promotes neighborhood connection. It helps bring together neighbors from different cultures. It enhances neighborhood pride and identity. The SNAIL National Night Out event is known across the city as one of the best and we work hard to make it a great event all of SNAIL can be proud of.

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

The success of this project would be demonstrated by the continued commitment in maintaining the integrity of our neighborhood and through attendance at our neighborhood meetings and activities. Additionally, we hope that this activity will continue to promote neighborhood watch for safety and crime prevention. "Spreading the word" through our newsletters, social activities and volunteer projects increase our visibility with the community of Sunnyvale. Our neighborhood volunteers are an asset to the community at large and other Sunnyvale neighborhood associations are now emulating our efforts.

We believe that we can measure our success by the overall physical appearance of the neighborhood, increased participation in neighborhood activities, reduction in crime, and linked support for the city of Sunnyvale civic activities.

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.)?

Approximately 15 volunteers will be primary participants to make National Night Out a positive and successful activity. We estimate other neighborhood volunteers will assist us by the distribution of newsletters and flyers and be providing potluck food dishes at the event. We estimate 40 hours of volunteer time will be used.

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.

If the City of Sunnyvale is unable to provide grant assistance, SNAIL will continue to participate in National Night Out, but downsize the activity.



## Neighborhood Grant Program

### Project Budget Form Fiscal Year 2018/19

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 14, 2019.**

#### Project Expenses

Activity	Estimated Costs	Actual Costs
1.1400 promotional flyers	\$160	\$
2.tables and chairs	\$360	\$
3.entertainment for children	\$600	\$
4.port-a-potty and wash station	\$190	\$
5.city permit	\$25	\$
6.food	\$400	\$
7.misc supplies	\$100	\$
<b>Total Expenses</b>	<b>\$1835</b>	<b>\$</b>
<b>Amount Requested from the City of Sunnyvale</b>	<b>\$1000</b>	

#### Other Sources of Support

Volunteer Hours (valued at \$28.46/hour, per <i>IndependentSector.org</i> ) 40	\$
Donated Materials/Services (food, supplies, equipment)	\$300
Other Funding Received (other grants, collected dues, donations)	\$
Other: live band	\$600
Other:	\$
<b>Total Neighborhood Association Contribution</b>	<b>\$900</b>