

Santa Clara Valley Open Space Authority

2017-2018 Measure Q Urban Open Space Grant Program

1/12/2018 deadline

Bay Area Lyme Foundation Bay Area Lyme Education & Outreach

\$ 37,500.00 Requested
\$ 49,875 Total Project Cost

Submitted: 1/11/2018 11:51:58 AM (Pacific)

Project Contact

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B. Project Description

Project Overview

1. Grant Category (check all that apply)

- Environmental Stewardship and Restoration
- Parks, Trails, and Public Access
- Environmental Education
- Urban Agriculture / Food Systems

2. What type of project is this (check all that apply)

- Capital improvement
- Planning
- Program

3. Project Location: Address

If the project will be in multiple locations, please list all addresses. If there is no street address, please describe the area(s). Signage materials will be located within the Santa Clara Valley Open Space Authority's jurisdiction and serve all residents of the OSA districts including at listed Urban Open Space projects identified in Urban Space Grant Program documents: Campbell, Milpitas, San Jose and Santa Clara. Tick-Check restroom signs (where relevant) will be at the four Open Space Preserves and Tick awareness alert signs at trail heads leading from parking areas.

4. Project Location: Neighborhood

If unknown, please enter "N/A."

Programming and materials will impact all visitors to OSA with emphasis on educating children.

5. Project Location: OSA District (check all that apply)

A detailed map of the OSA Districts can be found under the Library tab, or online at <http://www.openspaceauthority.org/about/boardmap.html>.

- OSA District 1
- OSA District 2

- ✓ OSA District 3
- ✓ OSA District 4
- ✓ OSA District 5
- ✓ OSA District 6
- ✓ OSA District 7

6. Are there any project partners?

If there are project partners, please list each partner and describe their roles. Required - upload letter from each partner describing their role.

None

7. Project Abstract

(Brief, 3-4 sentences)

Provide signage, presentations/workshops & school curriculum to raise awareness of tick habitats, tick ecology, and how human interactions with ticks can transmit disease. The program will increase understanding of ticks yielding quality of life & health benefits. Program empowers teachers, parents, children, & OSA staff who will learn how to protect themselves from tick-bites by staying on maintained trails, obeying park rules, & acquire simple, best-practices to implement if someone is bitten.

Community Engagement / Stakeholder Support (10 points)

8. Describe the community support and/or community engagement process.

When applicable, the application should include letters of support from local jurisdiction(s), particularly for capital improvement projects. Please submit letters using the Documents Upload tab.

Bay Area Lyme Foundation would offer this program using 100% of our own personnel and resources.

Please see letters in the documents upload section of this application for broader community support underpinning the need for tick-bite prevention within our community.

Project Planning (20 points)

9. Describe the proposed project

Open space and nature preservation are a vital part of our community's health, quality of life, and the maintenance of these spaces helps create a safer, healthier environment for everyone.

However, when engaging with our natural world - even those parks and trails adjacent to urban spaces - it's important for residents to be actively informed, aware, and engaged in understanding that some creatures and insects can pose a risk to residents and their families' health.

The human health benefits (social, mental and physical) of being out and engaged in nature are well understood by the medical community, but a bite from a tiny tick infected with bacteria can completely change the course of someone's life and have severe, negative health implications.

This project proposal is to empower OSA employees, local teachers, and residents who visit OSA's parks with information so that they may continue to enjoy their urban and natural spaces fully, yet be educated, informed and aware of how to avoid tick bites, and what to do if someone is bitten.

Bay Area Lyme Foundation has extensive and proven effective educational programming, materials, signage, posters, tick-removal tools, tick-check reminder materials, videos, webinars, PowerPoints and a strong track record of providing reliable, evidence-based science information to help prevent tick-borne diseases. We have given in-service training throughout the state of CA to park rangers, trail maintenance employees, naturalists, docents, and volunteers for four years, training over 3,000 outdoor professionals in that time.

We offer a full curriculum that adheres to NGSS and CA core curriculum standards for science, health education and general classroom teachers to use in their classrooms. This includes free materials, a simple power-point, and hands-on, activities for children to learn about ticks, tick ecology, tick habitats, protection from tick bites and how to recognize the symptoms of Lyme disease. We have posters, signage, tick removal devices and many child-friendly materials that can be used in both classroom and outdoor settings. We have dedicated personnel available to offer program presentations, training and support - plus many of our materials are already translated into Spanish, but we need funds to complete this initiative.

We will provide 50 permanent, durable trail-head signage for all trail heads within the OSA alerting visitors to ticks; 25 permanent bathroom and locker "tick-check" signage for public restrooms, employee locker and break rooms to remind

people to check themselves for ticks.

We will provide and deliver up to 3 annual public education programming as part of your existing line-up of public programming; we will offer school programming for teachers and students available as downloadable materials from our website; we will provide 2 annual professional tick-bite prevention in-service training for OSA employees using our tried and tested program and materia

10. What is the lifetime of this project?

For capital improvement projects, applicants must state how long the project would remain on the site AND demonstrate that they have appropriate permissions. Please submit the Land Tenure form and documentation using the Documents Upload tab.

- 5 Years (minimum for capital improvement projects)
- Other time period - explain: 1-3 years
- Perpetuity
- Not applicable

11. Describe your plans for operating and maintaining the project over the next 10 years, and indicate your source of funds for ongoing management.

This question is required for all capital improvement projects. For planning and program projects, please answer if applicable, otherwise enter "N/A."

N/A

12. Describe the project's readiness for implementation.

Please include the status of any planning, design, or funding development necessary for project completion. This includes the status of CEQA compliance and any permits required for this project. REQUIRED: CEQA form, if applicable.

We are ready to implement this project. We have all of the curriculum, materials, signage designs and manufacturing vendors already in place. The funding would help us extend outreach about tick-borne diseases into sensitive populations through residents visiting their local OSA parks, and through OSA's connections to schools and community groups. We would offer supplemental curriculum to existing hands-on nature programming efforts within these communities, plus train your volunteers, docents and rangers who interface with the public, too. Production of materials (signage, tick-removal tools/kits, and posters) are some of the more expensive aspects of our program. Producing permanent signage to remind communities to look and check for ticks at trail heads, in bathrooms, and at information boards throughout the authority would increase awareness of ticks and have a positive impact on community understanding and therefore positive health outcomes. We already have most of our tick-bite prevention materials available in Spanish, and we are very motivated to bring important tick-bite prevention information into Spanish-speaking communities. Many members of our community are engaged in professional landscaping work and maintenance that exposes them to ticks on a daily basis in urban backyards - this would be a means by which we can get important tick-bite prevention information to this group and preserve their quality life.

Project Budget (15 points)

13. Budget Summary

This is a budget summary only; a detailed Project Budget must be submitted using the Documents Upload Tab. Please note: after the application is submitted, the software will automatically total all lines. This additional TOTAL will not be used.

| | |
|------------|--|
| 15,000 | Grant request: Personnel |
| 12,500 | Grant request: Contracted Services |
| 7,500 | Grant request: Supplies/Materials |
| 2,500 | Grant request: Other Direct Costs |
| | Grant request: Indirect Costs |
| 37,500 | TOTAL GRANT REQUEST |
| 12,375 | TOTAL MATCHING FUNDS |
| 49,875 | TOTAL PROJECT COSTS (grant request + matching funds) |
| 33 | PERCENT MATCH (matching funds / grant request) |
| 137,283.00 | TOTAL |

Project Goals (15 points)

14. Describe the specific problems, issues, or unserved needs the project will address.

Lyme disease is the fastest-growing vector-borne disease in the United States today with an estimated 330,000 new cases annually according to the CDC <https://www.cdc.gov/lyme/index.html>. To put this into perspective, new cases of Lyme annually outstrip HIV/AIDS, West Nile Virus, Malaria and Zika COMBINED.

Many people are under the mistaken impression that Lyme is an "East Coast" problem - but it is not. Ticks infected with the bacteria that causes Lyme disease have been found in 42 of 58 California counties, and because of our mild, Mediterranean climate, "tick season" is year-round in our state. Additionally, ticks reside in urban landscapes just as frequently as out on rural trails. The majority of cases of tick bites happen in people's backyards, not out in the woods.

The specific problems that this project addresses are:

- a) Lack of Awareness - many people, especially those in sensitive populations are extremely poorly informed regarding the risks that a tick-bite can present to their health
- b) Currently, Lyme disease is extremely difficult to diagnose and very challenging to cure if not diagnosed and treated early. This means that education, prevention methods and understanding correct action if bitten is absolutely critical to our community's health and quality of life
- c) We want our communities outside, enjoying the benefits of our urban parks, trails and spaces and we do not want to do anything that might scare or dissuade them from engaging with our open space. However, it's our responsibility to inform them about the risks of tick bites so that they can make informed, relevant choices regarding protecting themselves and their families. Plus, understanding the symptoms of Lyme can help people get treatment faster - which is key, for if Lyme is left untreated, it can develop into a debilitating, life-long illness
- d) Understanding the risks of a tick bite can help motivate residents to stay on maintained trails as ticks are less likely to be encountered on groomed/paved trails where brush and grasses are cut back from the trail edges.

This project therefore has multiple benefits. It is an environmental awareness and outreach program that has significant community health and quality of life benefits for sensitive populations within the OSA jurisdiction; it promotes compliance with Open Space Authority usage by encouraging people to stay on trails; it also has urgency as there is currently so little information about ticks and Lyme in the general population and thus awareness-raising is a community health imperative.

15. Please list the project's goals (both social and environmental).

These should be specific, measurable goals (e.g. 600 people participating in educational programs). Please see Appendix E of the Grant Program Guidelines for a list of sample goals.

Place permanent, durable signage at every trail head to every park in the OSA warning all visitors to watch and check for ticks. We will reach approximately 180,000 people annually

Offer public programming regarding tick-bite prevention tailored to your communities through informational presentations/workshops as part of your regular educational programming offerings. We would be able to do this up to three times each year (fall, winter, spring). These offerings include informational videos and PowerPoint presentations, plus materials giveaways including tick removal tools. Our goal would be to reach 100-300 people annually.

Offer professional in-service offerings to keep the OSA staff safe. In-service trainings focus on prevention and recognizing the symptoms of Lyme for park rangers, trails maintenance staff, naturalists, docents and volunteers whose jobs and activities put them at higher daily risk of tick bites than the general public. Includes videos, PowerPoint presentation, posters, tick-removal tools and free tick testing information. Goal would be to train all of OSA's staff and volunteers annually.

Provide multi-language downloadable curriculum for schools that visit OSA parks - offer to teachers in advance to alert children so they are tick-aware prior to their field trips. Materials include simple, non-scary, science/ecology-focused information understandable to 5th-8th grade students. Goal would be to reach 500 school children and their teachers annually.

Impact (15 points)

16. Describe the lasting impact of the project.

Our trail-head signage alerting visitors to the presence of ticks in tick habitats is permanent, so therefore lasting. Our bathroom signage ("tick-check" signs) that encourages children or adults to check themselves for ticks after having engaged with the outdoors is also permanent, so therefore of lasting impact.

Ultimately, the most important messaging for everyone coming into contact with our signage, programming, or materials is this: preventing tick bites is key for your health and safety.

Once people understand that with a very small upfront effort, you can prevent a lifetime of debilitating health issues that may ensue following a tick bite, the impact is very long-lasting.

Once teachers see the benefit of using our curriculum before embarking on outdoor education or field trips, they will build it into their pre-field trip activities and this will get repeated each school year if you add it as a "requirement" before bringing

school children to the OSA for programming.

Leadership & Innovation (10 points)

17. Describe how this project employs innovative approaches or encourages collaboration and partnership in the field of parks, open space, urban agriculture, land conservation, or environmental education.

Partnering with outdoor organizations and organizations offering environmental education programming has been extremely successful method of disseminating tick-bite prevention awareness for Bay Area Lyme Foundation. We are a small, innovative, non-profit organization, so leveraging relationships with outdoor education organizations has been how we have gotten our materials, signage, programming and messaging out to at-risk populations throughout the state of CA. By providing tick-check signage for free, we currently reach approximately 500,000 CA school children annually when they are engaging in existing annual residential "outdoor ed" as 4th-6th graders through school districts. We teach professional naturalists out in the field working with children about tick-bite prevention, so that they in-turn can teach the children they serve and this health/safety messaging is then reinforced by signage in their bunk and shower rooms. We want to expand our programming and signage programs to ensure that we are maximizing the effect of our materials and programming, and collaborating with OSA can help us achieve this goal.

Organizational Capacity (15 points)

18. Briefly describe the organization.

Please include the year the organization was founded and its mission and goals. If the applicant is a Fiscal Sponsor, please describe both the APPLICANT and the SPONSORED ORGANIZATION.

Bay Area Lyme Foundation (www.bayarealyme.org) was launched in late 2011 with a mission to make Lyme disease easy to diagnose and simple to cure. Although we are primarily a medical research organization funding up to 30 projects in universities and laboratories throughout the US, we are committed to prevention. So although our funding focus is on fostering new and innovative research to accelerate the development of new diagnostics and treatments for Lyme disease, educating people who work in the outdoors and the public on the importance of checking for ticks and preventing more cases of Lyme and tick-borne diseases is a vital part of the equation. Since we launched our innovative education program through California's 130+ residential outdoor science schools (ROSS) and via AEOE (Association of Environmental Outdoor Educators), we have reached over 1 million school-age children in CA. But there is much work yet to be done in order to reach into local at-risk communities here in the Bay Area and help keep residents safe from exposure to tick-borne diseases.

19. Describe the organization's ability to successfully implement this project. This might include successful past projects, staffing levels, financial resources, etc.

If applicant cannot otherwise demonstrate its capacity, expertise, and experience, please provide names and contact information of individuals knowledgeable about the organization's work.

We have absolute ability to execute this project. We have been manufacturing and shipping tick-check signage for bathrooms and tick habitat warning signs for trail heads for well over two years to great acclaim. Our program is endorsed by the Park Rangers of California Association (PRAC); California State Parks Health and Safety office in Sacramento; San Mateo County Parks; Monterey Regional Park District; the American Camp Association (ACA) ; the Association of Outdoor Recreation and Education (AORE) and many others. We can provide many endorsements both individual and institutional to support the importance and impact of our education and prevention programming for professionals and the general public.

20. Briefly describe key staff members and volunteers' qualifications and experience relevant to the project.

Jo Ellis has over 20 years of experience developing/marketing educational programming for schools, nonprofits, & corporations. Jo was product development executive for BBC Education & Training, developing award-winning educational programs distributed worldwide. Jo worked as director of executive education at Stanford, then for Charles Schwab, launching the company's internal education program. Jo received her BA/MA from Cambridge University, & post-graduate teaching certification from University of London. Jo is a nationally recognized gifted & talented educator through Johns Hopkins University & has many years of experience teaching middle school. Jo has been with BALF since 2014 & in that time relaunched our educational programming initiative. She has offered professional in-service/training to almost 3000 park rangers, search & rescue personnel, trail maintenance employees, naturalists, & outdoor educators. She has presented tick-bite prevention workshops at state & national conferences for organizations including PRAC, AEOE, AORE & the ACA. Jo has developed partnerships with California State Parks, Nature Bridge & the YMCA's residential camps who now display tick-check signage on their properties in break rooms, shower rooms, bunk rooms & EMT offices across CA. Jo's role is director of education outreach; she would be the primary point of contact. Supporting personnel would be Lia Gaertner MS, science committee and advisory board member at Bay Area Lyme Foundation.

BONUS POINTS: Underserved Communities (10 points)

21. Describe how the project addresses open space needs for sensitive populations such as residents of park-poor

neighborhoods, underserved or disadvantaged communities, youth, seniors, or is located within a Deep Engagement Community (DEC).

A map of the DECs can be found under the Library tab of online at <http://www.openspaceauthority.org/urban>. This question is optional; please answer if applicable, otherwise enter "N/A."

As we already have many of our programming materials, tools and printed/downloadable handouts available in Spanish, we are very motivated to extend the health and quality of life benefits of tick-bite prevention into sensitive populations that we can engage through a grant and partnership with OSA. Many professional landscape workers, construction workers, gardeners, etc., are at-risk for tick-borne infections as ticks may be just as readily found in urban backyards and city parks/trails as in rural, wooded areas. Tick-season is year-round in CA, so exposure can happen anytime and symptoms may not be immediately recognized due to Lyme being easily confused with other illnesses like 'flu. If families are made aware of simple precautions that are congruent with OSA recreational usage (staying on maintained/groomed trails, etc.), this can have a positive health and quality of life impact within park-poor neighborhoods. We are also very interested in obtaining funds to get our materials translated into other languages to reach sensitive groups within our community - e.g. Vietnamese, Cantonese, Mandarin, and Tagalog.

BONUS POINTS: Community Building (10 points)

22. Describe how this project actively encourages community building by engaging or accommodating local residents in novel and creative ways.

This question is optional; please answer if applicable, otherwise enter "N/A."

As tick-borne infections proliferate in the Bay Area, the more people we can educate regarding tick-bite prevention, the more we can help safeguard the health, safety and quality of life of our residents. We know that our tick-bite prevention training has helped build community among park rangers, search and rescue personnel and professional outdoor educators who have pledge to "look out" for each other when in tick habitat. Sometimes it's impossible to remove an embedded tick without the help of a friend, so we endorse and encourage the same "buddy system" that many outdoor organizations and enthusiasts also actively encourage.

BONUS POINTS: Leverage Funding (5 points)

23. Describe how the project leverages funding with more than 25% match by grantee (cash or in-kind).

This question is optional; please answer if applicable, otherwise enter "N/A."

CASH donated by generous donor of \$12,375, adding to the \$37,500 grant (33%) for a total project amount of \$49,875

C. Work Plan

C.1. Project Work Plan

| Task Number | Activities | Timeframe | Outcome/Deliverables |
|-------------|--|---------------------------|--|
| 1 | Identify number of outdoor signage site options within OSA parks for trail-head signs | August-October 2018 | Mount trail head signage at all location points alerting visitors that they are entering tick habitat |
| 2 | Identify number of indoor signage site options within OSA parks public buildings (bathrooms?) | August-October 2018 | Mount "check yourselves for ticks" signs in each individual bathroom within OSA |
| 3 | Schedule public program offerings with education group and determine number of public programs goal annually | October - December 2018 | Deliver two public programs about tick-bite prevention annually starting in Fall 2018 programming line-up |
| 4 | Offer free tick removal tools and printed literature (already existing) as part of public programming | October 2018-October 2021 | Have inventory of tick-removal tools (tick-keys) available as giveaways at public programs, plus relevant handouts regarding Lyme symptoms, etc. |
| 5 | Offer in-service and professional tick-bite prevention training to all OSA employees | April-June annually | April/May/June 2019 (and thereafter annually) in-service sessions. Although tick-season is year-round in CA, the spring is very dangerous due to hatching of nymphs. It's important for OSA employees to get training to protect themselves. |

| | | | |
|----|--|-----------------------------|--|
| 6 | Partner with OSA on delivery of school programming in advance of field trips | September 2018-June 2019 | Identify what parts of existing curriculum most easily workable to promote to local teachers/schools who visit OSA and conduct outdoor education in the parks. |
| 7 | Identify and translate any outstanding materials into Spanish - that will enhance and extend our outreach into sensitive communities | September 2018-January 2019 | Have fully translated program materials available for distribution and download from our website. |
| 8 | Identify language talent that can translate key materials into Vietnamese, Cantonese and Mandarin | September 2018-January 2019 | Select specific program materials, signage, and tools to be distributed into sensitive communities and post translations on our website for download. |
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D. Documents Upload

| Documents Requested * | Required? | Attached Documents * |
|---|-----------|---|
| Financial statements | ✓ | Financials |
| Authorizing Resolution from Governing Body download template | ✓ | Bay Area Lyme Authorizing Resolution |
| Project Budget download template | ✓ | Budget for Bay Area Lyme Project |
| Acknowledgment Form download template | ✓ | Signed acknowledgement form |
| Fiscal Sponsorship Agreement download template | | |
| Land Tenure Form download template | | |
| CEQA Compliance Certification Form download template | | |
| Letters of Support | | Bay Area Older Adults Letter John Boggs MD PAMF Cal State Parks LOS |
| Letters from Project Partners | | |
| Maps | | |
| Other | | |

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 100154

