

Santa Clara Valley Open Space Authority

2017-2018 Measure Q Urban Open Space Grant Program

1/12/2018 deadline

Keep Coyote Creek Beautiful Coyote Creek Education Project Expansion

\$ 67,133.85 Requested
\$ 90,633 Total Project Cost

Submitted: 1/12/2018 4:51:46 PM (Pacific)

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EIN 82-1286610

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).
The project area will include schools and neighborhoods along Coyote Creek from Watson Park to the north to Yerba Buena Road to the south. The eastern boundary would be McLaughlin Road, and the western boundary would be 10th Street. Many of the approximately nine schools back right up to Coyote Creek providing a living classroom. Additionally, several parks are along the creek where the public education programming would occur, such as Kelley Park and Olinder Park.

4. Project Location: Neighborhood

If unknown, please enter "N/A."

Locke, Summerside, Kennedy, Brookwood Terrace, Brookwood South, Spartan-Keyes, Wooster-26th

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.

CommUniverCity: Create and manage School-based Watershed Education project, including creating the Watershed-in-a-Box kits and rolling them out to schools

City of San Jose Parks and Recreation Department: Develop and co-host park education events and offer staff time at the events

Santa Clara Valley Water District: Provide sample kits and one train-the-trainer event

7. Project Abstract

(Brief, 3-4 sentences)

Our experience with community members shows a strong desire to improve and learn more about Coyote Creek. The Coyote Creek Environmental Education Project will engage students, educators, and the public through Watershed-in-a-Box kits for K-12 students and public education events, such as walks, public presentations, and student-led art projects. The goal of the program is to build awareness and value of the creek environment so that people will become involved in advocacy and creek cleanups.

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.

Keep Coyote Creek Beautiful led the Coyote Meadows Project featuring a coalition to develop a concept plan and stewardship model for proposed park. One outcome from the planning process was a strong desire by the community to develop and enhance environmental education programs focused on waterways and the land that runs along the creek. The hope is that by improving this awareness that children and their families will become stewards. Based on that history of collaboration between agencies and community groups, KCCB will expand its watershed education through a holistic approach that will reach children, adults, and families.

CommUniverCity is a partner who will be implementing the School-based Watershed Education by creating the Watershed-In-A-Box kits leveraging the Santa Clara Valley Water District educational kits. Together, CommUniverCity and KCCB will leverage their existing relationships with schools and teachers in the project area. Seven schools are targeted for grades K-12.

Complementing the school-based project, the public education project will develop outreach programs to reach families and students from the program schools. We will work with the City of San José to develop, advertise and manage creek-themed events, such as the Explore Coyote Creek walks that have been created in partnership with OSA and events in Kelley Park that are adjacent to Coyote Creek.

Project Planning (20 points)

9. Describe the proposed project

Keep Coyote Creek Beautiful (KCCB) proposes to work with schools, agencies, NGOs, and neighborhoods through educational programming to achieve increased participation in creek-related activities. The programming consists of two major components:

School-based Watershed Education: Based on the Santa Clara Valley Water District's hands-on watershed education materials that include hands-on activities that touch on pollution sources and prevention, biology, and mapping, we will develop content specific to Coyote Creek, serving as a resource for schools and the public education program. We plan to target seven schools along the creek and nine others within walking distance in the project area.

CommUniverCity, SJSU faculty, and SJSU students will select, create and manage the Watershed-In-A-Box kits. Teachers will check them out and use the script included with the kits to teach. We will also coordinate with the District to encourage teachers and our staff to attend a train-the-trainer class to augment their knowledge of watersheds. Once trained, the teachers and project staff can train other faculty.

The kits will serve as a basis for after-school programming for elementary school students. Two SJSU faculty members from the Environmental Studies and Communication Studies Departments and students in their courses will play an integral role in developing curriculum to provide hands-on water education lessons to elementary school children in the project area.

Fieldwork will follow to conduct a creek cleanup or collect water samples to analyze. Student clubs can ultimately become stewards of an adjacent section of creek to conduct regular cleanups with the assistance of KCCB.

Finally, students can express themselves and participate in creek-related art, such as art from trash (sculptures, collage) or writing about their experiences, photos or video to compile a story. These creek-related art projects could be featured in various ways to showcase and share the work.

Public Environmental Education: We will use the materials and lessons used in the School-based Education to inform the public outreach and education, including the parents from the schools we've worked with. The toolkit and curriculum developed in the classroom will inform public outreach activities along the creek. Elements from the Watershed-in-a-Box materials can be used in educational public talks. A part-time Education Coordinator will work with CommUniverCity to build additional relationships with schools in the project area to be included into the School-based Watershed Education program. They will then coordinate the development, scheduling and hosting of community environmental education events centered around Coyote Creek. These events will be at least monthly, some as a series, such as the Kelley Park Moonlight Walks and Explore Coyote Creek walks. Others are occasional, such as Coyote Meadows Walking Tour.

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:
- 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."

The School-based Watershed Education would continue to be operated by CommUniverCity with additional support from KCCB. In coordination with SCVWD and perhaps the City of San Jose, the curriculum and activities may be adjusted as needed.

The Public Environmental Education program will continue to be funded through grants and partnerships with other agencies and NGOs.

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.

The Watershed Activity Kits containing printed maps, relief maps, images of animals in the watershed, and associated pens, pencils, and other paper have been developed by the Santa Clara Valley Water District. So, the school-based project will immediately use these kits as a template by CommUniverCity to create Watershed-in-a-Box kits, who already have relationships with many of these schools. SCVWD has agreed to provide one in-kind train-the-trainer event for all teachers participating or are interested in participating in the program and student volunteers who will be using the kits during the rest of the school year.

The groundwork for public engagement has been laid through the Coyote Meadows Coalition and KCCB's 21 creek cleanups and 15 educational events in 2017 involving at least 1,800 people creating a groundswell of public interest to learn more about and participate in restoring Coyote Creek. The Public Environmental Education project was initiated by the Executive Director, but requires additional staff provided by an Education Coordinator to handle day-to-day activities including scheduling public educational events, expanding the network of teachers within the project area, and working with public agencies to obtain permits as required. Example projects include coordination with partners for the Explore Coyote Creek Walks, and programming with the City of San José's Parks department, such as the successful Moonlight Walks in Kelley Park in 2017.

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.

17350	Grant request: Personnel
19160	Grant request: Contracted Services
6000	Grant request: Supplies/Materials
21427	Grant request: Other Direct Costs
3196.85	Grant request: Indirect Costs
67133.85	TOTAL GRANT REQUEST
23499	TOTAL MATCHING FUNDS
90632.85	TOTAL PROJECT COSTS (grant request + matching funds)
35	PERCENT MATCH (matching funds / grant request)
248,434.55	TOTAL

Project Goals (15 points)

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

The proposed project is within the OSA's Deep Engagement Community D4 and D3. This area has a large number of underserved populations, including people living below poverty (44% live below the Federal poverty level) people with limited education (33% do not have a high school degree), and people who do not speak English as a primary language (23%). Their knowledge that there is a creek nearby is high (75%) but the name (50% can name it) and use of the creek (between 7-15%) is limited as reported in the "Clean Creeks Healthy Communities Project Final Report" in July 2015 by San José State University for the City of San José. By hosting educational events and directly working with teachers and students at schools, the variety of age groups and youth should learn more about the value of ecosystems in their immediate neighborhoods.

Many people have expressed their interest to go outside and enjoy their parkland, but need something to spark their interest. That is where the Public Education events come in. As evidenced by the Kelley Park Moonlight Walks last summer, people really enjoyed the diverse activities offered to learn about the creek and environs, animals, and plants. Expanding education walks and talks through other regions of the creek provide different experiences while getting people outdoors. These gatherings also offer ways to meet new people.

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.

Creek Cleanup: 6 events: Hosted

Creek Cleanup: 600 pounds: Trash removed

Watershed-in-a-Box: 5 kits: Created

Watershed-in-a-Box: 3-5 schools: In classroom or after school

Watershed-in-a-Box: 8-10 classes: Outdoor education

Watershed-in-a-Box: 200 students: Participated

Water Testing: 3 activities: Participated

Art projects: 15 pieces: Created

Public Education : 12 events: Hosted

Public Education: 700 people: Participating

Public Education: 8 partners: Collaborating

Impact (15 points)

16. Describe the lasting impact of the project.

The goal of the program is to build awareness and value of the creek environment to individuals and their community. Through the awareness-building, we anticipate that people will become more involved through advocacy and creek cleanups, for the creek's continued health. Over time, we've identified regular participants in activities, ranging from creek cleanups, walks, and backpacking trips, showing a commitment to continued involvement with the creek. The consistency of schools, individuals, and neighborhoods to support the health of the creek indicate that the underserved populations will also be capable of becoming involved to improve the health of and care for Coyote Creek.

Through receipt of Prop 1 DAC funding, we have opportunities to get community members involved in understanding the benefit of their improved quality of life and water quality along Coyote Creek. Therefore, they'll become advocates for on-the-ground watershed restoration projects.

People who have attended our events along Coyote Creek indicate that they are more inclined to use the trail system, pay attention to the wildlife, pick up litter, and visit the adjacent parks. This should translate into cleaner waterways, healthier people, more social connections.

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.

Both projects are highly collaborative in nature. Currently, the KCCB Executive Director works with many partners including schools, agencies, and NGOs that result in a variety of events with agency staff, such as the Explore Coyote Creek series in partnership with the City of San José staff, CommUniverCity staff, and Coyote Meadows volunteers. KCCB has been recognized by many awards for its innovation in community engagement and its leadership as a coalition builder while leveraging the existing skill-base in the community. Our partner CommUniverCity likewise has extensive depth partnerships with neighborhood associations, schools, and community groups, especially with many schools in the project area. Leveraging the strengths of these two organizations will ensure success in all environmental education endeavors in this project.

Our partnership with the Santa Clara Valley Water District will extend their educational reach to students through their current watershed classroom activities.

This university, NGO, city, agency collaboration is an example of how we can reach our mutual goal of a healthy watershed.

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.

KCCB was founded in 2015 and obtained nonprofit status in 2017. The mission is to create a vibrant Coyote Creek for all. Our goals are to provide opportunities for the public to take action towards a healthy creek through creek cleanups and advocacy; to learn about the creek's history, wildlife, and issues; and to enjoy the trails, waterways, and parks along the creek.

CommUniverCity San José was established in 2005 as a public-private partnership dedicated to the idea that everyone deserves to live in vibrant, healthy neighborhoods regardless of zip code. We partner with low-income residents in Central San José, San José State University faculty and students, and the City of San José departments to collectively achieve community-identified needs in the areas of education, community health, and urban infrastructure. Each year, we spearhead over 50 projects in support of our joint mission. Notable environmental education programs and projects include the following: Growing Sustainably, in-class and after school garden-based education for fourth, fifth, and sixth graders attending San José elementary schools; SJSU Environmental Studies students providing watershed education at the annual Safe and Green Halloween fair, and research projects aimed at understanding and curbing illegal dumping in hot spot areas.

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.

Keep Coyote Creek Beautiful and CommUniverCity have a legacy of collaborating with like-minded organizations and agencies to accomplish our goals.

KCCB has hosted 70 creek cleanups over three years with over 4,000 volunteers. We host monthly educational or fun events like walks, birdwatching, backpacking and kayaking, and partner with the Open Space Authority for educational activities, and the City of San José in events at parks around Coyote Creek. Most recently, KCCB initiated the Coyote Meadows Project, where about 25 people representing numerous groups formed a coalition to conduct community planning for a new park. We now have a mailing list of over 300 people who expressed interest in the park. Through mainly volunteer work and a consultant, we have hosted many tours and workshops, with a draft plan to submit to the City of San José.

KCCB's staffing consists of 1.5 FTE plus many regular volunteers. Our primary funding supports existing staff from City of San José grant for four years. Additional funding sources include a Prop 1 outreach grant and individual donations.

CommUniverCity is a service learning partnership between neighborhoods near downtown San José, San José State University, and the City of San José. Its biggest strength is joint development and implementation of projects that incorporate all partners. Its work falls into three broad areas: environmental education and community health, college-going culture, and neighborhood infrastructure and community leadership.

One recent project was Engineering in Action where SJSU engineering students designed and built interactive demonstrations

on the properties of everyday materials such as magnetism, conductivity, tensile strength, and diffusion. Through hands-on activities that reached over 600 elementary students at 13 after school programs, the students illustrated the importance and relevance of STEM concepts to everyday life and inspired their younger counterparts. Other previous projects include designing and staffing watershed education stations at an annual Safe and Green Halloween fair attended by 600 community members and designing and delivering water quality monitoring and creek art lessons for four fourth grade classes at Olinder Elementary School using an outdoor classroom.

CommUniverCity resources include five full-time professional staff and up to six part-time student staff from SJSU. Funding for CommUniverCity comes from the University, the City of San José, and external grants. Its 2016-17 budget was \$682,000. Since its founding in 2005, CommUniverCity has earned a reputation for executing high quality projects with significant community benefits. The organization generally completes 20-25 projects per semester ranging from garden-based education programs to sustainability-focused community fairs.

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

Program Manager: Deb Kramer works as the Executive Director of Keep Coyote Creek Beautiful, a non-profit organization she started three years ago. She holds a BA from UC Berkeley in Environmental Science and has been involved with the greater San Francisco Bay Area environmental community for over 30 years. As Executive Director, she continues to innovate and expand the organization's activities and partnerships, including SJSU, Santa Clara Valley Audubon, City of San José, and Santa Clara County.

Education Coordinator: To be hired. Qualifications would include organization, communication, willingness to cold call schools, ability to work with both agencies and conduct outreach to the public.

CommUniverCity: Katherine Cushing is Associate Director of CommUniverCity and a Professor of Environmental Studies at San Jose State University. Her teaching, research, and administrative areas of expertise are sustainable water resources management, community-engaged learning, and environmental policy. She also served as SJSU's first Sustainability Director and is on the Santa Clara Valley Water District's Independent Advisory Panel for Potable Reuse. She has a B.S. in Industrial Engineering from Northwestern and earned M.S. and Ph.D. degrees in Civil and Environmental Engineering from Stanford University.

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."

The proposed project is within the OSA's Deep Engagement Community D4 and D3. This area has a large number of underserved populations, including people living below poverty (44% live below the Federal poverty level) people with limited education (33% do not have a high school degree), and people who do not speak English as a primary language (23%). Their knowledge that there is a creek nearby is high (75%) but the name (50% can name it) and use of the creek (between 7-15%) is limited as reported in the "Clean Creeks Healthy Communities Project Final Report" in July 2015 by San José State University for the City of San José. By hosting educational events and directly working with teachers and students at schools, the variety of age groups and youth should learn more about the value of ecosystems in their immediate neighborhoods. Additionally, this project will create more informed citizens who will advocate on behalf of Coyote Creek.

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."

The School-based Watershed Education program will build awareness and wonder of the creek to the students. As they learn more about the creek, the students, through outreach, will ask their families to attend public creek-related events, such as a BioBlitz, walks at various locations along the creek, and seasonal activities.

By reaching parents through their children and direct engagement, we will be more likely to see behavioral changes around water quality, litter awareness, and wildlife diversity.

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."

As part of this program, the City of San José Parks department rangers and administrative staff will be involved as in-kind services. Additionally, the City's McKinley Community Center will be in-kind for the School-based Watershed Education project.

Trained volunteer students will implement the curriculum in classrooms or at outdoor classrooms, such as the Santa Clara Valley Water District's Outdoor Classroom.

We applied for the Applied Materials matching grant to build the Watershed-in-a-Box kits.

C. Work Plan

C.1. Project Work Plan

Task Number	Activities	Timeframe	Outcome/Deliverables
1	Recruit, hire and train Education Coordinator	Month 1	Education Coordinator hired
2	Identify kits to develop	Month 1	Identify at least five k-12 watershed education kits to further enhance and/or develop plans for creating new kits
3	Create kit content	Months 2-3	Create at least five Coyote Creek-specific kits or kit enhancement
4	Prototype kits for Coyote Creek developed	Month 4	Prototype kits assembled
5	Recruit after-school program managers and teachers to use kits	Months 2-4	3-5 teachers from 3 schools to use kits
6	Prototype Kit roadtesting and modification	Month 5-6	Final kit content for 5 Watershed in a Box kits specific to Coyote Creek
7	Host train-the-trainer event	Month 5	15-20 teachers and volunteers trained to deliver classes
8	Watershed Lesson Delivery and Assessment	Months 6-9	Deliver 8 total lessons to 200 elementary school students in 3-5 Central San José schools
9	Program presentations	Months 9-12	Present project and outcomes to two Bay Area audiences
10	Education Coordinator will design, develop, and implement public education events	Month 2-12	15 events with multiple partners including City of San José, Santa Clara County, Santa Clara Audubon Society
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

D. Documents Upload

Documents Requested *

Financial statements

Required? Attached Documents *



[Financial Position](#)

[YTD Financial Activities](#)

Authorizing Resolution from Governing Body download template	✓	Authorizing Resolution
Project Budget download template	✓	Project Budget
Acknowledgment Form download template	✓	Acknowledgement Form
Fiscal Sponsorship Agreement download template		
Land Tenure Form download template		
CEQA Compliance Certification Form download template		
Letters of Support		Letter of Support: CD7
		Letter of Support: ESD/PRNS
		Letter of Support: YBHS Green Club
		Letter of Support: YBHS JRX Club
		Letter of Support: CD3
Letters from Project Partners		Partner Letter: PRNS
		Partner Letter: CommUniverCity
		Partner Letter: SCVWD
Maps		Map of project area and targeted schools
Other		

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

Application ID: 97035

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