

Santa Clara Valley Open Space Authority

2017-2018 Measure Q Urban Open Space Grant Program

1/12/2018 deadline

City of San Jose Viva Calle Event

\$ 30,000.00 Requested
\$ 30,000 Total Project Cost

Submitted: 1/12/2018 2:20:00 PM (Pacific)

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EIN 94-6000419

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 2018 Viva CalleSJ open streets event route is proposed likely to start in downtown San Jose at Market Street, go down Monterey Road and end in south San Jose at Martial Cottle Park.

This route is in draft form now and will be finalized in the next few months.

4. Project Location: Neighborhood

If unknown, please enter "N/A."
N/A

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.

The Viva CalleSJ open streets program has many partners and are listed below.

Santa Clara County - Direct funding, advocacy and outreach
 The Knight Foundation - Risk funding, advocacy and networking
 Silicon Valley Bicycle Coalition - Core team member, community outreach, advertising and marketing
 San Jose Park Foundation - Core team member, fundraising and advocacy
 Valley Transportation Authority - Marketing support, official transportation partner
 Various City Departments (Police, Fire, Environmental, Transportation, Public Works & Cultural Affairs)

7. Project Abstract

(Brief, 3-4 sentences)

Open streets serve as innovative opportunity to provide urban communities greater access to open space while addressing broader environmental and social issues. The free program temporarily creates one of San Jose's largest "paved park" for a day, opening miles of city streets to residents by closing them to cars. Allowing organizations, such as the Open Space Authority, the chance to change perceptions of open space and what it means to increase accessibility to parks, trails, and public space.

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.

As a creative placemaking endeavor, Viva CalleSJ planners intentionally seek to engage residents to make each program event implementation as reflective of the neighborhood and community identities that the route bridges. In doing so, the program creates a welcoming, family oriented public space that is accessible to all. Support from local community organizations and business districts are key to the successful implementation of the program. Viva CalleSJ coordinators work closely with local businesses, non-profit organizations, and residents to drive grassroots activation of the route. Community groups and local businesses associations play an integral role in notifying neighborhoods, identifying resources, and providing entertainment programming for each event. Our program works with businesses directly to promote themselves, allowing businesses to bring their store fronts to the street in order to benefit from visibility the event provides them. It is these forms of engagement that connect the business to the participants while the program bridge gaps between different ages, incomes, and ethnicities and drives commerce to local business districts. These activities allow the city to come alive and truly express its unique identity and culture in the open space created by the program. Over the past three years, every community explored by the program has provided positive feedback from the experience.

Project Planning (20 points)

9. Describe the proposed project

Viva CalleSJ is modeled after Bogota, Colombia's Ciclovía open streets program. The social integration and recreation program, conceptualized and established in the early 1970's by Bogota's parks and recreation professionals, was devised as a way to address inequity regarding access to adequate public and open space in a city where the design of the built environment was beginning to be heavily influenced by the automobile. Utilizing this program model as a creative placemaking strategy, the Parks, Recreation and Neighborhood Services Department's Viva CalleSJ open streets events focus on the idea of creating temporary "paved parks," where for one day, streets are closed to vehicle traffic and opened to people walking, running, bicycling, skateboarding, or rollerblading. The result is the transformation of our city streets into one of largest shared open spaces in the region, where people of all ages, abilities, social, economic and cultural backgrounds, can come together and enjoy recreational activities, social services, and cultural demonstrations.

The Viva CalleSJ open streets program temporarily transforms 6-7 miles of our city's streets into our largest park for families to enjoy – car free. This practice is the ultimate experiment in social integration, connecting communities across our city, bridging social, economic, and geographic divides by increasing access to urban open space. Viva CalleSJ additionally increases physical activity, reduces carbon emissions, helps residents better access alternative forms of transportation, and

positively impacts local businesses. Relying heavily on collaboration between community partners, non-profits, government departments and private businesses, Viva CalleSJ provides the residents of San José with access to valuable forms for social capital, including opportunities to exercise and improve their health and connect the communities of our city, allowing residents to view their shared spaces from a new perspective, enjoying the streets as open space. The Viva CalleSJ open streets program is our department's effort to bring thousands of residents across socio-economic divides by utilizing our city's largest public spaces available to them (the streets).

The Parks, Recreation and Neighborhood Services Department acknowledges those who make great contributions to the event each year too. We are planning to acknowledge contributors in the following ways: their logo placement on the Viva CalleSJ promotional materials, signage throughout the Viva CalleSJ route, placement on the Viva CalleSJ website, mentioned in our press campaign, verbal recognition at the Opening remarks and a 10x10 space at one Activity Hub. With over a 100,000 residents taking part in the event this is a great way to for a agency to get their name out to the public.

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: City plans on having the event for the next 10 or more 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."

The Department of Parks, Recreation and Neighborhood Services views its creative placemaking endeavors and the programs modeled after the theory, such as Viva CalleSJ, as one of its primary strategies to successfully creating vibrant, dynamic communities and public spaces for residents to enjoy. In order to increase the positive impact garnered by the Viva CalleSJ open streets program, our Department is in the process of identifying and further defining a strategic growth plan to increase the frequency of Viva CalleSJ program events. Over the course of the next ten years, it is our departments hope to develop a series of program routes, highlighting various communities throughout San Jose, and increase frequency of program event implementations to a minimum of once per month. In order to achieve this growth, program planners are working collaboratively with open streets advocates and consultants, 8-80 Cities, to develop a program growth model that will accommodate the personnel and non-personnel needs of the program as we continue to expand the frequency of event implementations per year. Furthermore, Viva CalleSJ is slated to be featured testing ground, working with 8-80 Cities to pilot for strategies to reduce public safety expenditures in relation to the program, often the greatest limiting factor to the growth of open streets.

Open streets programs have proven, in the cities where they are implemented most frequently, to be an economic powerhouse. In 2017 alone, the Viva CalleSJ program was successfully in generating almost \$400,000 in direct cash and marketing support (multi-lingual support through billboards, buses, bus-stops, light rail etc) from several program supporters in various sectors, including public health and transportation. Private and public sponsorship of the program will key in securing ongoing funding to support the sustainability of the program. Various sponsorship levels identified suggest a potential to generate upwards of \$120,000 per event. Our Additionally, working collaboratively with the City of San Jose's Department of Transportation and Department of Housing, our department was successful in securing approximately \$450,000 in funding specifically for recreation programming from a State Cap and Trade grant that will facilitate program implementation for the coming years. As we look to grow the program, cross departmental, creative, and innovative funding sources that encourage mixed-use urban development and emphasize people oriented design can present funding opportunities to continue the program.

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 inaugural Viva CalleSJ was held in 2015, with funding support from the Knight Foundation, as a collaborative with the Silicon Valley Bicycle Coalition. The planning and implementation of the inaugural Viva CalleSJ was a year-long process, establishing a master plan to guide the long term development of the program. Because of the lengthy planning process, the inaugural event was successful in drawing an estimated 35,000 people. In the second year of implementation, expansion of partner and support networks resulted in the program growing to approximately 100,000 attendees in 2016 and 130,000 in 2017. Having refined the planning and implementation process for the Viva CalleSJ event over the past few year, our

department has built a foundational and easily replicable model that can be readily modified to better address specific community needs. Transitioning the program into its fourth year of operation, our Department is currently in the process of finalizing the initial stages of planning for the implementation of the 2018 program event. Due to the immense success of the program, our Department places great value in creating temporary open urban space to facilitate resident access to recreation, art, culture, and commerce in manner that is supportive of community building, environmental stewardship, and dynamic public spaces. As such, our department is actively pursuing avenues to increase event frequency and solidify sustainability.

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.

<input type="text" value="0"/>	Grant request: Personnel
<input type="text" value="30,000"/>	Grant request: Contracted Services
<input type="text" value="0"/>	Grant request: Supplies/Materials
<input type="text" value="0"/>	Grant request: Other Direct Costs
<input type="text" value="0"/>	Grant request: Indirect Costs
<input type="text" value="30,000"/>	TOTAL GRANT REQUEST
<input type="text" value="97,768"/>	TOTAL MATCHING FUNDS
<input type="text" value="127,768"/>	TOTAL PROJECT COSTS (grant request + matching funds)
<input type="text" value="325.89"/>	PERCENT MATCH (matching funds / grant request)
<input type="text" value="285,861.89"/>	TOTAL

Project Goals (15 points)

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

Open Streets programs have a broad positive impacts on a city and address multitude of physical and social environment issues including: accessibility, public space, transportation, health and wellness, local economy, environment, and social capital issues. While Viva CalleSJ can speak to many beneficial outcomes, issues related to open space, age, and ability accessibility, as well as health and wellness are the primary targets of the program. San José is the tenth largest city in the U.S., with a population of over one million people, and one of the most diverse cities in the country. Residents of San José are widely dispersed, divided by barriers such as highways and rivers, and in neighborhoods that epitomize urban sprawl. Our city has a distinct problem when it comes to connecting neighbors and communities with open spaces across our 180 square miles of city. If this problem is left unaddressed, the overall cohesiveness of our community will always be challenged by inequities created by divided communities with limited access.

Accessibility, regardless of the form, is an ongoing issues across the nation. In particular, access to urban open space and the benefits that it generates are a growing issues for many individuals and groups in urban communities. Many times socioeconomic factors prevent individuals or groups from can regularly enjoy quality open spaces. Disadvantaged communities may not have access open spaces due to lack of income, limited mobility options, or knowledge of existing open spaces. In seeking to engage residents and communities, disabilities, age, or proximity can result in social inequities that are disadvantageous to creating vibrant public spaces. The development of urban open space must consider this influencing factors to address these potential inequalities for all people, with or without handicaps. Due to the nature of open streets events, Viva CalleSJ, is successful in addressing various forms of accessibility. Transforming city streets into open space, we essentially bring open space to the front door of many residents as we explore different parts of the city with the event. Furthermore, the program is intentionally designed as family oriented public space. Viva CalleSJ creates a safe space, with ample room, that is accessible for anyone from ages 8 to 80, regardless of ability. Also, the program planners look to strategically connect trails, parks, and other traditional open space resources to residents by ensuring each route is places within the vicinity of these resources. Furthermore, Viva CalleSJ is the ideal opportunity to educate the public on other programs, events, and initiatives in the community. Consolidated health and wellness resources in designated vendor space give participants access to social and community services. This ultimately allow individuals to become better informed through hands on activities and demonstrations put forth in a positive environment in an engaging fashion.

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.

Social integration is one of many goals of Viva CalleSJ, having activity hubs at the end of the route connects disenfranchised

communities with more well to do communities helping bridge the social gaps and bring diverse communities together.

Viva CalleSJ promotes physical activity. Viva CalleSJ help stimulate physical activity, many individuals typically that do not have much physical activity participate and benefit by being active. Bringing the open space to the residents promotes physical activity. Attendees averaged one hour or more of physical activity.

Community building is an important goal for Viva CalleSJ, urban open streets events engage a wide range of communities from the poorest to the wealthiest and let individuals connect who otherwise would not. Individual communities show their identities while embracing other communities.

Environmental goals include increased public transit usage and improved air quality and increasing access to open spaces. Each Viva CalleSJ environmental goal is reached by educating and promoting the use of public transit.

Increasing access to open space is an important goal of Viva CalleSJ. Creating temporary urban open space gives many residents the opportunity to enjoy open space while exercising, relaxing, and interacting with a diverse range of communities.

Impact (15 points)

16. Describe the lasting impact of the project.

Individuals and communities benefit greatly from all age and ability accessibility created by the Viva Calle program. Ensuring that each event provides opportunities for all individuals, regardless of a ability, results in stronger bonds between individuals and the communities they live in. Viva Calle provides many of these people the chance to enjoy the ease of use and freedom that is associated with open streets programs. Accounting for increased frequency, the program is successful in imprinting lasting knowledge, experience, and identities within the communities explored through open streets.

Providing access to temporary urban open park spaces lets many diverse people and communities participate without barriers or inconveniences. Benefits from having a temporary urban open space park results in people socializing, neighbors getting to know each other and overall community and business building. Long after the event is finished, people, communities, and business will take what they learned and continue to grow. Crime rates before, during, and after Viva Calle events show that these urban open space park events reduce incidences on the route and in the surrounding areas of the event. More events can create lower crime incidences and make a positive lasting impact on communities and individuals. Lasting results are safer, more livable communities that welcome Viva.

Furthermore, open streets are successful in increasing the positive health benefits residents experience when they engage in the event. The program facilitates physical fitness and encourages healthier, more sustainable practices for participants, who may not do not regularly get outside or have limited access to trails, parks, or other open spaces where they may exercise. Whether it is walking, biking, or another form of physical activity, Viva CalleSJ makes people healthier, and this can lead to changes in people's long-term habits, resulting in lasting outcomes that create healthier people and communities.

Additionally, VivaCalle works strategically to influence common modes of transportation, helping to establish a more sustainable and environmentally conscious mind set amongst residents, to increase the value and stewardship of urban open spaces. Public transit plays a big role in reducing air pollution during the open urban space events. Collaborating with transportation authorities, Viva planners work to get participants out of their vehicles and using alternative forms of active transportation and public transit to get to the event. Promoting these forms of transportation, utilizing the open spaces that is brought directly to residents through open streets, allows residents to learn how easy it can happen without an automobile. Resulting in a multitude of lasting effects from air quality impacts, as well as emphasizing less reliance on the car is essential, which in turn leads residents to live more sustainable, healthy, socially and environmentally conscious lifestyles.

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.

Providing quality recreation experiences, fostering resident development, promoting health and wellness, building community identity, open space stewardship, and supporting economic development are just some of the complex problems Parks and Recreation professionals face. Often, these issues can become segmented and overwhelming when addressing them. However, through the act of opening streets to residents, our department is able to pursue its organizational mission, touch on the broad-scale positive impacts, while expanding our department's ability to encourage collaboration across public and private sectors to target specific outcomes that increase the value of open spaces. In doing so, programs like Viva CalleSJ shift the perception of parks and recreation services and establish professionals as ambassadors of public life and stewards of open space. As a result, implementing Viva CalleSJ allows our department to capitalize on the broad impacts of the program and partner with organizations to target and increase the impact of specific outcomes. Since the inception of the Viva CalleSJ program, organizations such as: the Open Space Authority, Veggielution, Bay Area Air Quality Management District, Environmental Services Department have been engaged as active participants of the program, providing them the opportunity to outreach to residents and offer educational resources.

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.

The City of San José was founded on November 29, 1777, as El Pueblo de San Jose de Guadalupe, San José was California's first civilian settlement.

The mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.

The mission of the Department of Parks, Recreation and Neighborhood Services (PRNS) is to build healthy communities through people, parks and programs. PRNS provides a diverse variety of programs that impact the lives of children, youth, adults, seniors, and people with disabilities throughout the City. PRNS strives to build community through fun, and make and activate quality places in San José where people want to live, work, play, and learn.

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.

The City's Department of PRNS has been developing and implementing successful community based programming for over 50 years. In 2015, PRNS's Placemaking Team lead the launch of Viva Calle (VCSJ): San Jose's return to open streets programming. Through its strong partnerships, long-standing relationships, and high success rates, VCSJ has effectively implemented three annual events which have connected 265,000 Bay Area residents to some of our city's most dynamic open spaces and historic neighborhoods, via car-free streets and sections of our trail network.

VCSJ creates the city's largest paved park, by opening miles of roads to people and closing them to cars. Agencies like the Open Space Authority, Bay Area Wilderness Training, San Jose Parks Foundation, and Veggielution have participated in VCSJ to illustrate the benefits of enjoying and enhancing San Jose's open spaces.

Past successes come with the support and dedication of dozens of engaged residents, dedicated agencies, and essential funding sources – which help to ensure the sustainability of VCSJ for years to come.

The following are the primary strategies to ensure successful implementation:

1. Impact Board: A VCSJ Impact Board comprised of key stakeholders was developed in 2015 to guide and advise key strategies for the open streets program, including the program meets the vision of safely connecting residents to open space within and outside of their community.
2. Strategic Agency Partnerships: VCSJ program operators have identified community and neighborhood groups, non-profit organizations, municipal and county departments who serve as key program partners. Strong partnerships with local and regional agencies have allowed for ongoing access to supporting resources including agency networks, marketing resources, social/community programs, and funding sources. Key partners include Silicon Valley Bicycle Coalition, Santa Clara County Board of Supervisors and the Department of Public Health, Valley Transit Authority, American Association of Retired Persons, and The Health Trust.
3. Corporate Sponsorship/Grant Funding: VCSJ program operators seek ongoing sponsorships from major corporate sponsors to work towards the program's long term sustainability with a goal of lessening the impact of VCSJ on the City's General Funds. In addition, program operators identify and apply for potential grant or public funding sources for VCSJ program from foundations such as the John L. and James S. Knight Foundation, Kaiser Permanente Foundation, American Heart Association, and Robert Wood Johnson Foundation, who often provide grant funding opportunities for environmental education programs, public access to open space, and community building health and wellness programs.
4. Key Partnership Support: PRNS works closely with the Department of Transportation to ensure each program route include safe, multiple avenues to access the event and adjacent trails, parks, and opens spaces connected to it.

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

VCSJ is one of PRNS's newer initiatives implemented by the Department's Placemaking Team. The Placemaking Team is comprised of a small team of individuals who, combined, have over 35 years of relevant experience.

Ed Solis is a life-long public servant with over 25 years of experience in the field of recreation. Over the last 16 years with PRNS, Ed Solis has helped to provide community driven programming in some of the roughest neighborhoods in San Jose. Currently, Ed serves as the Recreation Superintendent overseeing the Placemaking Team, which focuses on implementing placemaking based programs, such as VCSJ.

Brian Clampitt has 27 years of relevant event coordination. He is currently the Event Coordinator the Placemaking Team. He co-lead the planning, development, and implementation of the inaugural VCSJ event in October 2015. In addition, he has been involved in major San José signature programs such as Winter in Plaza de Cesar Chavez, Summer in St. James, San Jose Holiday Parade, Christmas in the Park, and the San Jose Grand Prix. He has also worked events with Major League Baseball and the National Football League.

Zak began his career with PRNS in November of 2007. During his tenure with the department, he has served in a number of capacities, facilitating community center services, teen center programming, and contributing to after school programs. Additionally, he was key member of the small team that lead the planning, development and implementation of VCSJ.

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."

Closing roads to vehicles gives residents, regardless of whether they are a toddler confined to a stroller or a senior confined to a wheel chair, the chance to enjoy a vibrant and dynamic social experience. Viva CalleSJ brings friends and families together in a way that empowers them take command of the of their communities, define public space in a way they choose, and encourages them to engage in activities that solidify neighborhood identities and strengthen interpersonal bonds. For example, the 2017 program event featured the Alum Rock Village, a disenfranchised community, that was given chance to redefine the perception of their community and share it with residents from all over the Bay Area through a community based mural project. Open streets bring residents together on a level playing field to interact with each other. Each route is strategically designed to connect vibrant and dynamic communities separated by geographical, economic, and social divides through the open space created by VCSJ. Additionally, by intentionally connecting our routes to parks and programming them with fun and engaging activities, Viva CalleSJ continues to raise awareness and knowledge about the vast trail, park, and open spaces as valuable resources for community building.

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."

Placemaking theory is defined by the community-based participation approach to public space activation it focuses on. Embodying this ideology, our Team's efforts seek to capitalize upon community assets, ideas, and people power to build health communities that better resident's health, happiness, and well-being. This approach to community building allows our Department to look at public spaces and their resources in a drastically different light. Disregarding traditional ideologies of what open space is commonly perceived as, we can take one of the largest shared space in our city turn it into an active and vibrant open space, filled with life, creativity, and community resources for families and their children to enjoy. Speaking to the nature of our program in its simplest form, our Department looks to open the streets to residents and invites community groups, neighborhood associations, business districts, and various city and county departments to come and activate the one-day park that makes up the Viva CalleSJ route. Through transforming streets into open space, we are able to empower resident to activate their own communities and create a dynamic environment that is representative of the communities we choose to explore with our program routes.

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."

Viva CalleSJ would not be possible without support from various stakeholders, both private and public. While PRNS leads the event, over \$100,000 in-kind City services are also involved in the program including support from: Department of Transportation, San José Police Department San José Fire Department, Department of Public Works, Office of Cultural Affairs, Office of Economic Development, and Environmental Services Department. These in-kind services facilitate program components such as route and road closure planning, waste management, public safety, and business engagement. In the past, we have had over 100 community members volunteer their time to the event. With the volunteers valued at \$28.46, the 100 volunteers at the 8 hour event is worth \$22,768 to the City. Initially supported by a \$200,000 grant from the Knight Foundation, Viva CalleSJ relies heavily securing funding through grants and sponsorships to grow the program and its ability to engage residents in this truly unique community building effort. In the last year alone, contributions from the Health Trust, AARP, Santa Clara Valley Transportation Authority, and Santa Clara County equaled approximately \$365,000 in direct cash and marketing support (multi-lingual support through billboards, buses, bus-stops, light rail etc). Funding acquired from these sources will be leveraged to match the grant contribution from the Open Space Authority to solidify long-term sustainability of the program.

C.1. Project Work Plan

Task Number	Activities	Timeframe	Outcome/Deliverables
1	Business Engagement	June 2018 - October 2018	Track the economic impact of the event. Consultant will provide a final revenue report.
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D. Documents Upload

Documents Requested *

Required?

Attached Documents *

Financial statements



[Financials \(FY 16-17\)](#)

[Financials \(FY 17-18\)](#)

Authorizing Resolution from Governing Body
[download template](#)



[Resolution](#)

Project Budget
[download template](#)



[Viva Calle Project Budget](#)

Acknowledgment Form
[download template](#)



[Acknowledgement letter](#)

Fiscal Sponsorship Agreement
[download template](#)

Land Tenure Form
[download template](#)

CEQA Compliance Certification Form
[download template](#)

Letters of Support

[Viva Calle \(Support Letter\)](#)

Letters from Project Partners

[Viva Calle \(Partner Letter 1\)](#)

[Viva Calle \(Partner Letter 2\)](#)

Maps

[Viva CalleSJ Map \(Draft\)](#)

Other

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