

Santa Clara Valley Open Space Authority

## 2017-2018 Measure Q Urban Open Space Grant Program

1/12/2018 deadline

# Veggielution Veggielution: Roots Down

**\$ 75,040.00** Requested  
\$ 112,000 Total Project Cost

Submitted: 1/11/2018 10:32:37 PM (Pacific)

### Project Contact

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### Additional Contacts

*none entered*

### Veggielution

647 S. King Rd.  
San Jose, CA 95116

### Executive Director

Cayce Hill  
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EIN 27-2021333

## 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).*

Emma Prusch Farm Park  
647 S. King Rd.  
San José , CA, 95116

#### 4. Project Location: Neighborhood

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

Mayfair (East San José)

#### 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.*

City of San José Parks, Recreation, Neighborhood Services (PRNS)

#### **7. Project Abstract**

*(Brief, 3-4 sentences)*

In September 2018 Veggielution will commence an 18-month land use planning process in partnership with the City of San José PRNS. The purpose of this process is to develop a comprehensive vision for Veggielution's six-acre community farm at Emma Prusch Farm Park in context with its historic location, natural and urban resources, and aspirations of our local community. This land use plan will guide Veggielution's use and development of these six acres over a 15-year or more time period.

### **Community Engagement / Stakeholder Support (10 points)**

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#### **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.*

At all stages of our planning process, it will be critical to inspire and include public input as a pivotal and prominent part of our process. It will require concentrated and sustained commitment from the Veggielution and PRNS teams to include equitable input from a diverse group of stakeholders, especially those whose voices are often underrepresented. To gather this input, Veggielution will collaborate with the Si, Se Puede Collective, and other local organizations to establish an advisory body which represents a wide range of community interests and expertise. We will include individuals from many agencies within the sphere of influence of the project.

Working closely with urban planning professionals at Gensler Design, we will use both traditional and technology/social media tools for outreach and engagement. Traditional outreach will include open house-format input sessions and design-thinking workshops during Veggielution's 1st Saturday community engagement events, as well as separate focus group meetings hosted offsite at our partner organizations' various locations. We will leverage technology tools to send out surveys via email, social media, and our website at appropriate stages of the planning process to receive additional input. We will maintain a land use plan-related page on our website and conduct social media campaigns throughout the planning process to build awareness and generate additional community and financial support.

### **Project Planning (20 points)**

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#### **9. Describe the proposed project**

Veggielution's Roots Down project will result in a long-term strategic land use plan for infrastructure and programs that will be implemented over the next 15 or more years at our six-acre community farm in Emma Prusch Farm Park. It will be a planning process that involves significant community input for projects that further expand public access, and community engagement through education, demonstration, green infrastructure, and other creative approaches. This process will result in a plan that ensures Veggielution's long-term ability to adapt to change and opportunities while preserving and enhancing the unique overall character of Emma Prusch Farm Park.

Working closely with PRNS, we will begin by collecting and analyzing data on existing site conditions. We will review the most current Master Plan for Emma Prusch Farm Park (completed in 1997), as well as findings gathered from the City's recent Greenprint Steering Committee input process, to provide a foundation for our planning effort. Next, we will set goals and objectives for conducting a needs assessment, based on the preferences and priorities of residents and key stakeholders. Community input will be gathered using both traditional and technology/social media tools, including a series of open forums and meetings and surveys. We will leverage our successful community engagement program, 1st Saturday, to gather one-on-one and group input from local residents in creative ways as they participate in art, cooking, gardening and farming. The Veggielution team will also reach out to local thought leaders to identify model parks in other areas of the U.S. from which to learn. This needs assessment stage will be designed to identify and elevate innovative and creative ideas proposed by local residents, as well as ideas already being implemented in other regions.

Results from the needs assessment will help guide us in deciding upon a final approach, with which we will develop a preliminary plan. The preliminary plan will be presented to our local community residents, City and County leaders,

community partner organizations, and the Veggielution Board of Directors for final review and feedback. Based on that feedback, the plan will be revised, and a final land use plan will be presented for adoption. As a 15-year plan, the final plan will provide long-term guidance to the Veggielution team and PRNS to ensure that future infrastructure projects and land use changes are carried out with sensitivity to our local community's concerns, needs, and desires.

A variety of unique urban agriculture and open space opportunities will be explored through the planning process, including educational signage and wayfinding, commercial kitchen space, art installations, and green technology such as rainwater capture, flood protection, and solar installation.

#### 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."*

As a 501(c)3 organization, Veggielution is able to be more entrepreneurial and flexible than our partnering City agency, playing a vital and synergistic development role that is in the best interest of the community overall. We know that the years immediately following the completion of this land use planning project will include a critical initial implementation phase, requiring adequate funding over and above our regular annual operating budget. Veggielution has a successful track record over the nearly past ten years of raising funds for staff, program, administrative, and special event costs. We maintain a diverse and balanced funding structure, derived from five primary sources: 1) foundation grants; 2) private donations and contributions (individual and corporate); 3) special event ticket sales; 4) government grants; and 5) earned income from produce, prepared food, and merchandise sales. Veggielution also receives strong in-kind support ranging from thousands of volunteer hours and professional consultant contributions to the land and office space that is made available to us by the City of San José. In order to build on the momentum of the Veggielution: Roots Down planning project, in 2020 we will begin a capital campaign to raise funds for the infrastructure projects that are identified in the needs assessment phase. We have also identified other specific fund development goals that will enable us to implement the results of the plan over the years to come, including identifying potential in-kind capital contributions (services and materials) and raising an endowment to cover the long-term, recurring costs associated with regular maintenance and repair, or capital replacement of specific assets.

#### 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.*

While we acknowledge that there are inevitable complexities and important decision-making processes involved in a land use planning project such as ours, we feel that our organization's strong leadership and effective working relationship with the City of San José PRNS will result in a very successful outcome. Veggielution has already had numerous discussions with The City of San José Parks PRNS team, who is supportive of a planning process and has already committed an initial \$40,000 toward the planning and installation of electrical upgrades at Veggielution. Veggielution's current strategic plan specifically calls for farm infrastructure improvement and partnership building as two of the five strategic goals. Veggielution: Roots Down addresses both of those goals. We also count on the collective support of many local community organizations and agencies, in addition to more than 3,500 volunteers and program participants each year. Our volunteers include members of Local Union 393, who regularly support us with pro bono project planning and support.

### 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="37,688"/>	Grant request: Personnel
<input type="text" value="24,000"/>	Grant request: Contracted Services
<input type="text" value="6,600"/>	Grant request: Supplies/Materials
<input type="text" value="3,000"/>	Grant request: Other Direct Costs
<input type="text" value="3,752"/>	Grant request: Indirect Costs

75,040	TOTAL GRANT REQUEST
36,960	TOTAL MATCHING FUNDS
112,000	TOTAL PROJECT COSTS (grant request + matching funds)
49.25%	PERCENT MATCH (matching funds / grant request)
299,040.00	<b>TOTAL</b>

## Project Goals (15 points)

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

The East San José neighborhood of Mayfair is a working-class immigrant neighborhood where nearly half of residents are foreign-born and most speak a language other than English at home. The Mayfair is 70% Latino and 22% Asian/Pacific Islander (primarily Vietnamese). The median household income of Mayfair residents is less than half that of the median income for Santa Clara County. The education and earning gaps experienced by Mayfair residents - 41% of Mayfair adults do not have a high school diploma, and only 10% are college graduates - have a direct correlation to their future earnings and poverty level. Mayfair residents have a rate for diabetes deaths that is over twice the rate for Santa Clara County, and also have some of the worst incidence of heart disease and obesity in the area. This project addresses the influence that a neighborhood's built environment can have on promoting healthy lifestyles and creating more resilient communities. Thoughtfully planning for and maintaining safe, beautiful urban open spaces such as Veggielution is critical for improving health outcomes of our underserved East San José community. By encouraging East San José residents to actively participate in the planning and development of this publicly-accessible space, we are also able to address the added underlying challenges of social isolation and disenfranchisement and support civic engagement.

### 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.*

Veggielution's Roots Down project aims to explore new and creative approaches to land use planning that will result in more resilience for our local community. The social goals of the project are to achieve the following for more than 500 local residents through the community input process:

- To renew and strengthen their relationship to urban open spaces
- To increase social cohesiveness through collective action
- To build community understanding, knowledge, and initiative related to the activation and stewardship of urban open spaces
- To promote public health in outdoor spaces
- To provide meaningful ways for residents to express their concerns about the environment
- To restore the historic connections of Santa Clara Valley
- To make park planning more inclusive and place-led
- To expose them to the collaborative efforts of at least 5 East San Jose-based community organizations

The environmental goals of the project are:

- To promote the responsible stewardship of our unique urban open space at Emma Prusch Farm Park
- To identify thoughtful long-term land strategies for improving air quality, managing flooding, and providing wildlife habitat
- To prioritize green building methods and technologies
- To incorporate design elements that improve our community's capacity to sequester carbon
- To promote overall sustainability at Emma Prusch Farm Park

## Impact (15 points)

### 16. Describe the lasting impact of the project.

Veggielution: Roots Down, our community-driven land use planning process, will result in a living document to meet the growing and changing needs of Veggielution and the East San José' community over the next 15 years. It will empower more informed and engaged residents that will be better connected to their communities. This project will also result in stronger partnerships and coordination between Veggielution and residents and community organizations who want to proactively engage in urban planning, learn about public policy, and demonstrate new methods for activating and stewarding public spaces. We acknowledge and understand that there are limits to what our city government can do on its own. To build a more resilient future, organizations such as Veggielution must also commit our own resources to achieve community strength and vitality. Through PRNS' support of this project, they have shown a desire to support planning that encourages co-investment between public, private, and non-profit stakeholders. This community-driven approach to land use planning will help to put in place a strategy to ensure that our organization's limited resources are maximized to provide the most benefit to our neighbors and program participants, by placing our community at the center of the process. It will provide us with a credible and lasting framework for multi-agency and cross-sector collaboration. Finally, this project will improve Veggielution's ability to lead and promote urban open space preservation efforts in the City of San José. In addition to being a visioning process for the Veggielution site itself, it will also be a tool for refining citywide goals and policies to address open space issues unique to the

## Leadership & Innovation (10 points)

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### **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.**

We want to leverage the Veggielution: Roots Down land use planning project to connect more local residents to processes that transform and revitalize their City. Our proposed approach to land use planning includes traditionally underrepresented voices of East San José residents in the design, planning, and management of our community farm at Emma Prusch Farm Park. The project also encourages further collaboration with some of our closest community partner organizations, including the City of San José, Si, Se Puede Collective (comprising Somos Mayfair, School of Arts and Culture, Grail Family Services, and Amigos de Guadalupe), La Mesa Verde, and Valley Verde.

## Organizational Capacity (15 points)

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### **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 mission of Veggielution is to connect people from diverse backgrounds through food and farming to build community in East San José. Our 6-acre community farm and gathering space is located in Emma Prusch Farm Park in the Mayfair neighborhood, one of the most impoverished areas in Silicon Valley. Mayfair residents suffer from conditions that affect many immigrant and working-class populations, including higher rates of obesity and diabetes, significant education and earning gaps, lack of access to safe, well-maintained outdoor spaces, and limited options for fresh, healthy food. We believe that increasing social capital--the network of social connections that exist between people, which enable and encourage social cooperation and civic engagement--is the key to addressing these issues. We follow this approach in our three areas of impact - Community Engagement, Youth Education, and Leadership Development. Through programming focused on mentorship, experiential learning, and environmental stewardship, we connect residents to each other and to people and resources from outside their community that will enable them to make change. Our farm provides a critical platform for these programs. Many East San José residents have deep and meaningful connections to agriculture. We seek to use our farm as a safe, accessible and well-maintained gathering space for the East San José community to reconnect to the land and to each other.

### **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.*

Over the past 9 years since Veggielution was founded, we have gained extensive experience in planning and implementing youth education, community engagement, and leadership development programs in close partnership with The City of San José Parks PRNS. Our diverse staff and board members have significant experience ranging from garden education, community outreach, and farm management, to social media marketing, fundraising, and urban planning. Veggielution's strong connection to the East San José community aligns with the City's goals to enhance economic activities and civic engagement in underserved and underutilized areas. Our location at Emma Prusch Farm Park allows us to reinforce the historical food-land connection of this special piece of Santa Clara Valley in a way that expands upon the notion of a farm as just a method of food access and production. Through our strong social media presence, we are able to exponentially increase our capacity to gather and share information and input throughout community input processes such as this one. In 2015 the Veggielution team worked closely with a professional consultant to complete a 3-year strategic plan. The process involved more than 40 diverse stakeholder interviews, focus groups and multiple board working sessions. The scope and timeline for this project is relevant to what will be required of the Veggielution: Roots Down project.

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

Cayce Hill: Executive Director

Cayce Hill has served as Executive Director of Veggielution since March 2015. In collaboration with the Veggielution Board of Directors, she drives the overall fund development strategy and worked closely with a professional consultant to lead the 2016-2019 strategic planning process. She has participated in On the Verge, an East San José-based emerging leadership program, and is a member of American Leadership Forum Urbanist Class 40. Cayce is fluent in Spanish, holds an MPA, and has more than 15 years working in the fields of public health and nonprofit management.

Operations Manager (New position, hiring February 2018)

The Operations Manager will have a demonstrated ability to be detail-oriented, organized and resourceful. S(he) will be skilled at building working relationships and will have food, retail or agricultural facilities management experience. The Operations Manager will be the primarily point of contact for Veggielution's partnership with PRNS, ensuring clear communication and contract compliance. S(he) will have primary responsibility for ensuring that the project's objectives, timelines, and budget

projections are met.

Sal Alvarez, Veggielution Board of Directors Vice-Chair

Sal Alvarez currently works as an Executive Analyst at the City of San José Office of Economic Development. He has more than 25 years' experience with City planning-related projects, having also previously worked for the San José Redevelopment Age

## **BONUS POINTS: Underserved Communities (10 points)**

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**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."*

Veggielution is located at the corner of Story and King Roads, which is defined as a Deep Engagement Community. Residents of East San José's Mayfair neighborhood earn less than half the median income for Santa Clara County, suffer from endemic violence, and have some of the poorest health outcomes. Despite these challenging economic and health circumstances, Mayfair is a vibrant neighborhood, rich in cultural and culinary traditions. Many residents come from agricultural backgrounds and have become disconnected from it. Veggielution's Roots Down project seeks to reconnect these residents to their agricultural roots, to one another, and to their larger environment while encouraging them to make change in their community. We want Eastside Grown to harness the growing momentum among San José residents and community and City leaders to change the narrative of the Eastside among other residents by elevating its rich cultural, culinary, and community assets.

## **BONUS POINTS: Community Building (10 points)**

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**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."*

Veggielution was intentionally built upon a familiar platform with deep cultural and regional context - food and agriculture - in a free, publicly accessible space. Our unique location at Emma Prusch Farm Park allows us to reinforce the historical food-land connection of this special piece of Santa Clara Valley in a way that expands upon the notion of a farm as just a method of food production. As with other programs and efforts at Veggielution, we have designed this project to channel positive community participation by getting diverse people to work together toward a shared vision. We see this land use planning process as a new and creative way for Veggielution to engage our community in challenging the City of San José and the general public's expectations about what a park can be and how it functions as a platform for farm education, environmental protection, and community building. We want to elevate the voices of more underrepresented residents through open dialogue by making the process interesting, informative, and engaging. We will do this by drawing on a variety of techniques that appeal to residents of all ages and backgrounds. In addition to more traditional tools such as surveys and focus groups, we will include Facebook and social media, youth-focused events, and design workshops.

## **BONUS POINTS: Leverage Funding (5 points)**

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**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."*

Veggielution will provide at least 49.25% of the requested grant amount by utilizing our general operating funds to cover the partial cost of the Executive Director salary, Operations Manager salary, as well as all community input group interpreter fees.

## **C. Work Plan**

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### **C.1. Project Work Plan**

<b>Task Number</b>	<b>Activities</b>	<b>Timeframe</b>	<b>Outcome/Deliverables</b>
1	Existing Conditions and History Analysis; Community Outreach Plan; Website/Survey Building;	Sept 2018 - February 2019	Project Start Up

	Form Advisory Group; Develop Needs Assessment Tools; Comparable Project Analysis		
2	1st Saturday Kickoff Meeting-Needs Assessment; Online Needs Assessment Outreach; Advisory Group Meeting Report on Needs Assessment	March - April 2019	Needs Assessment Report
3	1st Saturday Workshop – report on Needs Assessment/Charrette; Land Use Alternatives; Refine Land Use Alternatives; Online Outreach to comment on Land Use Alternatives; Advisory Group Meeting to Report Back/Give direction on Preliminary Land Use Plan; Meet with City Agencies	May-June 2019	Draft Land Use Alternatives, Community input on Land Use Alternatives; Direction on Preliminary Land Use Plan
4	Develop Preliminary Land Use Plan; Advisory Group Meeting - Comment on Land Use Plan; 1st Saturday Workshop - Report back on comments and present Preliminary Land Use Plan Online Comment Period on LU Plan City Agencies Advisory Group Meeting to report back and revise LU Plan Refine Plan	July - September 2019	Preliminary Land Use Plan; Community input on Land Use Plan
5	Final Graphics; Land Use Plan Document; 1st Saturday Workshop – Celebration; Board Meeting/Hearings	October- November 2019	Final Land Use Plan
6	Identify strategic planning and fundraising consultants; Community organization and donor outreach	December 2019-March 2020	Strategic Plan; Capital Campaign kickoff final plan in preparation for (June) 2020 fEAST Fundraising dinner
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#### D. Documents Upload

##### Documents Requested \*

Financial statements

Required? **Attached Documents \***



[Veggielution 2016 IRS 990 Form](#)

[Veggielution 2015 IRS 990 Form](#)

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



[Veggielution Roots Down Board Resolution](#)

Project Budget



[Veggielution Roots Down Project Budget](#)

[download template](#)

Acknowledgment Form



[Veggielution Roots Down Acknowledgement Form](#)

[download template](#)

Fiscal Sponsorship Agreement

[download template](#)

Land Tenure Form

[download template](#)

CEQA Compliance Certification Form

[download template](#)

Letters of Support

[District 5 Letter of Support](#)

[Gensler Veggielution Letter of Support](#)

[SiSePuede Veggielution Letter of Support](#)

[GCRC D Veggielution Letter of Support](#)

Letters from Project Partners

[PRNS Project Parter Letter](#)

Maps

Other

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