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Santa Clara Valley Open Space Authority

2020 Urban Grant Program

Deadline: 7/1/2020

Silicon Valley Bicycle Coalition **RIDESV Enviro Series**

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\$ 120,112.00 Requested

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EIN 77-0338658

Project Description [top](#)

Applicant Type

1. What type of organization is this?

- Public Agency
- School or School District
- 501(c)3 Nonprofit
- Eligible organization acting as Fiscal Sponsor for another organization

2. Does the application include a fiscal sponsor?

If the project includes a fiscal sponsor, the fiscal sponsor must be the applicant.

- YES
- NO

Overview

3. Which type of grant are you requesting?

- Small (\$10,000 - \$39,999)
- Large (\$40,000 - \$250,000)

4. Grant category (check all that apply)

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

5. Type of project (check all that apply)

- Capital improvement (Large projects only)
- Planning
- Program

6. Project Location: Address / Neighborhood

What is the physical location of the project? If there is no physical location, please enter "N/A." If the project will be in multiple locations, please list all. Note: project location(s) must be within the Authority's jurisdiction.

This project will take place in multiple locations. SVBC is proposing a bike ride series that would have multiple rides per year and target different districts of the Open Space Authority including various parks and open spaces.

7. Project Location: Open Space Authority District (check all that apply)

A detailed map of the Authority Districts can be found under the Library tab, or online at <https://www.openspaceauthority.org/public-information/board-of-directors.html>.

- Authority District 1
- Authority District 2
- Authority District 3
- Authority District 4
- Authority District 5
- Authority District 6
- Authority District 7

8. Who does the project serve? Please indicate which Open Space Authority Districts are served (check all that apply)

A detailed map of the Authority Districts can be found under the Library tab, or online at <https://www.openspaceauthority.org/public-information/board-of-directors.html>.

- Authority District 1
- Authority District 2
- Authority District 3
- Authority District 4
- Authority District 5
- Authority District 6
- Authority District 7

9. Project Abstract

(Brief, 3-4 sentences)

SVBC is proposing a three year monthly bike ride series working with partner organizations to enhance access to open space. The partner organizations would include those focused on environmental issues as well as those working directly with low income populations. Through this, the program aims to increase bicycling as a sustainable form of transportation, connect people to open space, and share knowledge among partner organizations to educate participants.

Project Planning (20 points)

10. Describe the proposed project.

In the past, SVBC with support from various funders has launched a fun ride series that highlights aspects of San Jose and Santa Clara County culture by bike. Green space, cultural history, affordable housing, the maker movement are all themes of past rides. These rides have provided the opportunity to build community around biking while discussing the value and use of the bicycle as a sustainable, earth friendly transportation alternative. With Open Space Authority's support, SVBC's project plan is to expand on its popular ride series while incorporating education about the area's cultural and environmental richness, diversity, history and preservation throughout Open Space Authority areas as listed on the Grant Eligibility Map.

SVBC will plan a monthly ride series that will include stops and speakers who will focus on themes relating to environmental justice, urban community gardens, water quality and climate awareness. SVBC will collaborate with local community-serving organizations, like Veggielution and other local groups to deliver educational goals and bring their members into the experience. Rides will be led by SVBC staff and trained ride leaders whose focus is to support and encourage all riders - no one is ever left behind. The loop rides are a very casual pace with relatively low mileage (8-12 miles). Riders of all abilities are welcome and SVBC strives to recruit new riders in an effort to build confidence and discover the joy of life by bike.

There will also be opportunities for activities at the ride stops. For instance, on the 'Green Space' ride last year, participants made their own biodegradable paper cups for seed plantings. SVBC will build on this and ensure opportunities for hands-on learning experiences. SVBC has solid relationships with many local trail organizations and will investigate collaboration potential for trail clean-ups and maintenance.

Diversity, equity and inclusion are core values to the organization. These values will be centered in the fabric of the ride series and the rides will include areas highlighted as Deep Engagement Communities. In fact, a ride that was cancelled due to Covid-19 was the 'Critters, Creeks and Treats' which was planned to include areas in East San Jose. This ride was in collaboration with the Wildlife Center of Silicon Valley and Valley Water. Goals for this ride were to learn about the Wildlife Center, Penitencia Creek, and the Coyote Valley Watershed and included a donut stop, too.

The bicycle is an affordable, sustainable tool that can bring communities together. There is tremendous potential for us to build a monthly ride series that will attract a diverse audience to highlight the unique and vibrant natural spaces in Santa Clara Valley.

11. Describe key project deliverables and estimated completion dates.

Key deliverables:

12 community rides per year that through working with local partners will highlight open space and environmental issues (36 total)

Goal of 20-50 participants per ride to create a cohort of over 1,000 participants experiencing open space in Santa Clara County

10 trained rider leaders per year to support riders and build deeper volunteer engagement (30 total)

Partner with 10+ local organizations/year to bring in new people and topics

January-February (annually)

Meet with collaborators to map out dates and themes for rides

Curriculum and program development
Line up speakers

The month before each ride:
Confirm partners, location, and speakers for rides
Scout/plan route
Set up Eventbrite registration
Outreach and publicity

Monthly bike ride w/goal of 20-50 participants

After each ride
Follow up with participants with survey, additional opportunities for engagement and membership opportunities

Ride leader trainings will be held quarterly

12. Does this project require permission, permits, or other approvals? If so, please describe the status of these.

SVBC will provide waiver forms for each rider. All riders must fill out a waiver and those under 18 years of age will need a guardian signature.

13. What is the lifetime of this project? If applicable, describe plans for operating and maintaining the project in the future.

To make the most substantial impact, SVBC proposes this to be a three year program. The goal is to create a program that people can look forward to and rely on. Year after year, SVBC has grown its staff capacity and financial resources. With Open Space Authority's help, the community-open space bike ride series will be wildly popular and can gain additional funding resources to expand and continue to operate beyond three years. If it is successful, SVBC will use that success to gain additional funding to continue the program into the future.

14. Describe the project's readiness for implementation.

SVBC has led successful rides for the past few years and has established relationships with a variety of local groups. In the initial iteration of this program in 2018, SVBC organized six rides of 20-60 riders each and partnered with groups such as Destination Home, Valley Verde, Billy DeFrank LGBTQ Center, Our City Forest, Guadalupe River Park Conservancy, and more.

SVBC, as an organization, was founded with environmental sustainability at the forefront and is eager to strengthen the connection of the organization with environmental education. Given experience planning community rides in the past, the organization has a good sense of what it takes to make these successful and welcoming. As noted, SVBC's goals are to support and encourage new riders, model and teach road safety, and learn more about the environment and individuals' place in it. With Open Space Authority support, SVBC is excited to continue implementation and increase its focus on environmental access and equity.

In addition, over the past year, SVBC launched a ride leader training program and currently has 25 volunteer leaders who are ready to assist the rides.

Training includes:

- Purpose & goals of program
- Supporting & encouraging new riders
- Road safety & bike laws
- Safety & emergency protocols
- Cultural awareness

SVBC's prior ride planning experience, talented staff, and devoted ride leaders makes us ready to continue the community ride series. The program just needs additional funding to grow.

Project Budget (15 points)

15. Budget Summary - Grant Request

This is a budget summary only; a detailed Project Budget must be submitted using the Documents Upload tab. Please enter dollar amount. Note: after the application is submitted, the software will automatically add a TOTAL.

<input type="text" value="78280"/>	Grant request: Personnel
<input type="text" value="30000"/>	Grant request: Contracted Services
<input type="text" value="11832"/>	Grant request: Supplies / Materials
<input type="text"/>	Grant request: Other Direct Costs
<input type="text"/>	Grant request: Indirect Costs
<input type="text" value="120,112.00"/>	TOTAL

16. Budget Summary - Matching Funds

This is a budget summary only; a detailed Project Budget must be submitted using the Documents Upload tab. Please enter dollar amount. Note: after the application is submitted, the software will automatically add a TOTAL.

<input type="text" value="30000"/>	Total Matching Funds
<input type="text" value="30,000.00"/>	TOTAL

17. Budget Narrative

Provide a brief budget narrative to explain the expenses listed in each of the budget categories (e.g. Personnel).

Silicon Valley Bicycle Coalition is seeking \$120,112 from the Open Space Authority for a multiyear ride series that will shift people on to sustainable modes of transportation to access open space while also learning about environmental topics.

The amount requested supports the following activities.

\$78,280 for Staff: This grant would primarily support staff time for the SVBC Community Programs Coordinator who would lead this project. This person will manage the logistics of the program. She will coordinate with partner organizations to plan each year's ride series. She will take time to plan safe routes for each ride. She will perform outreach to attract attendees. The Coordinator will also lead the ride leader training and otherwise coordinate volunteers.

The Deputy Director will lead the grant administration and reporting, including invoicing.

\$30,000 for Stipends: Working with partner organizations, SVBC will provide \$1,000 stipends for each organization so that they are able to participate with staff time and planning. For example, a partner group will be asked to help provide speakers on rides and do outreach to their members about each ride.

\$10,800 for Refreshments: Food and beverages are typically provided at all SVBC hosted rides to help attract participants, make the rides enjoyable, and support locally owned businesses along the route.

\$600 for T-shirts: This expense is intended to pay for t-shirts for ride leaders. Brightly colored t-shirts help identify ride leaders during the ride so the participants have someone to ask questions and follow for safe road riding behavior.

\$432 for bike repair supplies. These are essential when leading large group rides to ensure that any

problem that comes up on the ride can be addressed on site so no one gets left behind.

Project Goals (15 points)

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

Provide space and opportunity for people to recreate outdoors in a safe and healthy way

Build a stronger biking community and inspire more riding for everyday use

Demonstrate through doing: safe bike riding from trained ride leaders

Foster a deeper appreciation and understanding of each person's interconnectedness to the natural world

Educate participants on opportunities to connect with parks, trails and urban community gardens

This project serves multiple purposes. First, SVBC would like to increase access to open space, especially for communities who don't live near these areas. Shelter in place has made it clear that humans need time and space to get outdoors for their physical and mental health. Bicycling provides a way to get outside in a socially distant way and expand access to outdoor spaces that are farther away. This is crucial for people who live in higher density housing with limited backyards and those who don't have parks in their neighborhood. By creating fun bike rides on safe routes and leveraging SVBC's connection to the Bike Share for All program (low income membership options), this program will get more people to experience the joy of biking and the outdoors.

Second, the rides include lessons on how to bike safely on the streets from trained rider leaders as well as highlighting bike infrastructure that people can use to get around. SVBC wants to ensure that as people try new modes that they are aware of how to safely operate on the street and use the many existing bike routes.

Third, the rides will partner with local community-serving organizations to bring new people to these biking and outdoor opportunities. In addition, partner organizations will help with educational components. Each ride will have a theme and knowledgeable speakers that educate the participants on particular aspects of the environment.

19. How does this project serve the community?

These metrics are required for all projects. Project-specific metrics can be added under Question 20 below.

Note: after the application is submitted, the software will automatically add a TOTAL that will not be used.

1500	Number of people served
50	Number of youth served (under 18 years)
36	Number of programs provided
1,586.00	TOTAL

20. In what other ways does the project serve the community? Please list the project-specific goals (both social and environmental).

Please list any additional goals and how they will be measured (e.g. surveys, field measurements, attendance sheets, etc.).

SVBC exists to improve the community, environment, and economy through the increased use of the bicycle. Riding a bike is one of the best ways to improve physical, emotional, and environmental health. Unfortunately, there are many barriers to the widespread adoption of the bicycle including fear, convenience, know-how, and a culture that does not support riding. This fun and educational ride program will break down barriers by encouraging people to try biking with others.

The ride series would also provide a different type of access to open spaces. People must either be lucky enough to live within walking distance of an open space or drive to one far away. Transit options to parks and recreation are limited. The bicycle is a relatively inexpensive and sustainable tool to get places that

aren't close enough to walk and this opens up the options for more people.

Social goals:

- Bring people together in a fun activity
- Increase people biking & biking to open space
- Develop confidence/bike skills for participants
- Introduce participants to new open spaces and parks
- Train ride leaders so they are able to plan their own rides

Environmental goals:

- Education from a variety of environmental orgs
- Reduced greenhouse gas emissions and pollution from cars driving to open spaces
- Learn about one's impact on the environment
- To curb climate change by building & changing a culture that defaults to the car to one that uses the bike for every day transportation

Impact (15 points)

21. Describe the lasting impact of the project.

Silicon Valley Bicycle Coalition's mission is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. SVBC's goals include helping bridge gaps between individuals and their connection to the natural world. While the work focuses on sustainable transportation, SVBC is aligned with the Open Space Authority in wanting to create a populace who is aware of their impact on the environment.

The ride series will continue to build awareness on the choices everyone has to minimize their carbon footprint. Participants will learn from experienced ride leaders and staff not only the benefits and joys of riding a bike but how to ride a bike comfortably and confidently. SVBC intends to help people identify and overcome barriers to using a bike so that a bike becomes a convenient transportation option.

Likewise, by introducing participants to a myriad of natural spaces and environmental organizations, they will develop an appreciation for the interconnectedness of their relationship to water and land. This program has the potential to bring people to open spaces that haven't had a chance to experience them before.

On a long term basis, SVBC hopes this project will get more people biking, increase the appreciation and understanding of open spaces and environmental topics, and shift behavior and decisions to a more sustainable future.

Community Engagement / Stakeholder Support (10 points)

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

Please submit letters using the Documents Upload tab.

SVBC has a network of existing partnerships and will grow these with the help of the Open Space Authority. SVBC's philosophy is to collaborate with organizations not in the transportation space. An example of this is the organization's recent partnership with Recovery Café in San Jose. There, SVBC enrolled individuals into the low income bike share membership program, gave a bike safety presentation, and led bike rides for individuals living outside.

SVBC has a history of leading rides with various community organizations. Success happens in collaboration with others and SVBC will build off this model to deepen relationships with community groups.

It is also important to note that when relying upon support from other organizations, SVBC provides compensation. For example, the budget for this project includes stipends for partner organizations so that they are able to participate with staff time and planning

If awarded funds, SVBC will take the first couple months to meet with partner organizations; plan out rides, themes, and schedules; and do outreach to members of community groups.

The quarterly ride leader training will give individuals an opportunity to become more engaged. Training will

be advertised to current members, ride participants, and members of partner groups. Ride leaders help SVBC staff on large rides with the goal for them to organize their own rides in the future.

Leadership & Innovation (10 points)

23. Describe how this project employs innovative approaches or encourages collaboration and partnerships.

If there are project partners, please upload partner letters on the Documents Upload tab.

This project is rooted in collaboration with community partners. SVBC recognizes that in order to reach more people, it needs to work with organizations that are focused on issues outside of transportation: food, the environment, housing, land use, homelessness, and more. SVBC as an organization has shifted its advocacy to reflect that societal issues are cross-sectoral. Staff believe that this will lead to deeper change by bringing bike advocates to other issues and advocates for other topics to biking.

At the same time, SVBC acknowledges that just because bike lanes and open spaces exist, doesn't mean that everyone has equitable access to them. Over the past few years, SVBC has developed a framework and action plan for its work on Diversity, Equity, and Inclusion. This includes prioritizing work that serves and addresses the needs of Black, Indigenous, and people of color (BIPOC) and low income people. To do this, SVBC partners with and provides resources to organizations that are led by and focused on BIPOC.

Organizational Capacity (15 points)

24. Briefly describe the organization and its ability to successfully implement this project. This might include successful past projects, key staff qualifications, financial resources, etc.

If the applicant is a Fiscal Sponsor, please describe both the Fiscal Sponsor and the sponsored organization.

SVBC has always been a grassroots, member-led organization that has worked to promote the bicycle for everyday use. From a staff of one in 2005, SVBC has built its capacity steadily and now boasts 11 full-time staff members, 2,000 members, and 14,000 subscribers to the organization's email list. The organization's committed and passionate employees wake up every morning ready to convince more people to live life joyfully through the bicycle.

SVBC focuses on advocacy and education and outreach. The advocacy team works to provide safe and comfortable infrastructure for bicycling and eliminate roadway fatalities of people bicycling. The programs team focuses on encouraging new bicyclists and providing the experience and education to build confidence and develop the skills necessary to ride in all conditions. Due to COVID19, SVBC had to postpone or cancel in-person events and classes for this year. SVBC quickly pivoted to providing classes, activities, and even rides online to encourage people to continue biking and to get new people involved.

The organization is led by Executive Director, Shiloh Ballard, a talented advocate who has built a career out of pushing for more equitable housing and land use policies in Silicon Valley. She also serves on the Board of the League of Conservation Voters and recently chaired the San Jose Planning Commission. The Programs Team has three incredibly qualified and passionate staff who have vast experience leading programs like these. Allison Greenlee has been the lead on the community ride series and ride leaders training. Prior to joining SVBC, she worked as a bike mechanic and has a decade of experience in education developing curriculum and programming centered on learning goals. Mui Sam Le has led SVBC's outreach on Bike Share for All, a program to provide low-income memberships and outreach to people in the Bay Area who haven't historically had access to bike share. In 2017-18 SVBC reached out, through local partners, to low-income residents and communities of color in San José and gained 73 new members which accounted for 50% of total memberships. Kate Plant is currently leading a partnership with Valley Water on a Sign Scavenger Hunt to get more people out biking on Valley Water's trails and help them index signs on their property.

SVBC has been steadily growing over the years and at present has a budget of over \$1 million. While the organization has had success with rides in the past, it has been unable to secure funding for a sustained regular program. With Open Space Authority's assistance, SVBC could build out that program into an established foundation and partnership with local groups.

BONUS POINTS: Underserved Communities (10 points)

25. Describe how the project addresses open space needs for sensitive populations such as residents of park-poor neighborhoods, underserved or disadvantaged communities, youth, seniors, persons with disabilities, or is located within a Deep Engagement Community (DEC).

This question is optional; please answer if applicable, otherwise enter "N/A." A map of the DECs can be found by clicking on "Apply" at <https://www.openspaceauthority.org/urban>.

This project is targeted at residents of park-poor neighborhoods and underserved or disadvantaged communities. As mentioned previously, people living in these areas often lack access to parks and open space. SVBC believes the bicycle can help bridge that gap. Working with local community partners that work directly with people in these communities, SVBC will bring education and fun to get more people to try biking and organize rides that lead directly to open spaces. For those without a bike, SVBC will share information on the low income bike share membership for Bay Wheels in San Jose. SVBC is also currently partnering with Silicon Valley Bike Exchange on a BikeMatch program, matching people who need bikes with people who have bikes to donate. San Jose Bike Clinic is also a fiscally sponsored program of SVBC that often has bikes for low costs. SVBC would help connect participants with the existing resources such as these to obtain a bike.

BONUS POINTS: Community Building (10 points)

26. 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."

There are distinct groups of people that this program will serve and the aim is to bring to each of them something different. For SVBC's current bike-riding members, the goal is to educate them on new topics that the partner organizations are working on and create awareness of various issues in the Valley. For members and constituents of the partner organizations, the program will bring knowledge of biking skills and routes as well as the benefits of biking. For others, the program will introduce new ways to get outside and new places to visit. By bringing together different types of participants with different backgrounds, this project will bridge gaps and share knowledge and experience.

BONUS POINTS: Climate Resilience (5 points)

27. How does this project enhance and/or raise awareness about climate resilience?

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

This project has several goals that relate to climate resilience. First, bikes are carbon free transportation alternatives to modes that are more polluting, like cars. If everyone rode a bike for all trips, pollution would fall and we would live in a more sustainable world. That is a big lift, but it is the mission of SVBC to get more people on bikes for more trips. That includes recreational trips to parks, like those under the Open Space Authority. SVBC believes that once people try riding a bike, they will be in love and will want to take a bike for more and more trips. By sharing the existing bicycle infrastructure and how to ride safely, SVBC hopes that people will feel more comfortable making the trip on their own or branching out to other destinations and trip types.

Second, the ride series destinations will include Open Space Authority land and content will also be related to environmental education. SVBC will rely on its community partners and speakers to contribute to the educational topics. In the past, SVBC has partnered with Valley Verde, Guadalupe River Conservancy, Heritage Rose Garden, Our City Forest, Wildlife Center of Silicon Valley, and Valley Water on rides and other activities. Participants will leave each ride having learned about relevant environmental issues and ways to take action.

Documents Upload [top](#)

<u>Documents Requested</u> *	<u>Required?</u>	<u>Attached Documents</u> *
<u>Financial Statement</u>	✓	SVBC 990
<u>Project Budget</u> download template	✓	SVBC project budget
<u>Fiscal Sponsorship Agreement</u> download template		
<u>Site Control Documentation</u> download template		
<u>CEQA Compliance Certification Form</u> download template		
<u>Letters of Support</u>		Support Letter Guadalupe River Park Conservancy Support Letter Valley Verde Support Letter Veggielution Support Letter Recovery Cafe
<u>Project Partner Letters</u>		
<u>Maps and Site Plans</u>		
<u>Photographs</u>		
<u>Other</u>		

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