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Santa Clara Valley Open Space Authority

## **2020 Urban Grant Program**

Deadline: 7/1/2020

# **Valley Verde** **Seedling to Table**

Jump to: [Project Description](#) [Documents Upload](#)

**\$ 39,984.00** Requested

Submitted: 7/1/2020 6:12:47 PM (Pacific)

### **Project Contact**

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### **Additional Contacts**

*none entered*

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EIN 45-3084814

## **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.*

57 S Autumn St., San Jose, CA, 95110

**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)*

Valley Verde's Seedling to Table home gardening giveaway is a new home gardening program serving San

Jose's low-income families experiencing heightened food insecurity during the COVID pandemic. Having served 1,582 families in two giveaways in May, we are now extending the program to serve 1,000 families in our fall and spring seedling giveaways in 2021. This assistance expands access to healthy food and provides a structure for physical activity outdoors for struggling, underserved families.

## Project Planning (20 points)

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### 10. Describe the proposed project.

Valley Verde's Seedling to Table home gardening seedling giveaway is a new program serving San Jose's low-income families experiencing heightened food insecurity during the COVID-19 pandemic. Participating families not served by our other programs receive six vegetable seedlings they can plant in home gardens. Having served 1,582 families in two giveaways in May, we are now extending the program to serve 1,000 families in our fall and spring seedling giveaways in 2021. This small scale assistance significantly expands access to healthy food for families in need and provides a structure for some physical activity outdoors.

As COVID household impacts are expected to continue over the next two to three years, we aim to continue the program through at least the end of 2022 to help more families grow their own food while household members are spending increasing time at home, making seedlings available for pick up at our growing site near downtown San Jose.

#### Intended audience

The Seedling to Table seedling giveaway program intends to continue to reach low-income families, many of them immigrants and most from communities of color disproportionately impacted by COVID, made more food insecure by the COVID pandemic. Though about 5% of our participants have been our home gardening program graduates, the seedling giveaway broadens our reach to those who have not been able to participate in our home gardening program.

Since 2012, Valley Verde has helped more than 500 low-income families learn to grow food at home and share that knowledge with others. Each year, we serve about 350 individuals. Valley Verde's service area is Santa Clara County, specifically San Jose and Gilroy. Valley Verde conducts workshops at its La Finca greenhouse site, as well as at seven partnership sites at local schools, affordable housing sites, community and senior centers.

According to Valley Verde's 2019 intake survey of new participants, 100% of its participants are low-income, and 30% have less than a high school education. The population in San Jose includes a large number of "working underprivileged", and approximately 100,000 people are eligible for SNAP. A 2017 study by Second Harvest Food Bank found that nearly 27% of Silicon Valley residents were facing food insecurity even before the pandemic. Previous participant classes have been approximately 33% Hispanic/Latino, 44% Asian/Southeast Asian/Pacific Islander, and 23% white.

#### Location

Just a half mile from downtown San Jose, our growing site offers convenient access for the families we serve who reside in OSA Districts 4 and 6.

The program does not meet Common Core and Next Generation Science Standards.

### 11. Describe key project deliverables and estimated completion dates.

2021

January--greenhouses and irrigation systems installed

February--seedlings planted

April--seedlings given away to 1,000 families  
 May--soil and compost readied for fall planting  
 August--seedlings planted  
 October--seedlings given away to 1,000 families

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

No permissions are needed for site of the events and delivery of the program. Valley Verde's space has been provided with the understanding that the site will be used for the production, collection, and delivery of seedlings along with any attendant needs of our home gardening program such as holding educational workshops.

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

N/A

**14. Describe the project's readiness for implementation.**

The project will be ready for implementation on 1 July 2020.

**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="\$17,700"/>	Grant request: Personnel
<input type="text" value="\$1,500"/>	Grant request: Contracted Services
<input type="text" value="\$16,580"/>	Grant request: Supplies / Materials
<input type="text" value="\$2,300"/>	Grant request: Other Direct Costs
<input type="text" value="\$1,904"/>	Grant request: Indirect Costs
<input type="text" value="39,984.00"/>	<b>TOTAL</b>

**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="\$97,220"/>	Total Matching Funds
<input type="text" value="97,220.00"/>	<b>TOTAL</b>

**17. Budget Narrative**

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

Personnel, \$17,700: Greenhouse Manager will be funded at \$10,000 and Greenhouse Coordinator will be funded at \$7,700. These two staff will be responsible for growing seedlings and managing the seedling giveaway.

Contracted Services, \$1,500: Caterpillar tunnels are open and temporal structures used in agriculture to extend the growing season. In order to turn the caterpillar tunnels into permanent greenhouse structures,

Valley Verde will build custom-design endwalls which will close the structures, provide additional strength, and allow for installation of ventilation and irrigation systems. For that reason, Valley Verde will hire a contractor to build endwalls for the caterpillar tunnels.

Supplies and Materials, \$16,580: The following supplies and materials will be purchased to grow healthy seedlings in the greenhouse: Caterpillar tunnels, shade cloth, automatic irrigation system, greenhouse tables, soil and soil amendments (compost, cocopeat, perlite, vermiculite, and fertilizer), planters, labels, seeds, and paper bags.

Direct Costs, \$2,300: Direct costs include payroll taxes (\$1,300) and Utilities (\$1,000).

Indirect Costs, \$1,904: Indirect costs include project administration for reporting and record keeping.

Total Amount Requested : \$39,984

## Project Goals (15 points)

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

Valley Verde serves Santa Clara County's vulnerable communities that were already struggling and are now disproportionately affected by the COVID-19 pandemic according to recent CDC data. Among Santa Clara County's 1.9 million residents, 69% are people of color and 7.2% were below the poverty line as this crisis hit, though that figure is rising sharply with comparatively high job losses in the service sector and attendant spikes in food insecurity. Those low-income and/or people of color still employed remain overrepresented among essential workers at high risk of exposure to the virus. Our Seedling to Table project offers families in need an opportunity to supplement their diets with the healthy, organic, heritage produce that is preferred within our families' communities in a way that is self-sustaining, affordable and draws families out of doors. While home gardening's effects of reducing food insecurity and improving nutrition are well documented, a new study finds significantly higher benefits of emotional well-being in urban household gardening for low-income growers and growers of vegetables in particular (Ambrose et al., 2020).

### 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.*

5,500	Number of people served
3,750	Number of youth served (under 18 years)
1	Number of programs provided
9,251.00	<b>TOTAL</b>

### 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.).*

Valley Verde's Seedling to Table project's support of heritage produce supports community dietary preference as it sustains minority community traditions. Seedling to Table inculcates self-sufficiency and draws underserved low-income families out of doors into open spaces.

The project seeks to:

- expand access to nutritious, sustainably grown food
- reduce food insecurity
- expand the landscape of urban gardening in San Jose

Participants will be surveyed to measure self-reported impacts on the above-stated goals.

## Impact (15 points)

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

The program is open to the public. Each family participating in the program will receive six vegetable seedlings to be planted in a home garden. Produce grown will supplement the diets of participating families, enhancing nutrition and food security of vulnerable communities to meet emerging needs presented by the COVID crisis.

## Community Engagement / Stakeholder Support (10 points)

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

*Please submit letters using the Documents Upload tab.*

As Urban Agriculture and Food Systems Advisor for Santa Clara and San Mateo Counties Lucy Diekmann attests, Valley Verde's Seedling to Table program meets an urgent need in the community. Our provision of culturally preferred vegetables that engaged over 1,500 new to Valley Verde families this spring meets our families where they are and empowers them to be more autonomous in their food choices.

Local farms contributed to our seedling giveaway and local groups helped families unable to access our site receive delivery of seedlings. Our farm and community organization partners such as the Silicon Valley Bicycle Coalition show broad support of our mission within the community and help connect families to other growers and delivery resources.

## Leadership & Innovation (10 points)

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### 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.*

Valley Verde's Seedlings to Table program does not have any formal partnership agreements. We have, however, informally partnered with Martial Cottle Park, Stanford Farm, and a few individuals for seedling donations on an ad hoc basis last spring. We also teamed up with the Silicon Valley Bicycle Coalition, which helped deliver seedlings to families unable to access our site.

<https://bikesiliconvalley.org/2020/04/spreading-health-through-bikes-and-seedlings/>

## Organizational Capacity (15 points)

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### 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.*

With an annual operating budget of \$621,400, Valley Verde supports the health of Santa Clara County residents by empowering them with knowledge and skills to grow healthy organic food for themselves and

their communities. Since 2012, Valley Verde has helped more than 500 low-income families learn to grow food at home and share that knowledge with others. Our programs teach gardening, nutrition, and healthy cooking; encourage physical activity; foster community; and raise awareness of health and environmental issues. In addition, we provide leadership and entrepreneurship opportunities to revitalize low-income communities. Throughout our work, we uplift the cultural heritage of our participants by growing culturally preferred crops and highlighting traditional gardening methods. Families participate in our core home gardening project for an entire year or more, which gives them a foundation for growing healthy food for the long-term.

### **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>.*

According to Valley Verde's 2019 intake survey of new participants, 100% of its participants are low-income, and 30% have less than a high school education. The population in San Jose includes a large number of "working underprivileged", and approximately 100,000 people are eligible for SNAP. A 2017 study by Second Harvest Food Bank found that nearly 27% of Silicon Valley residents are facing food insecurity. Previous participant classes have been approximately 33% Hispanic/Latino, 44% Asian/Southeast Asian/Pacific Islander, and 23% white.

### **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."*

By offering families seedlings that accommodate the cultural preferences of San Jose's diverse communities, Seedling to Table caters to individual families' taste and sustains heritage. The project literally grows and feeds community diversity.

### **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."*

N/A

### **Documents Upload [top](#)**

#### **Documents Requested \***

Financial Statement

Project Budget

[download template](#)

Fiscal Sponsorship Agreement

[download template](#)

#### **Required? Attached Documents \***

✓ [Valley Verde 2018 990](#)

✓ [Seedling to Table Budget](#)

Site Control Documentation

[download template](#)

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CEQA Compliance Certification Form

[download template](#)

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Letters of Support

[Letter of Support](#)

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Project Partner Letters

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Maps and Site Plans

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Photographs

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Other

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

Application ID: 217981

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