

PLP Innovation and Technology Opportunity Grant Program Application

Library Name: Watsonville Public Library

Project Title: Farm to Shelf – Mobile Kitchen Cart

Select category you are applying under:

Category A: Innovation and Technology Opportunity Grant

Category B: Grant Replication Program

If Category B is selected, enter the name of the grant you are replicating:

Sunny Side Up: Sunnyvale Public Library Mobile Kitchen Cart

1. Please provide a one paragraph project summary.

Watsonville Public Library aims to purchase a Mobile Kitchen Cart from the Charlie Cart Project to facilitate food and nutrition classes hosted by staff and professionals in the area. We will promote and foster partnerships with food banks, local farms, and entrepreneurial kitchen non-profits such as: El Pájaro Community Development Corporation (CDC). Library staff will host family and teen targeted programming that is culturally diverse and utilizes seasonal crops.

The Charlie Cart is an all-in-one kitchen on wheels with a convection oven, induction cooktop, stainless steel sink, storage for over 170 pieces of cooking equipment (included), and 54 recipes to get us started.

2. Explain how this project fits with the library's strategic directions.

Watsonville Public Library (WPL) surveyed over 1,000 members of the community and stakeholders to gather feedback on future directions the library should undergo. With the insight of these surveys, our organization developed and adopted the library strategic plan for 2022-2028. The following is a partial list of goals based on the library's current strategic plan:

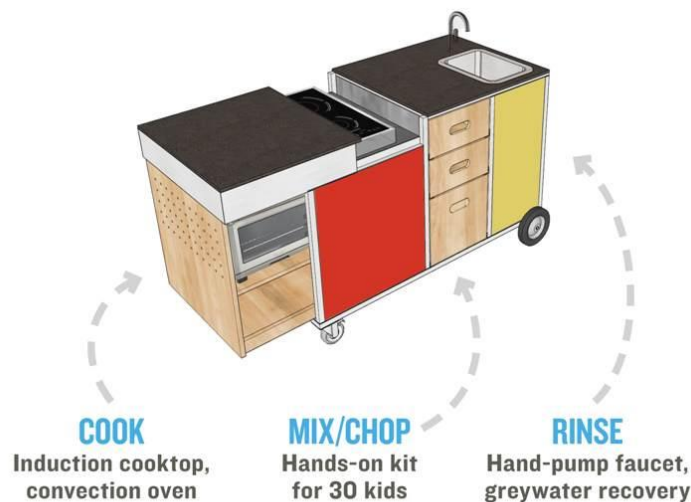
- 1) Increase access and awareness to library resources and services to Watsonville's children and families by offering programming at a variety of age and complexity levels in effort to be inclusive to our local community.
- 2) Create community connections by collaborating with local businesses and non-profit organizations. These collaborations will promote the arts and help establish the library as one anchor for downtown development.
- 3) Celebrate the unique diversity and heritage of our community by offering cultural programming for our residents to experience and honor all cultures and languages that have shaped and continue to shape Watsonville.

3. Please provide a detailed description of the proposed project including the population served and the demographics of that population.

The City of Watsonville is in the south of Santa Cruz County, surrounded by agricultural, construction, and manufacturing companies. Over 80% of the population identifies as being of Hispanic/Latino descent with a significant portion of the population originating from the country of Mexico and being bilingual Spanish-language speakers. Within Santa Cruz County, Watsonville has the highest number of CalFresh participation with a total of 2,640 households actively enrolled in the program.

Watsonville is defined as a food desert because it meets the low-income and low-access thresholds (at least 500 persons and/or at least 33% of the census tract's population live more than one mile from a supermarket or large grocery store.) As an agricultural community, the City of Watsonville would benefit from having a safe space where people can meet like-minded individuals, develop new skills, and explore diverse culinary cuisines. As an organization, we recognize the financial barriers that many of our community members face regarding recreational and educational activities which includes having the funds to purchase cooking utensils/equipment and/or being unable to attend cooking classes due to lack of transportation to neighboring cities.

The Charlie Cart Project's mission parallels our goals to educate the community on edible education. The fully functionable kitchen can be used indoors or outdoors with just a 3-prong power source and filling of water jugs. Included in the kitchen is a set of utensils and kitchen equipment to teach a group of 30. By providing these materials free of charge and through guided instruction, we aim to bridge financial and accessibility barriers to tools and instruction.



4. What are the goals and objectives of the project?

One of the project’s goals is to partner with more local non-profit organizations, bridging the gap, and creating more awareness of existing services in the area. The mobile kitchen cart will allow us to partner with the following organizations:

- 1) El Pájaro CDC provides entrepreneurs access to a professionally equipped commercial kitchen, comprehensive technical assistance, and access to markets. We aim to boost their skills and connect them with the community to kickstart their businesses.
- 2) Second Harvest Food Bank distributes food and nutrition education to Santa Cruz County residents. A mobile kitchen cart will allow us to teach food recipients how to prepare the available foods.
- 3) Life Lab cultivates children’s love of learning, nutritious food, and nature through garden-based education. We aim to teach youth the important connection between farms and the food on their dinner table.
- 4) Local Farms and Stands will be able to offer generational recipes, produce and expert advice on seasonal delicacies.

A second library goal is to offer youth and teens more opportunities in the downtown Watsonville area. Traditionally, food has always been a way to gather people and we intend to reach teens with hands-on food programs. We have had success in the past with a Bento Box program teaching students how to make healthy snack selections and make food visually appealing. Not only will teens be in a safe environment, they also will be gaining life skills and interacting with successful community mentors.

5. Please include your project timeline (include detail of activities).

Project Timeline

Activities	10/23	11/23	12/23	01/24	02/24	03/24	04/24	05/24	06/24
Purchase equipment and supplies	✓	✓							
Program research and development	✓	✓							
Contact instructors	✓	✓							

Publicize the kitchen cart			✓	✓					
Hold monthly drop-in workshops and/or feature guest facilitator					✓	✓	✓	✓	✓
Conduct surveys					✓	✓	✓	✓	✓
Evaluate successes and improvements							✓	✓	✓
Evaluate how the kitchen cart and materials are being used, and modify as needed							✓	✓	✓

6. Please indicate how you will evaluate the success of your project.

Project Outcomes include:

- Number of patrons getting hands-on experience with creative tools and learning new skills.
- Track increased library use from local entrepreneurs and non-profits.
- Foster a community / network of agriculture, culinary arts, and nutrition.

How we will measure outcomes:

- Number of patrons who attend programs.
- Surveys conducted at programs, social media, and outreach.
 - Utilizing survey data to build community-need / community-oriented programming that has user buy-in.

7. Please detail your project budget. (Note: Indirect costs are not allowed).

Item	Total Costs	PLP Grant	Other Funding Sources
Kitchen Cart	\$15,000	\$12,000	\$3,000
Supplies	\$1,000		\$1,000



Furniture (Storage Units)	\$1,000		\$1,000
Guest Facilitator(s) Fees	\$500		\$500
Totals =	\$17,500	\$15,000	\$5,500

8. Please indicate how the project will be sustained after the grant term is over.

Upon completion of the grant term, the project will be sustained through funding provided by the library. These funds will enable us to maintain and replace project equipment on an as-needed basis, purchase supplies on a regular basis, and continue to have guest facilitators on a quarterly basis.

Complete Only for Category B Grants:

9. Explain what grant was selected to replicate and why.

We are replicating “Sunny Side Up: Sunnyvale Public Library Mobile Kitchen Cart”. Similar to Sunnyvale’s cart goals, we will utilize this kitchen addition to educate patrons of all age groups (children, teens, and adults), and teach cooking fundamentals, nutrition, multicultural recipes, and seasonal cooking. This kitchen cart can be incorporated right away into successful programming such as Toddler Tumble Time and our newest Tween program called Universal Yums which introduces multicultural snacks. Like Sunnyvale, we hope to improve community health through nutrition and education by offering routine hands-on programs with fresh ingredients. We also plan to bring in community help from experts in agriculture, culinary arts, and nutrition.

10. If there are changes or enhancements to the original grant, including budgetary changes, please detail the changes and your rationale for making them.

We are going to be purchasing an educational kitchen cart from the Charlie Project. Unlike Sunnyvale, who purchased through Kitchen a la Cart, our research shows that libraries across the nation are joining the edible education community through the Charlie Project. This cart includes more materials for larger groups and is geared towards youth. The additional support that we will gain from purchasing through this established community will help sustain our growth and momentum of future programming.