



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JANUARY 25, 2022

FROM: PUBLIC WORKS DEPARTMENT WARDS: 3, 4, 5

SUBJECT: PUBLIC SERVICE AGREEMENT WITH VICTORIA AVENUE FOREVER FOR VOLUNTEER SERVICES ALONG VICTORIA AVENUE BETWEEN LA SIERRA AVENUE AND MYRTLE AVENUE TO INCLUDE PLANTING TREES, ROSES, AND OTHER ORNAMENTAL PLANTS; COMMUNITY CLEANUP AND SPECIAL EVENTS; AND TO PROVIDE GARDEN CARE

ISSUE:

Approve the Public Service Agreement with Victoria Avenue Forever, of Riverside, California, for volunteer services along Victoria Avenue, between La Sierra and Myrtle Avenues, to include planting trees, roses, and other ornamental plants; community cleanup and additional special events; and to provide garden care.

RECOMMENDATIONS:

That the City Council:

1. Approve the Public Service Agreement with Victoria Avenue Forever, of Riverside, California, for volunteer services along Victoria Avenue, between La Sierra and Myrtle Avenues, to include planting trees, roses, and other ornamental plants; community cleanup and additional special events; and to provide garden care; and
2. Authorize the City Manager, or his designee, to execute the Public Service Agreement, including making minor and non-substantive changes, and execute one-year term extensions up to a total of five years, subject to the same terms and conditions as the original agreement.

BACKGROUND:

Founded in 1990, Victoria Avenue Forever (VAF) is a public benefit, non-profit 501(c)(3) corporation dedicated to the preservation and beautification of the historic Victoria Avenue in Riverside, California. VAF raises funds for planting trees and other ornamentals, organizes workdays devoted to tree-planting, tree care, garden creation and maintenance, and educates the public about the history and value of the plantings on Victoria Avenue through newsletters, brochures, educational panels in kiosks, and special events.

Victoria Avenue is recognized as a National Historic Place, Cultural Heritage Landmark that includes gardens, memorials, interpretive and educational sites, the Rosanna Scott Memorial Bicycle Trail and a recreational trail. In addition, it is designated as Scenic Parkway and is a fundamental element of the City's parkway landscape network.

The Public Works Department, in partnership with Victoria Avenue Forever, is responsible for the maintenance of the Scenic Parkway, bikeway, and recreational trail.

DISCUSSION:

Having successfully worked collaboratively together for years, both the VAF and City staff agreed that a Public Services Agreement would formalize our partnership and help to maintain the historic preservation of Victoria Avenue between La Sierra Avenue and Myrtle Avenue.

The proposed agreement, while not providing any form of compensation, clearly outlines the responsibilities of volunteers and the City, and formalizes the volunteer waiver and safety requirements.

STRATEGIC PLAN ALIGNMENT:

This item contributes to **Strategic Priority 2 – Community Well-Being** and **Goal 2.3 – Strengthen neighborhood identities and improve community health and the physical environment through amenities and programs that foster an increased sense of community and enhanced feelings of pride and belonging citywide.**

The item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Volunteer projects provide an opportunity for residents and neighbors to work collaboratively on projects that improve the City. It also builds community through joint projects.
2. **Equity** – The VAF agreement ensures equal opportunities to those who wish to volunteer and give back to their community.
3. **Fiscal Responsibility** – This item has no fiscal impact. Volunteer projects are creative ways to complete necessary work at no additional cost to the City. This agreement helps to ensure responsible management of the City's financial resources by supplementing city activities with volunteer hours that provide enhanced services to the historic Victoria Avenue that are above and beyond what the city provides.
4. **Innovation** – This item is neutral towards this cross-cutting thread.
5. **Sustainability & Resiliency** – This agreement helps promote education, outreach, and continued beautification of a historic landmark for years to come.

FISCAL IMPACT:

There is no fiscal impact associated with this agreement. All services provided under the scope of the agreement are donated voluntarily.

Prepared by: Gilbert Hernandez, Public Works Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer
Approved by: Kris Martinez, Assistant City Manager
Approved as to form: Phaedra A. Norton, City Attorney

Attachments: Agreement