



ADOPT A PARK POLICY

**Parks, Recreation and Community Services
Department**

Park and Recreation Commission
August 15, 2022

ADOPT A PARK PROGRAM

The Program

- The Adopt A Park Program allows interested community groups, businesses and individuals to adopt a park through financial donations towards a recreational amenity or construction project or volunteer their time to park clean up and beautification projects.

Department Goal for Program

- Increase partnerships with the community to fully develop the Adopt a Park Program
- Utilize volunteer hours and financial donations to assist in offsetting costs in the areas of park maintenance, park amenities and construction projects.

First Steps

- Compile a working group to assess the program and identify and overcome challenges



Working Group

Work group Members

- Staff from Executive Management, Parks Division, Recreation Division and Administration.
- Members were subject matter experts in the operations of Adopt-A-Park, marketing and sponsorships, volunteer processes, and policy development.

Working Group Tasks

- Identify challenges and develop solutions
- Draft policy and guidelines for the program



CHALLENGES & SOLUTIONS

Workloads and Time Constraints

- Currently, Adopt-A-Park resides under the Parks Division, with one dedicated Parks Supervisor.
- Due to heavy workload of normal daily operations, there is no time to actively pursue and market the Adopt A Park Program.
- Lack of staffing prevent the Department from fully growing and utilizing the program.

Additional Staff

- Two additional part-time staff members are needed to fully develop the program.
- Assistant Recreation Coordinator and Recreation Leader will focus on coordination of the program, contact with groups and actively out reaching to non-profits and local businesses.



ADOPT A PARK PROGRAM POLICY

Program Tiers

Tier 1 (Maintenance)

- Trash Pickup
- Graffiti/Gum Removal
- Minor Maintenance

Tier 2 (Beautification)

- Painting
- Landscape Planting

Tier 3 (In-Kind and Monetary Donations)

- Donations-Clay bricks/brick dust, bases, nets, trash cans, bike racks etc.
- Monetary Donations of \$5,000 or more for park maintenance
- Monetary Donations of \$5,000 or more towards park projects



ADOPT A PARK PROGRAM POLICY

Recognition of Partners

- Annual volunteer/Adopt A Park recognition event
- Social Media Recognition
- Annual Commission Recognition

Annual Re-Commitment

- Groups Re-Apply each year to maintain Adopt A Park Status



NEXT STEPS & BENEFITS

Staffing

- Hire staff to begin focusing on expanding the program.

Finalize Adopt A Park Publication

- Make final changes to the publication
- Select a Logo

Benefits

- Community engagement and identity
- Assist with financial costs and resources for park maintenance
- Increasing partnerships with community groups and businesses



STRATEGIC PLAN ALIGNMENT

Strategic Priority 1 – Arts, Culture and Recreation:

- Goal 1.3: improve parks, recreational amenities, open space, and trail development, and fulfill critical lifecycle and facility maintenance needs

Strategic Priority 2 – Community Wellbeing:

- 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, and

Strategic Priority 5 – High Performing Government:

- Goal 5.4: achieve and maintain financial health by addressing gaps in revenues and expenditures and aligning resources with strategic priorities to yield the greatest impact.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation

RECOMMENDATIONS

That the Park and Recreation Commission provide feedback and receive report for file.

