



City of Arts & Innovation

Park and Recreation Commission

TO: HONORABLE COMMISSIONERS

DATE: AUGUST 15, 2022

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: ADOPT A PARK PROGRAM POLICY

ISSUE:

Present Commission with an update on the Adopt A Park Program Policy development.

RECOMMENDATION:

That the Park and Recreation Commission provide feedback on the Adopt A Park Program Policy and receive report for file.

BACKGROUND:

The Parks, Recreation and Community Services Department (PRCSD) maintain over 50 developed and undeveloped parks. Through the Adopt A Park Program, interested community groups, businesses, and individuals can apply to adopt a park. When groups adopt a park, they make a commitment to donate financially to a recreational amenity or construction project or volunteer their time for park clean-up and beautification projects. The Adopt A Park Program management is housed under the Parks Division, where staff coordinates projects with community groups.

The PRCSD, executive management staff, decided to focus efforts on the expansion and further development of the Adopt A Park Program. The goal is to establish additional partnerships with individuals, community groups, and local businesses by revamping the program through policy development, additional staffing, and marketing efforts.

DISCUSSION:

The process of revamping the Adopt A Park Program was to first initiate a working group of staff who had knowledge and background in the areas of the actual program, marketing, and administrative policies and policy development. The Parks Superintendent, Parks Senior Administrative Analyst, and Parks Supervisor were included as subject matter experts on the operations of the Adopt A Park Program. The Recreation Deputy Director was included to provide expertise on the promotion of the program and recognition of the groups via social media and marketing as well as material design. The Administrative Services Manager and Administrative Analyst were included to assist with drafting the policy and providing input on

what current city policies may affect or be related to the program. The Director of Parks, Recreation and Community Services Department and Deputy Directors oversaw this effort.

Current Challenges

In order to grow the Adopt A Park program, challenges had to be identified. The lack of dedicated staffing to the program was the biggest challenge and effects the development and growth of the program. While parks staff oversee the program, the day-to-day operations of parks and emergencies that arise in the parks system takes precedence. Lack of staffing limits the number of groups and events under the Adopt A Park Program. In order to grow the program and fully develop the program, two additional part-time staff were needed to be fully dedicated to the program. Lack of staffing has prevented the department from outreach to additional groups and forming additional partnerships. Without dedicated staff, the program cannot be fully utilized to its greatest potential. In order to address these challenges, two part-time staff (an Assistant Recreation Coordinator and Recreation Leader) are needed to dedicate efforts on outreach, communication with the public, and coordination of events. The PRCSO has begun the hiring process for these positions.

Policy Development

The working group's main focus was to develop a policy and application for the program. The group focused its efforts on operations and workflow processes. Other areas of focus were the way groups and individuals could adopt a park through acts of service, funding maintenance, funding amenities, and funding construction projects. Various drafts of the policy were reviewed and revised by the group until the members felt the policy was complete.

Outreach and Adopt A Park Recognition

In order to grow the program, the PRCSO needs to outreach to various organizations and businesses as well as promote and market the program. When additional staff are hired, the focus will be to outreach to groups and promote and market the program to increase partnerships. In order to recognize and show appreciation for partners, the Department decided to host an annual recognition of groups at a Parks and Recreation Commission meeting, an annual volunteer bar-b-que for adopt a park volunteers and other volunteers, and social media recognition of the various groups. Signs will be placed at parks recognizing the group's efforts.

STRATEGIC PLAN ALIGNMENT:

The Adopt a Park program contributes to Strategic **Priority 1 – Arts, Culture and Recreation**, which aims to provide diverse community experiences and personal enrichment opportunities for people of all ages; **Strategic Priority 2 – Community Well-Being**, which aims to ensure safe and inclusive neighborhoods where everyone can thrive; and **Strategic Priority 5 – High Performing Government**, which aims to provide world class public service that is efficient, accessible, and responsive to all.

The Adopt-A-Park policy supports multiple Strategic Plan Goals:

Goal 1.3 Improve parks, recreational amenities, open space development and fulfill critical lifecycle and facility needs.

Goal 2.3 Strengthen neighborhood identities and improved 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.

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.

These items align with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Adopt-A-Park volunteer groups foster community engagement and benefit the community by maintaining the park system, it gives the community a sense of ownership and vested interest in community parks.
2. **Equity** – Parks are available for all to use, and the benefits of donations and volunteer groups benefit the public as a whole.
3. **Fiscal Responsibility** – Seeking alternative ways to offset costs of park maintenance allows the department to re-allocate resources to other critical needs.
4. **Innovation** – Financial donations to parks maintenance projects and deferred maintenance allows the City to partner with individuals, local businesses, corporations, and other groups to meet the needs of the community.
5. **Sustainability & Resiliency** – Monetary donations and volunteer groups contribute to the sustainability and maintenance of the park system for future use.

FISCAL IMPACT:

The Adopt-A-Park Program has the potential to assist the Parks Division with maintenance through financial donations and volunteer hours, which allows the division to re-allocate resources to other critical needs.

Prepared by: Gabriella M. Garcia, Administrative Services Manager

Approved by: Pamela M. Galera, Parks, Recreation and Community Services Director

Attachments:

1. Adopt A Park Draft Policy
2. Presentation
3. Logos