

RESOLUTION NO. 66,831–N.S.

EXPANDED CITY PARKS DONATION POLICY

WHEREAS, the City's current parks bench donation policy allows people to donate funds in the amount of \$3,400 to cover the cost to purchase and install a new park bench and commemorative plaque at a City park; and

WHEREAS, on December 17, 2013, a Council referral directed the City Manager to explore other options for memorial/commemorative donations from residents that were more attainable than the current park bench donation policy; and

WHEREAS, on the Council referral indicated that expanding the City's donation policy to include other offerings that may be less costly would allow more residents to participate. It also indicated that other jurisdictions offer living trees, drinking fountains, playground structures, rose bushes, public art, commemorative tiles and other options in their donation policies; and

WHEREAS, after researching a variety of donation options, staff determined that the most cost-effective policy would be to invite donors to contribute monetary donations to specific parks budget accounts that the City uses to purchase essential items in the normal course of operating and maintaining the City's parks. The fully expanded City parks donation policy is described in Exhibit A; and

WHEREAS, at a regular meeting on September 10, 2014, the Parks and Waterfront Commission took action to recommend Council adoption of the expanded City parks donation policy, with the suggestion to list donors in the City's Activities Guides for an entire year (M/S: Mester/Weinstein) Ayes: Brostrom; Catalfo; MacGrath; Mester; Weinstein; No's: None; Abstain: None; Absent: Howard, McKay, Veneziano; and

WHEREAS, the cost to the City to administer the proposed expanded City parks donation policy is estimated to be \$25 per donation, on average, and is comprised of staff time to communicate with donors and to process donations. It is unknown at this time how many donations will be made to the City through this policy.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the attached expanded City parks donation policy (Exhibit A) is hereby adopted.

EXHIBIT A

Expanded City parks donation policy (effective 10-28-2014)

1. **Establishment of policy** - In order to allow more citizens to make monetary donations to the City's parks for commemorative or other charitable purposes at levels that are more affordable, an expanded City parks donation policy, administered by the Parks, Recreation & Waterfront Department (PRW) is hereby established.
2. **Summary of Policy** - Under this policy, donors are invited to contribute monetary donations to specific parks budget accounts that the City uses to purchase essential items in the normal course of operating and maintaining the City's parks. These items include playground and other parks equipment, trees, barbeque grills, ash containers, drinking fountains, picnic tables, landscaping greenery, and trees.
3. **Recognition of Donors** - For donations ranging from \$50 to \$1,000 (monetary only), donors shall receive a letter from PRW acknowledging their tax-deductible donation, shall be recognized at the PRW's Annual Community Parks Day and at a regular meeting of the City's Parks and Waterfront Commission, and shall also be recognized in the PRW Activity Guides for an entire year. For any donations valued more than \$1,000 (monetary or non-monetary), recognition also includes formal approval by City council action (per existing City policy, BMC Section 2.06.150). For any donations valued at \$3,400 or more (monetary or non-monetary), additional special recognition may include a commemorative plaque or sponsorship signage, depending on the nature and size of the item to be funded. For example, donors of funds for memorial park benches, currently at a cost of \$3,400, can choose to have a commemorative plaque installed on the bench) (See the City's Park Bench Donation Policy, Resolution 64,148-N.S.). The details and wording of any special recognition shall involve discussions and approval from the Director's Office of the Parks, Recreation & Waterfront Department.
4. **Administration of Policy** - The City Manager and the Director of the City's PRW are authorized to administer and adjust this policy, including adjustments to the fund types, items to be purchased, and levels and methods of acknowledgement and recognition.
5. **Specific City Parks Funds** - Donors shall have the option of selecting a specific City parks budget accounts in the Parks Recreation & Waterfront Department, as follows:

Fund	Activities and Items to be funded by donation
The Parks Fund (450)	This fund is used to purchase essential items throughout City parks, such as drinking fountains, trees, playground equipment, landscaping, picnic tables, and waste receptacles.
The Camps Fund (330)	This fund is used to purchase essential items used for the operations of City camps, such as transportation for youth, and games and recreation and other camps-related equipment.
The Marina Fund (825)	This fund is used to purchase essential items used for the operation of the Marina, and can include items such as drinking fountains, trees, playground equipment, landscaping, picnic tables, and waste receptacles.
The Nature Center Fund (825)	This fund is used specifically to purchase essential items used by the Nature Center programs, such as microscope supplies, educational materials, and specialized aquarium and biology supplies.
The Benches Fund (825)	This fund is used specifically to purchase park benches to be placed at City parks in accordance with the City's Parks Bench Donation Policy per Resolution No. 64,148-N.S.