



SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: Library and Recreation

**Prepared by: Craig Veramay, Assistant Library
and Recreation Director**

City Manager Approval: _____

TOPIC: SPONSORSHIP OF MINOR PARK AMENITIES POLICY

SUBJECT: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN RAFAEL ADOPTING THE SPONSORSHIP OF MINOR PARK AMENITIES POLICY, AND RESCINDING RESOLUTION 8923 DONATION OF PARK TREES AND BENCH GUIDELINES

RECOMMENDATION:

Adopt a resolution adopting the Sponsorship of Minor Park Amenities Policy and rescinding resolution 8923 Donation of Park Trees and Bench Guidelines.

BACKGROUND:

The Library and Recreation Department and the Department of Public Works collaboratively manage a wide array of minor park amenities such as park benches, picnic tables, drinking fountains, trees, commemorative plaques and markers, and bike racks. The City routinely receives requests from community members to make donations towards the purchase and installation of park amenities. Community members typically want to install a plaque on the amenity to commemorate an individual, group, or event that has special meaning to them.

Historically, the City has accepted donations for park benches and trees, and there are commemorative park benches located throughout the park system. The City's existing policy that pertains to the donation of park amenities, the Donation of Park Trees and Bench Guidelines (Attachment 3), was adopted in 1993 and no longer accurately reflects the current needs of the City to effectively manage these types of requests. The policy includes outdated expenses and sponsorship amounts and doesn't accurately reflect the administrative process that would be required for amenity sponsorship.

In recent months, multiple community members have expressed a desire to sponsor minor park amenities and to make a donation to the City for the purpose. These community members want to commemorate individuals or groups, and most have indicated they would specifically like to sponsor the installation or replacement of park benches that include a commemorative plaque.

FOR CITY CLERK ONLY

Council Meeting: _____

Disposition: _____

Additionally, the initial information the City has received as part of the Citywide Park and Recreation Master Plan process indicates that some existing minor park amenities throughout the park system are approaching the end of their service life. The City is in the process of inventorying and better understanding the current condition of these amenities. A sponsorship program may assist the City with supplemental funds to replace those end-of-life amenities.

The City desires to develop a robust sponsorship program that will provide community members an opportunity to commemorate individuals or groups in a meaningful way, while contributing valuable park amenities to the City that can be effectively maintained and managed. City staff recommend adoption of a new 'Sponsorship of Minor Park Amenities' policy (Exhibit 1 to the proposed Resolution). If adopted, staff will finalize and implement a minor park amenity sponsorship program and application (Attachment 2) to administer the sponsorship process.

ANALYSIS:

The Department of Public Works and the Library and Recreation Department have limited funds available to replace minor park amenities. This policy would provide these Departments with an additional vehicle to receive funding to improve the amenities throughout our parks system and would help offset the operating expenses associated with maintaining our parks.

The goals of this new policy will be to:

- Rescind the existing policy and replace it with a new policy that more accurately reflects current City needs.
- Clearly define a framework for public sponsorship of minor park amenities.
- Encourage the community to donate towards sponsorship of amenities that will improve the experience of park users in San Rafael.
- Develop opportunities to fund replacement or repair of aging minor park amenity infrastructure system wide.

While there is an interest in accepting a variety of sponsorship donations in the future, staff recommend that the program first focus on replacing existing park benches and picnic tables. Through the Citywide Park and Recreation Master Plan process, the replacement of benches and picnic table is emerging as a high priority need throughout the system. As the program is further developed and the City builds capacity, other amenities, such as trees, drinking fountains and bike racks, will be considered, and added as sponsorship options. These other amenities have additional planning components that will be more challenging for staff to develop accurate expenses and sponsorship program parameters and will require additional planning time.

Staff are also recommending allowing a limited number of plaques to be purchased for *existing* amenities, specifically for low-income residents for whom the cost of a bench or picnic table would be prohibitive. This is a pilot program and, depending on how many of these requests the City receives, staff would work with the Park and Recreation Commission to determine the appropriate number and placement of these plaques.

Other regional agencies maintain sponsorship or donation policies for minor park amenities, and staff consulted several other agencies and reviewed their policy documents while drafting this policy, including Mill Valley, Novato, Petaluma, and Marin County.

If the proposed policy is adopted, staff will finalize and implement an associated sponsorship of minor park amenity program guidelines and application process. A draft application is attached for reference (Attachment 2). This would be a flexible program document that would be updated as program needs dictate to reflect priority amenities, expenses, and procedures.

COMMUNITY OUTREACH:

Staff have received several recent inquiries from community members wishing to sponsor park benches or picnic tables. In response to these inquiries, staff developed a draft policy and application, and presented the draft at the September 15, 2022, Park and Recreation Commission Meeting for review. The Park and Recreation Commission recommended the policy to City Council for approval.

FISCAL IMPACT:

There is no direct fiscal impact associated with adopting this policy. If approved, any sponsorship donations received would offset the direct and staffing expenses associated with implementation of the program. Staff estimate the City may receive between 5-10 sponsorship applications annually.

OPTIONS:

The City Council has the following options to consider on this matter:

1. Adopt the sponsorship of minor park amenity policy and rescind resolution 8923 'Donation of Park Trees and Benches'.
2. Adopt the sponsorship of minor park amenity policy with modifications and rescind resolution 8923 'Donation of Park Trees and Benches'.
3. Direct staff to return with more information at a later date.
4. Take no action.

RECOMMENDED ACTION:

Adopt a resolution adopting the Sponsorship of Minor Park Amenities Policy and rescinding resolution 8923 Donation of Park Trees and Benches'.

ATTACHMENTS:

1. Resolution
 - a. Exhibit 1: Sponsorship of Minor Park Amenities Policy
2. Draft Sponsorship of Minor Park Amenities Application
3. Donation of Park Trees and Bench Guidelines, CC Resolution 8923

RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN RAFAEL ADOPTING THE SPONSORSHIP OF MINOR PARK AMENITIES POLICY, AND RESCINDING RESOLUTION 8923 DONATION OF PARK TREES AND BENCH GUIDELINES

WHEREAS, the City of San Rafael Library and Recreation Department and the Department of Public Works collaboratively manage a wide array of minor park amenities such as park benches, picnic tables, drinking fountains, trees, commemorative plaques and markers, and bike racks; and

WHEREAS, the City adopted resolution #8923 'Donation of Park Trees and Bench Guidelines' in May 1993; and

WHEREAS, the 1993 policy no longer accurately reflects the needs of the park system, the City, nor the community; and

WHEREAS, the City of San Rafael routinely receives request from community members to sponsor minor park amenities; and

WHEREAS, the City wishes to develop a robust minor park amenity sponsorship program to encourage the community to donate toward sponsorship of amenities that will improve the experience of park users in San Rafael; and

WHEREAS, this new policy will clearly define a framework for public sponsorship of minor park amenities, and develop opportunities to fund replacement or repair of aging minor park amenity infrastructure system wide; and

NOW, THEREFORE BE IT RESOLVED, that the City Council adopts the Sponsorship of Minor Park Amenities Policy, attached hereto as Exhibit 1 to this resolution; and

BE IT FURTHER RESOLVED that the City Council repeals Resolution #8923 Donation of Park Trees and Bench Guidelines.

I, **LINDSAY LARA**, Clerk of the City of San Rafael, hereby certify that the foregoing Resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of the City of San Rafael, held on Monday, the 17th day of October 2022, by the following vote, to wit:

AYES:	Councilmembers:
NOES:	Councilmembers:
ABSENT:	Councilmembers:

Lindsay Lara, City Clerk



Sponsorship of Minor Park Amenities Policy

Purpose

The purpose of this policy is to establish guidelines, standards, and procedures for the acceptance of donations to fund the installation and care of minor park amenities in City of San Rafael Parks and Open Space.

The City desires to encourage sponsorship while at the same time manage aesthetic impacts and mitigate ongoing maintenance cost. The development of public facilities is expected to be the result of careful planning and quality construction, and public facilities are expected to be maintained to a standard acceptable to the community.

Guidelines established by this policy will apply to all donations made after the effective date of this policy. Donations made prior to the adoption of this policy shall be subject to applicable sections of this policy. Standards established by this policy will apply to purchased equipment, installation techniques, donation acknowledgements, decoration, and long-term care of all donations made after the adoption of this policy.

This policy does not apply to the naming of places on City Parks or Open Spaces, and does not apply to the placement of public art. Those categories are covered under separate policies.

A. Program Administration

The Minor Park Amenity Sponsorship program will be administered by the Library and Recreation Department in coordination with the Department of Public Works. The City will develop an application form that establishes an annual application and installation schedule, outlines the amenities and locations where the City is currently accepting donations, and provides specifics on approved amenities and plaques. Donations will be accepted on an annual schedule and donors must complete an application and release form.

B. Amenity Selection, Contribution Amounts and Ownership

The City will maintain and publish a list of standardized amenities that are available for sponsorship. This may include amenities such as park benches, picnic tables, bike parking racks, trees, or other amenities at the discretion of the City. The City will only accept donations for amenities that are determined to be a current priority.

Minor park-amenity gift contribution amounts will reflect the full cost for purchase, installation, routine maintenance, repair, and administrative costs.

Amenities will be purchased, installed, and maintained by City staff, contractors, or subcontractors. Amenities become property of the City of San Rafael once they are purchased.

C. Amenity Placement, Maintenance, and Repair

The minor park amenity program will predetermine locations where amenities require replacement or where placement is planned. Priority will be given to donations that help the City replace minor park amenities that have exceeded or are approaching the end of their useful life. Placement will align with existing systemwide planning documents or park-specific plans. In the opinion of the City, a facility may be determined to be fully developed and the opportunity for donations would not be available.

Placement of minor park amenities on City property or within the City right of way is controlled by and limited to areas determined by the City. Amenities are to be part of the park landscape and the final decision rests with the Library and Recreation and Public Works Departments.

The City reserves the right to reset or remove an amenity if it becomes a hazard, liability, or it becomes inconsistent with park plans. The City will determine the level of maintenance required for the sponsored amenity based upon available budget funding and the type of care needed to reasonably maintain the amenity or until such time the City determines that it must be removed and/or relocated.

Installation, maintenance, and repair of sponsored park elements, including the sponsorship acknowledgement/commemorative plaques, will be completed by City staff or other qualified personnel. Work will be scheduled on an as-needed basis at the City's sole discretion, so as not to unnecessarily interfere with routine park maintenance activities. Attempts to maintain, repair, paint, stain, or lacquer park amenities without express permission from the City is not allowed.

D. Commemorative Plaques

A standard plaque template and size will be used for all commemorative plaques installed on park amenities. The City will establish guidelines that provide simple language options commemorating a person, group, or events the sponsor wishes to commemorate. Commemorative Plaques cannot include language or messages that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability; any content considered obscene or indecent by community standards will be denied. Donors wishing to remain anonymous may choose to install a small ***Friend of San Rafael Parks*** plaque that does not identify an individual (i.e. "Donated by a Friend of San Rafael Parks").

The City will attempt to restore to good appearance any commemorative plaque that has been damaged, however, some plaques may be damaged beyond repair and require removal. The City cannot use City funds to purchase a replacement of plaques that are damaged or stolen.

Commemorative plaques are merely symbolic of sponsorship; they do not provide the donor ownership of the bench.

E. Term

The sponsorship term for most minor park amenities is ten (10) years or the end of the useful life of the amenity, whichever comes first. The City has an interest in ensuring that ongoing maintenance costs do not negatively impact the resources or staff time available for maintenance of other City park facilities.

At the end of the sponsorship term, the commemorative plaque will be removed when the amenity is replaced. Donors may request to renew their sponsorship of an amenity by contacting the City's Library and Recreation Department. If the donor chooses not to renew their sponsorship, the City will attempt to return the plaque to the donor.

Once a sponsorship and acknowledgement has been implemented, the City cannot guarantee notification of donors in the future if the amenity must be modified, relocated, or removed. This notification policy applies to both existing and new sponsorships.

F. Low Income San Rafael Residents

A limited number of existing park benches will be available to low-income San Rafael residents for the purpose of commemorating an individual honoree by installing a new commemorative plaque on the existing amenity. In this instance, the donor would only need to purchase the plaque. San Rafael residents may apply by completing and submitting an application, providing documentation of residency, and providing proof of low-income status in alignment with existing City of San Rafael recreation scholarship guidelines.



Sponsorship of Minor Park Amenities Program Information

The City manages a minor park amenity sponsorship program allowing community members to make donations toward the purchase and long term care of a variety of minor park amenities such as park benches, picnic tables, bike parking racks, trees, or other amenities at the discretion of the City. The City will only accept donations for amenities that are determined to be a current priority.

For Calendar Year 2023, the City will consider sponsorship of **Park Benches** or **Picnic Tables**. In future years, sponsorship of other minor park amenities may be possible. Minor park amenity sponsorship amounts will reflect the full cost for purchase, installation, routine maintenance, repair, and administrative costs. Amenities will be purchased, installed, and maintained by City staff, contractors, or subcontractors. Amenities become property of the City of San Rafael once they are purchased.

Through this program, the City desires to encourage sponsorship while at the same time manage aesthetic impacts and mitigate ongoing maintenance costs. The development of public facilities is expected to be the result of careful planning and quality construction, and public facilities are expected to be maintained to a standard acceptable to the community. The City has identified priority locations and a standard bench and picnic table style for donors to choose from.

Anyone wishing to commemorate an event or recognize a loved one may sponsor the purchase of a pre-approved bench or picnic table. To make a commemorative bench or picnic table request, the Donor must complete an application form and submit it to the Library and Recreation Department. Staff will evaluate the request, including the desired park(s), and contact you about your choice of available locations.

Once the City has approved the location, applicants will need to pay the appropriate donation amount in order for the City to purchase the bench or picnic table. Applications are accepted from April through September every year, with the amenities installed the following winter.

Mail or E-Mail Application to:

San Rafael Library and Recreation Department
c/o:
618 B Street
San Rafael, CA 94901
Phone (415) 485-3077
E-Mail: recreation@cityofsanrafael.org



SAN RAFAEL
THE CITY WITH A MISSION

Sponsorship of Minor Park Amenity Application

Sponsor Contact Information

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone #: _____ E-mail: _____

Name of Person/Event/Group being Commemorated: _____

Desired Amenity to be Sponsored

- Bench (options to be provided)
- Picnic Table (options to be provided)

Commemorative Plaque Language

Commemorative plaques on benches or picnic tables must adhere to language requirements and be approved by the City prior to installation. In accordance with the Minor Park Amenity Sponsorship Policy, the City reserves the right to reject commemorative plaque language deemed inappropriate.

Commemorative plaques should acknowledge an individual, group, or event, not commercial or other advertisements. The plaque must use one of the following introductions:

- "Donated by A Friend of San Rafael Parks"
 - "Dedicated to..."
 - "Donated By..."
 - "In commemoration of..."
 - "In Honor of..."
 - "Commemorating the ___th Anniversary of..."
 - "In Recognition of..."
- Information on the plaque may include the following:
 - Name
 - Date – ex: 12/11/1981

Standard bronze commemorative plaques are 10.5" x 3". All text will be centered top to bottom and left to right, in all upper-case letters. The plaque can accommodate no more than four (4) lines of copy with 28 characters, including spaces.

Please fill in requested Commemorative Plaque Language here:

Line 1: INTRODUCTION... Line 2: _____

Line 3: _____ Line 4: _____

Park Sites

We are currently accepting Commemorative Bench or Picnic Table sponsorship applications at the park locations below. Please choose the top three (3) park locations that you would be interested in sponsoring your chosen amenity:

- Albert Park
- Arbor Park
- Beach Park
- Bernard Hoffman Field
- Boyd Park
- Bret Harte Park
- Freitas Memorial Park
- Gerstle Park
- Hillview Park
- Jean & John Starkweather Shoreline Park
- Jerry Russom Memorial Park
- Los Ranchitos Park
- Munson Park
- Oleander Park
- Oliver Hartzell Park
- Peacock Park
- Pickleweed Park
- Riviera Park
- Santa Margarita Park
- Sun Valley Park
- Terra Linda Park
- Victor Jones Park

Desired Location:

First Choice Park: _____

Second Choice Park: _____

Choice Park: _____

Please note: 1) All locations are subject to the approval of the Library and Recreation Department and Department of Public Works. 2) The City will not be responsible to replace bench or plaques if they are damaged or vandalized beyond reasonable repair. 3) Bench installation/location is based upon availability and City prioritization of need. You will be contacted by Department staff regarding the approved location. Once approved you will need to pay the appropriate fees prior to purchase and installation.

Acknowledgement

I am requesting the City of San Rafael to process this application to accept a donation towards the sponsorship of a minor park amenity to be placed in a City of San Rafael Park. I understand that the City of San Rafael reserves the right to remove the minor park amenity and/or the commemorative plaque at any time in accordance with the Minor Park Amenity Sponsorship Policy, and that the park site selected for placement must be approved by the Library and Recreation Department and the Department of Public Works.

Signature: _____

Date: _____

For Office Use Only

Approved | Denied | Modified as Follows: _____

Approved by: _____ Date: _____

Library and Recreation Director or their designee

Date: _____

Director of Public Works or their designee

Total fees required to complete process \$ _____ GL Code: _____

Paid _____ Date: _____

Examples of Park Benches and Picnic Tables

Note – These costs and photos are shown for example purposes only, and City staff reserve the right to select other equipment. Actual equipment selections will depend upon availability, equipment costs, and suitability for desired park location.

TYPE OF AMENITY	Estimated 2023 Cost*
Park Bench Style #1 – Wood Bench with Back	\$3,500
Park Bench Style #2 – Steel Bench with Back	\$2,300
Park Bench Style #3– Wood Bench with No Back	\$2,800
Park Bench Style #4– Steel Bench with No Back	\$2,700
Park Bench Style #5– Recycled Plastic Wood Bench with Back	\$3,300
Picnic Table #1 – Round Steel thermoplastic coated	\$2,300
Picnic Table #2: Rectangular steel and wood	\$1,600
Picnic Table #3: Square Recycled Plastic Wood, ADA	\$3,700
*Cost includes materials, labor, installation, maintenance for life of amenity, and administrative program fees.	

Park Bench Style #1 – [Dumor 56-80D Douglas Fir Wood Bench with Back](#)



Park Bench Style #2 – [Steel powder coated finish Northgate Bench with Arched Back \(8ft\)](#)



Park Bench #3 – [Dumor Bench 105, 6 or 8ft. No seat back](#)



Park Bench Style #4 – [Metal Bench with No Back](#)



Park Bench Style #5 – [Recycled Plastic Wood Bench with Back](#)



Picnic Table Style #1 – [Stainless Steel thermoplastic coated](#)



Picnic Table Style #2 – [Stainless Steel and Wood](#)



Picnic Table Style #3 – [Recycled Plastic Wood Table with ADA Access and Center Post Mounting](#)



[Plaque example #1: 10.5" x 3"](#)

Can accommodate up to 4 lines of text, and no more than 28 characters per line



Resolution- 8923
Establishing Guidelines for Donations
of Park Trees and Benches

WHEREAS, The San Rafael City Council desires to establish a gift policy to assure that proposed donations are appropriate to park planning, design and maintenance; and

WHEREAS, the Park and Recreation Commission recommends the following guidelines to provide for the administration, design, placement and maintenance of benches and trees in city parks and playgrounds throughout San Rafael,

Now, therefore, be it resolved that the City Council of the City of San Rafael adopts the following guidelines to establish a gift policy.

1) Consistency with existing policies, Master Plans and Park Department Goals

Bench gift acceptance and placement should be in accordance with adopted policy and land use plans for parks for which master plans have been prepared. Benches should be in keeping with general Park Department goals for specific parks, and should enhance the chosen location in a way meaningful to park visitors.

2) Duration of Gift

The name recognition for the memorial bench would last through the life of the bench. Routine maintenance and repair of vandalized parts will sustain the normal life cycle of the bench (10 years). Donors will have an opportunity to renew their contribution, at replacement cost, after the ten year period.

3) Contribution

A gift contribution for a bench should be a minimum of \$2000. A gift contribution for a tree should be a minimum of \$500 for a city standard 24" box size tree. The donation acknowledges the donor and covers the purchase, installation, routine maintenance and repair of the bench or tree and the administrative costs of the program .

A sponsor's agreement will accompany each contribution specifying the conditions of the donation, including replacement costs should the bench or tree be severely damaged.

4. Administration

The Parks Department currently administers our memorial bench program. All requests will be coordinated and approved by the Parks Department and the Recreation Director.

5. Bench Design

The design criteria includes: compatibility with existing park furniture, durability and low maintenance. Benches are typically 8 feet long. The Memorial Bench Program will establish standard designs approved by the Park Division.

6. Plaque Design for Benches

A standard bronze plaque measuring 5 inches high by 8 inches long, with a plain, raised border and classic (or Claredon) raised letters on a brown pebble background will be mounted on the bench seat back. Guidelines for simple language suggestions for commemorative messages will be provided. Plaques are not sanctioned for trees.

ORIGINAL #8923

7. Bench/Tree Location

Although we welcome suggestions for a particular location, the bench or tree is to be part of the park landscape and the final decision rests with the San Rafael Park and Recreation Commission and the Parks Department.

The program will predetermine the locations within parks where new benches or trees are planned or are appropriate, or where existing trees and benches need replacement. Donors will be consulted for preference on the location of their gift.

Patrons will be informed that their preferred location may need to change if the park plan is revised or if excessive vandalism occurs. The Park Department will reserve the right to reset or remove a tree/bench if it becomes a hazard, liability or it becomes inconsistent to any revisions to park plans.

8. Bench/Tree Maintenance

Bench and tree installation and maintenance will be supervised and performed by Park staff and charged to the Park Donation Fund. The activity may be assisted by donors and volunteers.

I, JEANNE M. LEONCINI, Clerk of City of San Rafael, hereby certify that the foregoing resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of said City held on the 17th day of May, 1993, by the following vote, to wit:

AYES:: COUNCILMEMBERS: Breiner, Cohen, Shippey, Thayer &
Mayor Boro

NOES: COUNCILMEMBERS: None

ABSENT: COUNCILMEMBERS: None

Suzanne M. Drake
For: JEANNE M. LEONCINI
City Clerk