



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.