



CITY OF CHICO
BIDWELL PARK AND PLAYGROUND COMMISSION (BPPC)
POLICY ADVISORY COMMITTEE
(Commissioners Herrera, Ober, and Emmerich-Chair)
October 20, 2011; 6:00 p.m.
Municipal Center - 421 Main Street, Conference Room 1

Materials related to an item on this Agenda are available for public inspection in the Park Division Office at 965 Fir Street during normal business hours or online at <http://www.chico.ca.us/>.

1. CALL TO ORDER

2. REGULAR AGENDA

- 2.1.** The Policy Advisory Committee (PAC) continues to review and discuss changes to its current donation policy for Bidwell Park. Committee members will continue consideration and discussion on concepts to be incorporated or revised an updated policy, which will cover donations for plaques, benches, other amenities and additionally, memorial trees. The PAC will recommend a revised policy for BPPC approval. Staff anticipates several meetings before the item comes back to the BPPC for adoption. **Action:** *Continue development of the donation policy.*

3. BUSINESS FROM THE FLOOR

Members of the public may address the Commission at this time on any matter not already listed on the agenda; comments are limited to three minutes. The Commission cannot take any action at this meeting on requests made under this section of the agenda.

4. ADJOURNMENT

Adjourn to the next regular meeting on November 17, 2011, at 6:00 p.m., in Conference Room 1, in the Council Chamber of the Chico Municipal Center building (421 Main Street, Chico, California).



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DATE: 10/11/2011
TO: Policy Advisory Committee
FROM: Lise Smith-Peters, Management Analyst
SUBJECT: Review of Current Park Bench and Plaque Donation Policy

BACKGROUND:

In June 2004, the BPPC approved a formal Policy for Memorial/Dedication/Recognition Opportunities Within Bidwell Park (referred to as the "donation policy") and it was included in the 2008 Bidwell Park Master Management Plan (BPMMP) as Appendix M (see attached).

The current donation policy has been evaluated in terms of the goals set forth in the Bidwell Park Master Management Plan (Appendix M of the MMP). These goals too are under review:

1. Strike a balance between meeting the needs of all park users while also protecting the park environment and eco-systems;
2. Raise funds dedicated to the maintenance of existing facilities and to build and maintain new facilities;
3. Provide opportunities to individuals, groups and/or organizations desirous of donating funds to the park for memorials/dedications/recognitions

The Policy Advisory Committee has met three times (07/21, 08/18 and 9/15) to review the donation policy.

ISSUES AND CONSIDERATIONS:

The Committee and staff are continuing to review and discuss concepts for a revised donation policy. The committee is utilizing a worksheet to help guide discussion of issues and to discuss some donation policy items in use by other city park departments.

The Committee will proceed with review and discussion of concepts included on the worksheet (see attachments) for drafting a revised donation policy to be submitted to the BPPC for input and approval.

The Committee has worked through section 1 a-b. Staff has included some new draft language, reflecting some of the concepts reviewed and agreed on at its 09/15/11 PAC meeting.

The Tree Committee has provided a report with information on a memorial tree program, which will be considered at the next PAC meeting on 11/ 17/11.

Attachments: Donations worksheet

Distribution: BPPC

**PARK DONATION POLICY
CONSIDERATIONS WORKSHEET
10/2011**

Draft language for Section 1. Benches a) and b) is on page 5 below.

Park Donation Policy Goals, BPMMP (2008)

1. Strike a balance between meeting the needs of all park users while also protecting the park environment and eco-systems;
2. Raise funds dedicated to the maintenance of existing facilities and to build and maintain new facilities;
3. Provide opportunities to individuals, groups and/or organizations desirous of donating funds to the park for memorials/dedications/recognitions.

Staff will make a bi-annual report to update the BPPC on the program and the donation policy shall be reviewed at least every five years. Information on the donation policy may be found on the City of Chico Park Division website and in our donation policy literature.

1. BENCHES --

The bench donation price should cover all costs associated with fabrication, installation, plaque, administrative staff time, and maintenance for the donation term.

- The price should support of Goal #2 in the future interest of the upkeep and maintenance of Bidwell Park.
- Bench lifespan is between 4-7 years.
- The new donation price will be researched and determined by staff, reviewed by BPPC and then taken to City Council for approval. Staff shall review the various costs involved every two years and pursue donation increases as needed.
- New Policy should govern all benches moving forward and the policy should continue to support the goals above.

a. Location, Number, and Qualifications

Background

Many city park departments retain the right to determine bench locations and needs for their parks. In 2007, the BPPC changed the # of benches installed annually from 3 to a total of six (3 staff directed locations in the One Mile area and 3 throughout the rest of the Park approved by the BPPC).

Concepts

- PAC agreed at its 8/18 meeting to keep the current policy stating “No person, group or organization may sponsor more than one memorial/dedication/recognition within Bidwell Park.”
- The Park Division will assess the need for bench locations throughout Bidwell Park and will present the BPPC with the number and location for review. The intent is for the list to span several years.
- Any person, group or organization may make application to the Parks and Natural Resource Manager for the placement of a new memorial bench and plaque in a *Park Division pre-determined location*.
- The Park Division has the discretion to remove or replace benches (safety or maintenance issues).

Questions

The Committee had a discussion about a cap on the number installed per year? This may be monitored and modified through annual reviews.

b. Term & Renewal

Background

The donation policy did not originally dictate a term or donation period for park benches. Currently, the donations for a bench do not cover the cost of administrative staff time, the labor in fabricating and installing benches or increases in material costs.

In reviewing past records, bench information has been kept through original letters and receipts. From 1994 to 2004 benches were installed at \$500 apiece. For a few years they were priced at \$1,500 and then in 2007, the price was increased to \$2,000 to cover an increase in material costs.

Concepts

- Staff suggests a term is up to 10 years (includes 1 refurbishment).
- Benches are not a purchase but a termed donation to the Park.
- New donors will receive a letter of agreement – stating they understand the term donation and renewal process.
- Bench upkeep, maintenance and repair will be handled by the Park Division. At the end of 10 years, the donated item will be available for renewal with the first right of refusal given to the original donor. If the donor does not wish to renew, the bench will become available to another donor.
- Donors may pre-pay for additional 10-year terms at the current donation price.
- Donors are responsible for making sure that the Park Division has their correct contact information.

Consideration

With the introduction of the new donation policy, provide current bench donors (prior to 2012) with a 10 year bench term. At the end of this time, donors will have been notified through written literature of the new policy. They will be given the option of renewing their bench donation for one or more 10 year terms at current donation price. This may provide challenges as not all donors are aware of the past 2004 policy.

c. Number of Plaques Per Bench

Background

Presently, each bench has only one plaque. There have been several requests by family members to add a second plaque to their bench donation.

Current policy (b)(3) states “limits: there shall be no limit on the number of plaques per bench, picnic areas or vita course station. “and then (b)(4) the cost to the applicant for a memorial/dedication/recognition plaque be added to an existing bench, picnic area, or vita course station is \$500.” The donation price of \$500 barely covers all costs.

Concepts

- Allow multiple plaques per bench (3-5) at each location (and pre-build plaque locations with cement placed in a strip in front of the bench).
- The new policy should state upfront that benches may have more than one plaque.
- All additional plaques to an existing bench should be the same donation price as for the full bench donation.

- When replacing benches installed under the old policy, move plaques into position in the new installation for an automatic 10 year term. The new installation will be financed by a new donation.

Questions

How do we explain to all of the past donors that additional plaques may appear at their donation location?

What are reasonable limits on plaques per bench location?

How do we refurbish or install a new bench at existing bench locations, when a new donation is made at an existing bench location?

d. Material, Style, Fabrication, & Installation

Background

The process of building the traditional wood benches is time consuming and labor intensive. The use of pre-fabricated, durable benches is cost effective (staff can discuss the evolution of that task).

Current policy calls for recycled backless benches in Upper Bidwell Park (several of these were installed in Lower Park at BPPC request). A durable, lasting material will result in less maintenance over time, no annual painting, and installation should be easier.

Benches	Total Cost	Materials & plaque	Labor (crew & admin)
Traditional wood	\$2,787	\$715 + \$300	\$1,772
Current recycled backless (Belson)	\$1,117	\$217 (+freight) + 200	\$700
Recycled traditional style with back (Belson)	\$1,900	\$900 (+freight) + in-ground current plaque \$300	\$700

Concepts

- Allow staff discretion for selecting bench products and materials.
- Dictate that new benches fit in with existing styles in specific Park Areas.
- Consider benches that are made of recycled, durable, easy maintenance design, and materials that provide minimal obligations or costs for installation. This may include pre-fabricated benches.
- Continue with traditionally built benches.

Questions

- Discuss whether to bid out for construction and installation of benches.
- What are the available styles, materials, and design appropriate for areas of the Park.
- Other ideas

e. Refurbishment

As a donation term expires, new donors may opt to make donations for existing bench locations at the full donation price. The existing bench will be brought up to new standards or a new bench purchased. (may consider replacing traditional wood benches with recycled benches).

2. MEMORIAL PLAQUES -

Background

Currently plaques are a donation of \$500 and can be affixed to an existing bench, vita course station, picnic site

or facility with approval of the BPPC.

Concepts

- New policy will have separate sections for benches, plaques and other park amenities and facilities.
- Plaque donations for picnic sites, vita course stations and other park amenities should cover the costs of these items, i.e. plaques at picnic sites should be used towards the refurbishment of the site to accessible standards. Staff can develop these costs for the next meeting.
- Park staff will assess the cost of rebuilding picnic sites (materials, labor, etc.); installing vita course stations (equipment, landscape and installation) and other park amenities *so donations will vary*.
- The rebuilding of a picnic site may be divisible with multiple or a single donor (costs will vary by needs).
- Donations may be compiled for a picnic site with plaques installed in a cement strip for each donor who contributed towards the completion of the project.
- Donations for a building should reflect a **major** donation toward the facility or a park element such as the Chico Running Club's full donation of the water fountain at parking lot E.
- Bricks at Caper Acres are an economical investment for those unable to donate a bench or other opportunity.
- New opportunities or areas for development can be developed under the next plaque revision this may include a donation wall where numerous plaques could be displayed or a plaque walkway.
- Plaque Wording -- should be appropriate and will be approved by the Park Division.

3. Tree Memorial Program – to be discussed



City of Chico Policy for Park Memorials and Donations Draft as of 10/11/11

The Park Division has in recent years allowed, with appropriate oversight by the Park and Natural Resource Manager, individuals to make contributions for benches, plaques, bricks, facilities and other amenities within Bidwell Park. In order to better plan for and to oversee this program, the Bidwell Park and Playground Commission has adopted the policy below, which will be reviewed every five years, or sooner by request to determine its effectiveness.

The goals and objectives of the donation program are as follows:

- 1) to raise funds dedicated to the maintenance of existing facilities and to build and maintain new facilities (the donation does not entitle the donor to ownership of the particular donated element);
- 2) to strike a balance between meeting the needs of all park users while also protecting the park environment and eco-systems; and
- 3) to provide opportunities to individuals, groups and/or organizations desirous of donating funds to the park.

Park Benches

With the knowledge that Bidwell Park can not have benches installed indefinitely, Park staff will prepare a list of needed, available locations for benches throughout the Park. Donors may also opt to make a donation for benches in other City-owned parks.

A bench donation term is for 10 years at the cost of \$XXX [staff will figure this cost]; this donation also includes the cost of material, labor, 10 years of maintenance, administrative staff time, and a XX % donation to help support Goal 1). Bench upkeep, maintenance and repair will be handled by the Park Division and benches may receive one refurbishment within the 10 year term.

Each bench will have a limit of 3 (or 5?) plaques. Donors selecting to place a plaque at an existing bench location, will contribute the full donation bench price of \$XXX.

At the end of the 10 year donation term, the bench will be available for renewal with the first right of refusal given to the original donor(s). *Donors prior to 2012 will be requested to renew their donation along with the newer donors.* Donors may pre-pay for additional 10-year terms at the current donation price.

New donors will review and sign a letter of agreement – stating they understand the term donation and renewal process and this will be filed with the Park Division. Donors are responsible for making sure that the Park Division has their correct contact information.

The Park Division reserves the right to remove and/or relocate park benches when they interfere with site safety, maintenance or construction activities and another suitable location will be found and the bench donor notified of the location change.