



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 21, 2024

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: JAMES F. PARAJON, CITY MANAGER /s/

FROM: JAMES B. SPENGLER, DIRECTOR,
RECREATION, PARKS, AND CULTURAL ACTIVITIES

DOCKET TITLE:

Consideration of the Submission of a Grant Application to the Virginia Department of Environmental Quality Litter Prevention and Recycling Program for Funding of the Adopt-A-Park Litter Control Program.

ISSUE: Consideration of a grant application to the Virginia Department of Environmental Quality, Litter Prevention and Recycling Program for funding to support the Adopt-A-Park Litter Control Program.

RECOMMENDATION: That City Council:

1. Approve a non-competitive grant application to the Virginia Department of Environmental Quality Litter Prevention and Recycling Program for the Adopt-A-Park Litter Control Program due June 30, 2024; and
2. Authorize the City Manager to execute all necessary documents that may be required.

DISCUSSION: The City's Adopt-A-Park program began in 1978, with the first litter grant award. Through this program, local citizen groups enter into an agreement with the City to pick up litter (broken glass, bottles, cans and paper) in their assigned park areas. This program has been very successful in increasing cleanliness in the parks, controlling litter, and involving citizens in their neighborhood park. Approximately 33 park areas are being maintained and monitored through this program in 2024. Participation has increased with two additional groups in the West End. This was accomplished by following-up with past participating Homeowners Associations (HOA) and Civic Associations. The marketing efforts will continue with increased social media presence as well as direct mail marketing to more HOAs and Civic Associations on the West End of Alexandria and throughout the City.

The Adopt-A-Park program is managed by the Department of Recreation, Parks, and Cultural Activities (RPCA). RPCA staff makes monthly inspections and rates the park areas for cleanliness based upon the points rating system described in the program procedures (Attachment 1). The amount of the cash award is determined by the amount of grant funding received each year and the rating system. A list of the participating groups and the amount of their Litter Control awards for FY 2024 is provided (Attachment 2). Attachment 3 reflects the total potential cost of this program if all parks receive the maximum award. The grant period is July 1, 2024, to June 30, 2025.

Awards are not required to be used to improve public amenities. Most often, groups support their own initiatives, however several groups voluntarily use their funds to support the park often by planting trees and seasonal flower beds and purchasing park furniture such as benches and picnic tables. Groups will continue to use their funds as they want, and RPCA will continue to work with individual groups who use the funds towards the park.

FISCAL IMPACT: There is positive fiscal impact on the City as the citizen group efforts provide a donated value of contributed goods and volunteer services to the City. There is no requirement for the City to provide a cash match or an in-kind match for the grant funds.

FY 2024 grant monies will determine the point values earned at the end of the program year. The City is responsible for administrative costs associated with this grant, including monitoring the operation of the program and financial oversight. These costs are absorbed in staff time.

It is anticipated that the Virginia Department of Environmental Quality, Litter Prevention and Recycling Program, will provide grant funding of approximately \$32,124 in FY 2025 for this project (Attachment 3). The exact amount of this year's grant will be determined by September 30, 2024. All grant funding will be expended in FY 2025. No funds will be carried over to the next fiscal year.

ATTACHMENTS:

1. Attachment 1: FY 2025 Adopt-A-Park Litter Control Procedures
2. Attachment 2: FY 2024 Adopt-A-Park Litter Control Awards
3. Attachment 3: FY 2025 Adopt-A-Park Litter Control Budget

STAFF:

Emily A. Baker, Deputy City Manager
Jack Browand, Deputy Director, Recreation, Parks, and Cultural Activities
Bethany Znidersic, Division Chief, Recreation, Parks, and Cultural Activities
Jose Carlos Ayala, Principal Planner, Recreation, Parks, and Cultural Activities
Lucresha Murphy, PARKnership Manager, Recreation, Parks, and Cultural Activities
Faye Maslaki, Fiscal Officer, Recreation, Parks, and Cultural Activities
Karen Snow, Senior Assistant City Attorney, City Attorney's Office