



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 3, 2022

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: JAMES F. PARAION, 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, due, June 30, 2022 to the Virginia Department of Environmental Quality, Litter Prevention and Recycling Program, for funding in the approximate amount of \$10,932 for the Adopt-A-Park Litter Control Program (the exact amount to be determined by the Virginia Department of Environmental Quality by September 30, 2022);
2. Authorize the City Manager to execute all necessary documents that may be required; and
3. Thank all the organizations participating in this program for their support and efforts to improve the appearance of the City parks and, thereby, experience of the citizens visiting these parks.

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 28 park areas are

being maintained and monitored through this program in 2022. We have increased participation by one additional group on the West End. This was accomplished by following-up with past participating HOA and Civic Associations. The marketing efforts will continue with increased social media presence as well as direct mail marketing to more HOA and Civic Association on the West End of Alexandria.

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 2022 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, 2022 to June 30, 2023.

The program does not stipulate how groups should expend their cash awards. Each group determines how their own funds are spent. 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 2023 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 \$10,932 in FY 2023 for this project. The exact amount of this year's grant will be determined by September 30, 2022. All grant funding will be expended in FY 2023. No funds will be carried over to the next fiscal year.

No additional funds are available in the City budget to continue these activities once the grant funds are expended. No City funds will be available if State funding does not support 100% of the costs of this initiative.

ATTACHMENTS:

Attachment 1: FY 2023 Adopt-A-Park Litter Control Procedures

Attachment 2: FY 2022 Adopt-A-Park Litter Control Awards

Attachment 3: FY 2023 Adopt-A-Park Litter Control Budget

STAFF:

Emily A. Baker, Deputy City Manager

James B. Spengler, Director, Recreation, Parks and Cultural Activities

Jack Browand, Deputy Director, Recreation, Parks and Cultural Activities

Judy Lo, Acting 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