Memorandum

MIAMI-DADE COUNTY

Date: September 4, 2015

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Status and Progress of the Adopt-A-Park Program Over the Past Five Years – Directive 151092

At the June 30, 2015 Board of County Commissioners (Board) meeting, the Board approved Resolution No. R-603-15 (Attachment 1) directing the County Mayor or the Mayor's designee to provide a written report to the Board within 45 days regarding the status and progress of the Adopt-A-Park program over the past five (5) years. The resolution directed that the report is to include the various facets of the Adopt-A-Park Program, such as the adopt-a-tree and adopt-a-bench components, the means by which the program is implemented and contributors and volunteers are solicited, the amount of support raised over the past five (5) years (be it through cash and/or in-kind contributions), and the future plans for the program.

Introduction and Background

In 2004 the Board approved Resolution No. R-1254-04 establishing an Adopt-A-Park Program for County parks. The Adopt-A-Park Program offers Green Giving opportunities to individuals, organizations, and corporations. Through a financial or in-kind contribution, all support will preserve and enhance County parks and programs while supplementing County maintenance dollars. Adopt-A-Park encourages individuals, corporations, and civic groups to volunteer their time and/or resources towards the improvement of County neighborhood parks. Adopt-A-Park accepts financial and in-kind donations for worthy park improvements, including park benches, playground equipment, picnic tables, site furniture, landscaping, and trees, as well as clean-up, repairs, and renovations of existing park facilities.

The Parks Foundation of Miami-Dade (Foundation) is a non-profit 501(c)(3) organization supporting the Miami-Dade County Parks, Recreation and Open Spaces Department's (PROS) efforts to further develop Miami-Dade County's world-class parks system for residents and visitors. Its mission is to create a healthier, more livable and sustainable Miami community by ensuring the implementation of the Parks Open Space Master Plan and the development of year-round park and recreation programs for local children, adults, and people with disabilities. The Foundation assumed responsibility for the Adopt-A-Park program in 2011 and has offered the local community, corporate sponsors, and civic government leaders the opportunity to get involved through fundraising programs and hands-on volunteer experiences.

The Adopt-A-Park program hosts four (4) annual signature volunteer events which include: Martin Luther King, Jr. Day of Service and Remembrance; Global Youth Service Day; 9/11 Day of Service and Remembrance; and National Public Lands Day. Each year the Foundation has been able to partner with organizations such as Hands on Miami, Marlins Ayudan, the Miami Dolphins Special Teams, and others to mobilize hundreds of individuals to give back to their community by improving County parks.

Components of the Adopt-A-Park program include Adopt-A-Tree and Adopt-A-Bench. Through the Foundation, citizens can adopt a tree for placement in a County park. Donors receive a certificate with their name, installation date, memoriam information, the park name where the tree is located, and a commemorative photograph. The Adopt-A-Bench program allows for the personalization of a park bench as a unique gift to honor the memory of a loved one or to showcase a business in a unique and lasting way. The program allows for the installation of a new bench or refurbishment of an existing bench with a permanent recessed plaque. The investment lasts the life of the bench.

Five-Year Progress, Status and Future Program Plan

Since 2011, the Adopt-A-Park program has raised nearly $225,000.00 for beautification and maintenance projects in County parks, and volunteers have contributed 947,000 hours to improving County Parks, valued at just over $17,424,800.00 (based on a competitive rate of $18.40 per hour, the national standard for valuing volunteer hours in parks). PROS regularly reaches out to corporate, civic, and social groups asking for volunteers and funding to implement and complete Adopt-A-Park projects through its webpage, the Parks Foundation webpage and personal phone calls. This remarkable infusion of time and talent has made a difference for the Adopt-A-Park Program. Numerous corporate sponsors have supported the efforts of the Adopt-A-Park program. PROS will continue to utilize social media and work closely with individual park managers. Through its volunteer coordinator, PROS will continue to attract and utilize volunteers to strengthen the Adopt-A-Park program. Neat Streets Miami is a key partner in these efforts to provide meaningful sponsor and volunteer opportunities. Future efforts will include projects in neighborhood parks where local residents can participate in Adopt-A-Park programs.

2015

Nearly $35,000.00 has been raised to date through the Adopt-A-Park program to fund projects at Amelia Dog Park and Martin Luther King, Jr. Memorial Park, and others. Donors to the program include Wells Fargo Bank, FPL, and the office of Commissioner Juan C. Zapata, who represents County Commission District 11. In January 2015, the Foundation adopted Twin Lakes Park. The Foundation's Board has committed to raise $300,000.00 over the next two (2) years to be used for a shaded playground planned in the park. Working closely with the Department's capital improvements team, the Foundation selected this project to enhance planned improvements in an underserved neighborhood.

2014

In 2014, the program raised $120,000.00 to fund projects at Westwind Lakes Park and Kendall Indian Hammocks Park and others. Global Youth Service Day was held at Amelia Earhart Park. Donors to the program in 2014 included AARP, Delta Dental, DentaQuest, and the office of Commissioner Rebecca Sosa, who represents County Commission District 6.

2013

In 2013, the program raised $45,000.00 to fund a dune planting at Crandon Park, improvements to Gwen Cherry Park, Gratigny Park, and others. Global Youth Service Day was held at Chuck Pezoldt Park. Donors to the program in 2013 included the UPS Foundation, Service for Peace, and People's Gas System.

2012
In 2012, the program raised $36,000.00 including $2,000.00 for new benches. The program planted trees throughout County parks and hosted the first 9/11 Day of Service and Remembrance at Westbrook Park. Donors to the program in 2012 included Elli Mills Insurance Agency, The Gap Foundation, and Allied Integrated Marketing.

2011
In 2011, the program raised $15,000.00 to enhance the tree canopy of several parks and make improvements to Concord Park and others. Donors to the program in 2011 included Soccer 5 Foundation, Moose Experience, and the office of Commissioner Sally Heyman, who represents County Commission District 4.

Through the combined efforts of PROS and the Foundation, the Adopt-A-Park program has served a useful purpose, providing donation opportunities for park enhancements that benefit the residents and visitors who utilize County parks.

Per Ordinance 14-65, this memorandum will be placed on the next available Board of County Commissioners meeting agenda.

If additional information is needed, please contact Jack Kardys, Director, Miami-Dade County Parks, Recreation and Open Spaces Department, at 305-755-7903.

Michael Spring, Senior Advisor
Office of the Mayor

c: Robert A. Cuevas, Jr., County Attorney
Michael Spring, Senior Advisor, Office of the Mayor and Director, Department of Cultural Affairs
Jack Kardys, Director, Parks, Recreation and Open Spaces Department
Christopher Agrippa, Clerk of the Board
Eugene Love, Director, Office of Agenda Coordination
Charles Anderson, Commission Auditor

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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

ATTACHMENT 1

MEMORANDUM

Agenda Item No. 11(A)(14)

TO: Honorable Chairman Jean Monestime and Members, Board of County Commissioners

DATE: June 30, 2015

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Resolution directing the County Mayor to provide a written report to the Board within 45 days regarding the status and progress of the Adopt-A-Park Program over the past five years

Resolution No.R-603-15

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator Javier D. Souto.

R. A. Cuevas, Jr.
County Attorney

RAC/smm

MEMORANDUM

(Revised)

TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: June 30, 2015

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(14)

Please note any items checked.

_____ **"3-Day Rule" for committees applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Ordinance creating a new board requires detailed County Mayor's report for public hearing**

_____ **No committee review**

_____ **Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve**

_____ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(14)
6-30-15

RESOLUTION NO. R-603-15

RESOLUTION DIRECTING THE COUNTY MAYOR OR MAYOR'S DESIGNEE TO PROVIDE A WRITTEN REPORT TO THE BOARD WITHIN 45 DAYS REGARDING THE STATUS AND PROGRESS OF THE ADOPT-A-PARK PROGRAM OVER THE PAST FIVE YEARS

WHEREAS, in 2004, this Board approved Resolution No. R-1254-04 establishing an Adopt-A-Park Program for County parks; and

WHEREAS, adopting a park encourages individual neighborhood residents or community groups to raise money for worthy park improvement projects like playground equipment, picnic tables, grills, trash receptacles, park benches, park landscaping and trees, as well as repairs and renovation of existing park buildings and facilities in their neighborhood park; and

WHEREAS, for businesses and companies in Miami-Dade County, adopting a park allows them a means to "give back" to the community and their clients and show corporate responsibility and generosity by developing and/or maintaining a beautiful place that everyone can enjoy, while saving scarce County maintenance dollars; and

WHEREAS, adopting a park gives donors a sense of pride, investment and ownership in their community and parks; and

WHEREAS, over the past decade, the County's Adopt-A-Park Program has raised millions of dollars in cash and in-kind services from individuals, community groups and businesses; and

WHEREAS, the County has been operating its Adopt-A-Park Program through the Parks Foundation of Miami-Dade, Inc. ("Foundation"), a Florida not-for-profit corporation; and

WHEREAS, this Board wishes to expand the Adopt-A-Park Program, continue its support of the Foundation, and increase the amount of funds raised through the Adopt-A-Park Program, all for the betterment of County parks and for the benefit of County residents and visitors; and

WHEREAS, in order to ascertain how best this Board can expand the Adopt-A-Park Program, this Board first requires information on the status and progress of the Adopt-A-Park Program over the past five years and desires to receive same via a written report to the Board,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The foregoing recitals are incorporated into this resolution and are approved.

Section 2. This Board hereby directs the County Mayor or Mayor's designee to provide a written report to the Board within 45 days of the effective date of this resolution on the status and progress of the County's Adopt-A-Park Program over the past five years. The report shall include, at a minimum, the various facets of the Adopt-A-Park Program such as the adopt-a-tree and adopt-a-bench components, the means by which the program is implemented and contributors and volunteers are solicited, the amount of support raised over the past five years (be it through cash and/or in-kind contributions), and the future plans for the program ("Report"). The County Mayor or Mayor's designee shall place the completed Report on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Senator Javier D. Souto. It was offered by Commissioner **Sally A. Heyman**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman	**aye**		
Esteban L. Bovo, Jr., Vice Chairman	**aye**		
Bruno A. Barreiro	**aye**	Daniella Levine Cava	**aye**
Jose "Pepe" Diaz	**absent**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Dennis C. Moss	**aye**	Rebeca Sosa	**aye**
Sen. Javier D. Souto	**aye**	Xavier L. Suarez	**aye**
Juan C. Zapata	**aye**		

The Chairperson thereupon declared the resolution duly passed and adopted this 30th day of June, 2015. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Monica Rizo Perez

MEMORANDUM

Agenda Item No. 7(M)(2)(D)

TO: Honorable Chairperson Barbara Carey-Shuler, Ed.D. and Members, Board of County Commissioners

DATE: October 19, 2004

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution directing County Manager to establish an Adopt-A-Park Program

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The accompanying resolution was prepared and placed on the agenda at the request of Senator Javier D. Souto.

Robert A. Ginsburg
County Attorney

RAG/bw

x 6

MEMORANDUM

(Revised)

TO: Hon. Chairperson Barbara Carey-Shuler, Ed.D. and Members, Board of County Commissioners

DATE: October 19, 2004

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No. 7(M)(2)(D)

Please note any items checked.

_____	"4-Day Rule" ("3-Day Rule" for committees) applicable if raised
_____	6 weeks required between first reading and public hearing
_____	4 weeks notification to municipal officials required prior to public hearing
_____	Decreases revenues or increases expenditures without balancing budget
_____	Budget required
_____	Statement of fiscal impact required
_____	Bid waiver requiring County Manager's written recommendation
_____	Ordinance creating a new board requires detailed County Manager's report for public hearing
_____	Housekeeping item (no policy decision required)
_____	No committee review

Approved _____ Mayor

Veto _____

Override _____

Agenda Item No. 7(M)(2)(D)

10-19-04

RESOLUTION NO. _____

RESOLUTION DIRECTING COUNTY MANAGER TO ESTABLISH AN ADOPT-A-PARK PROGRAM AND DIRECTING THE COUNTY MANAGER TO PROVIDE QUARTERLY REPORTS ON THE STATUS OF THE PROGRAM

WHEREAS, adopting a park encourages individual neighborhood residents or community groups to raise money for worthy park improvement projects like playground equipment, picnic tables, grills, trash receptacles, park benches, park landscaping and trees, as well as repairs and renovation of existing park buildings and facilities in their neighborhood park; and

WHEREAS, adopting a park gives park users the satisfaction of knowing that they are maintaining a beautiful place that everyone can enjoy; and

WHEREAS, adopting a park gives park users a sense of pride, investment and ownership in their neighborhood park, while saving scarce County maintenance dollars; and

WHEREAS, Adopt-A-Park is a way to package and promote philanthropy and volunteerism; and

WHEREAS, many groups, leagues and individuals already provide in-kind donations to their local parks by cleaning, weeding, maintaining the landscaping, maintaining the ball fields, donating equipment and donating other services to their parks; and

WHEREAS, the City of New York recently created a very successful adopt-a-park program, and other cities throughout the United States have initiated successful adopt-a-park bench or adopt-a-park tree programs to raise funds earmarked for improvements in neighborhood parks,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The Board of County Commissioners directs the County Manager to establish an Adopt-A-Park program intended to reach out to more neighborhood residents, neighborhood associations, civic groups, and neighborhood businesses with a mechanism for making smaller monetary or in-kind donations to be earmarked to a specific neighborhood park and to a specific need or project in their neighborhood park. The program should encourage neighbors and neighborhood groups and businesses to take a more active role in assisting with the general care and maintenance of their local park.

Section 2. This Board also directs the County Manager to provide quarterly reports on the status of the program.

The foregoing resolution was sponsored by Senator Javier D. Souto and offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Dr. Barbara Carey-Shuler, Chairperson
Katy Sorenson, Vice-Chairperson

Bruno A. Barreiro	Jose "Pepe" Diaz
Betty T. Ferguson	Sally A. Heyman
Joe A. Martinez	Jimmy L. Morales
Dennis C. Moss	Dorrin D. Rolle
Natacha Seijas	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 19th day of October, 2004. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By:_____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Mariela Martinez-Cid