CITY OF BERKELEY

Public Works Commission
Parks and Waterfront Commission

26a

<u>ACTION CALENDER</u>
January 18, 2022

To: Honorable Mayor and Members of the City Council

From: Public Works Commission
Parks and Waterfront Commission

Submitted by: Margo Schueler, Chairperson
Gordon Wozniak, Chairperson

Subject: Adopt-a-Spot program development recommendations

<u>RECOMMENDATION</u>
That Council adopt a Resolution to support and fund two new full-time dedicated
Volunteer Coordinators to run an expanded Adopt-a-Spot program and coordinate new
programs for youth volunteers, and funding for operational expenses should be
included.

The programs shall promote participation and civic pride by providing a unified portal for
all programs across all departments, and incorporate many of the **Program Elements**
outlined below. The Coordinators shall build on recent efforts by Public Works staff to
fortify the existing programs for storm drains and traffic circles and incorporate existing
programs from the Parks & Rec department. In addition, the Adopt-a-Spot program shall
be expanded and improved upon to support additional community engagement
opportunities that can include, but are not limited to, restoring native habitat to promote
biodiversity (including a Bee City USA liaison), litter removal, vegetation maintenance,
graffiti removal, tree planting/watering/monitoring, monitoring sidewalk conditions,
adoption of homeless encampments, coordinating volunteers for emergency situations,
beautification efforts, and other ideas that the Berkeley community may wish to support
and organize around.

Some features of the program are beyond the scope of our Commissions' visibility and
will need to be finalized by Council and Staff. However, the following recommendations
are offered:

- **Budget Commitment** - to ensure success, the two new positions must be
  dedicated to volunteer coordination. Sharing of responsibilities across staff or
  financing only a single or half-time position should be avoided as it likely wouldn't
  meet the needs of the community. If at least one dedicated position cannot be

supported the role of Volunteer Coordinator should be given to a third-party or community non-profit group.

- **Program Design** - the Volunteer Coordinators may work with interns and the community to define program features and details of implementation, which could include a phased approach (alternatively, the City could hire a consultant to outline the program),
- **Reporting Structure** - options include Parks Rec & Waterfront, Public Works, Office of Sustainability, or the City Manager's office (alternatively, the position could be shared across departments)
- **Supporting Tools** - begin with the fewest but most necessary initial features. For example, policies and waivers, outreach tools such as a robust city webpage presence including dynamic maps and signage to recruit, volunteer reporting mechanisms to ensure compliance and track activity, volunteer appreciation events to build community, etc.

BACKGROUND

Council Referrals

City Council has expressed strong support for a robust Adopt-a-Spot program. Beginning in fall 2019 Council introduced the first of four separate Referrals to both the Public Works and Parks & Waterfront Commissions with the following dates: (1) April 23, 2019[1], (2) September 24, 2019[2], (3) November 12, 2019[3], and (4) February 23, 2021[4]. The Referrals mentioned a range of goals for the Adopt-a-Spot program, including, supporting city cleanup and maintenance efforts, addressing Vision 2050 storm water and watershed goals, promoting a thriving volunteer force to adopt and maintain traffic circles, creating and maintaining pollinator habitat and funding a City Liaison as part of a Bee City USA program, adopting encampments and street campers/RVs, and more.

History of Adopt-a-Park and Grant program

Berkeley has a history of supporting programs like Adopt-a-Spot and has even provided grants to incentivize participation. For at least ten years, beginning in FY93-94 with Resolution No. 57-557[5], and in response to a $1.5M refund from PERS, a popular mini-grant program was created and later supported by funds from the Park Tax[6]. Small grants were allocated to volunteer groups to assist in the development of small programs, not to exceed $3,500. The program was implemented through a Joint Committee with representatives from the Parks and Recreation Commission, Berkeley Partners for Parks and staff from the Parks and Recreation department. This mini-grant program provided a method for involving citizens and stimulating their interests in the care of parks and open space. The funds were to be used for materials, supplies and

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[1] City Council Agenda, Regular Mtg, April 23, 2019, Item 33.
[2] City Council Agenda, Regular Mtg, September 24, 2019, Item 24.
[3] City Council Agenda, Special Mtg November 12, 2019, Item 1a.
[4] City Council Agenda, Regular Mtg, February 23, 2021, Item 24.
[5] Resolution No. 57,557-N.S., June 28, 1994
[6] City of Berkeley webpage, "Parks Mini-Grant Program"

general assistance. It was a very popular program that generated enthusiasm and nourished the community spirit through wide-ranging activities such as the installation of chess tables at San Pablo park, the creation of Halcyon Commons, dog waste dispensers and trail improvements in Cesar Chavez Park, a cultural exhibit on the Ohlone Greenway, and many more.

At a regular meeting of the Public Works Commission on July 1, 2021, it was M/S/C to send this item to Council for consideration: (Schuler/Erbe/U): Ayes: Barnett; Constantine; Erbe; Freiberg; Hitchen; Napoli; Nesbitt; Schuler; Noes: None; Absent: None.

At a regular meeting of the Parks and Waterfront Commission on August 11, 2021, it was M/S/C to send this item to Council for consideration: (McGrath/Wozniak/U): Ayes: Cox; Diehm; Kamen; Kawczynska; Landoni; McGrath; Srioudom; Wozniak; Noes: None; Absent: None.

CURRENT SITUATION AND ITS EFFECTS

Updates in Progress
As of June 2021 the City is working with UC Berkeley interns and currently interviewing for a CivicSpark[7] fellow to begin enhancing the Adopt-a-Spot program and unifying all volunteer opportunities within the City in one place. The table below outlines the current situation. However, several changes are in progress including website updates, creation of a GIS map showing all opportunities within the city (including Parks), updated volunteer agreement forms and procurement of safety vests and tools for volunteer use.

Current Volunteer Offerings
Berkeley currently has a set of volunteer opportunities available to the community through Public Works and Parks & Rec. The information about available programs is located on the City's website, on three separate webpages, and through programs housed in three different divisions. Two programs have their own logo. The table below illustrates the current organization of the programs.

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[7] See the CivicSpark webpage for 2021-2022 Projects, "Adopt-A-Spot: Enhancing Public Works' Community Outreach, Volunteerism And Stormwater Quality" (https://civicspark.lgc.org/2021-22-projects/)

Adopt-a-Spot program development recommendations

Public Works		Parks, Rec & Waterfront
Adopt-a-Spot		
GENERAL INFORMATION General Information **Adopt-a-Spot Volunteer Program** Adopt-a-Traffic Circle Adopt-a-Drain		
Traffic Circles	**Storm Drains**	**PRW Volunteer**
TRANSPORTATION Transportation Division	PUBLIC WORKS Department of Public Works **Adopt-a-Spot - Storm Drains**	RECREATION Recreation Division Become A PRW Volunteer! Sign up here to Volunteer

As illustrated in the table above, the Adopt-a-Spot program lives within the Public Works Department at this time. The top-level webpage is found on a page marked "General Information". From there the user can click on either of two links to navigate to a webpage for Traffic Circles (which lives on a webpage of the Transportation Division) or Adopt-a-Drain (which lives on a webpage of the Public Works Department). The many programs associated with our Parks, Rec and Waterfront Department can be found on a separate webpage within the Recreation Division. Links to these webpages are listed here:

- (General Adopt-a-Spot) https://www.cityofberkeley.info/adoptaspot.aspx
- (Storm Drains) https://www.cityofberkeley.info/adoptadrain.aspx
- (Traffic Circles) https://www.cityofberkeley.info/adoptatrafficcircle.aspx
- (Parks, Rec & Waterfront) https://www.cityofberkeley.info/Parks_Rec_Waterfront/Recreation/Volunteer_Opportunities.aspx

Looking at the two Adopt-a-Spot programs within Public Works, forms such as Volunteer Agreement and Waivers must be printed, scanned (or photographed), and then emailed to the address (adoptaspot@cityofberkeley.info[8]). In addition, and in collaboration with the associated Task Force, helpful supporting materials are now

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[8] This centralized email address, which includes a new logo, is a recent development after collaboration with the Traffic Circles Task Force.

available for Traffic Circles, including (1) a list of suggested plants (the Planting Guide), (2) the approval form for plants (Planting List; waived if plants chosen from the approved Planting Guide), and (3) a map of traffic circles location and availability (Map of Traffic Circles).

The 16 volunteer opportunities within Parks, Rec & Waterfront are organized by frequency (on-going vs. annual) and also include 2 links to suggest a project, as either an All Crew Day or Create Your Own, specified for weekdays only. Printable Application and Waiver forms and a phone number is listed. An online "Volunteer Application Form" is also available, with the general parks email listed at the top for possible follow-up contact.

Updating and merging all of these programs into a unified Adopt-a-Spot program, with a single City webpage that links to all volunteer opportunities, would facilitate the user experience by creating a kind of "one stop shopping". For example, all volunteer opportunities, those under Public Works and Parks & Rec, can be listed on a single webpage. In addition, the print-and-submit forms can be replaced by online forms. The static map of traffic circle locations & availability can be replaced with a dynamic one. Once the volunteer coordinator positions are created and the City's overall website is redesigned[9], additional programs and functionality can be added, as outlined in the section **Suggested Program Elements**, below.

RATIONALE FOR RECOMMENDATION

Goals of Program
The primary goal of a successful volunteer program is to positively engage the community. This can be done by creating a structure in which individuals are given the best possible opportunities to perform useful environmental maintenance work safely and efficiently, with a focus on equity. An easily accessible volunteer website which includes all participating departments, an interactive signup and data entry functions, and appropriate forms and information for the various types of tasks.

Volunteers can perform many basic maintenance tasks in our parks, on traffic circles, on landscaped areas, on drains, litter and trash pickup, and report on observed problem areas such as overgrown vegetation, and sidewalk hazards and obstructions. They can support the growing effort to provide native habitat to promote biodiversity. Youth volunteers can participate in summer job programs to gain experience and address needs identified by staff. Volunteers are not a substitute for the work of dedicated city staff, but there are often areas where additional hands can make a positive difference.

City Staff are responsible for city infrastructure and environmental features, and Volunteers clearly work under their ultimate direction. City workers already know what needs to be done, and how to do it, and they can establish clear policies and procedures for volunteers. A Volunteer program is successful when it builds upon existing staff efforts and priorities, so that the program is a clear benefit to employees.

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[9] City Council Agenda, Regular Meeting, July 28, 2020, Item 15, Rolling Orange Redesigning Website

Risk management by the use of liability waivers, mandating best safety practices, and in some cases by direct Supervision is essential to ensure no one is injured while volunteering, and that the city has a strong legal defense if an accident were to occur.

The most successful programs actively highlight Volunteer activities, have a formal recognition component, and collect accurate data on the number of volunteer hours and projects completed to be included in official city documents and for public information. An annual event possibly including awards and prizes is a sure way to boost volunteer spirit and incentivize additional participants.

Finally, continually reaching out to the community with excellent communications, soliciting suggestions for new projects, and sincere feedback for Volunteers assures the future success of the program.

Precedent and Research
Our working group researched more than 30 Adopt-a-Spot programs nationwide. For each location we documented a wide variety of features. See Appendix M for the data spreadsheet. The cities we reviewed are listed below:

Adopt-a-Spot Programs Reviewed		
California Burlingame, CA Los Angeles, CA Marin County, CA Riverside, CA Santa Clara, CA San Francisco, CA San Mateo, CA Truckee, CA	**Other U.S. Cities** Boulder, CO Muncie, DE Fort Lauderdale, FL Carbondale, IL Indianapolis, IN Columbia, MO Minneapolis, MN Anne Arundel County, MD Prince George's, MD Minneapolis, MN Missoula, MT	Albuquerque, NM Santa Fe, NM Ferguson, PA Austin, TX Fort Worth, TX San Antonio, TX Hampton, VA Seattle, WA Madison, WI **Canada** Vancouver, BC

We found that many cities and local government agencies in the Bay Area and throughout the U.S. have created Adopt-a-Spot programs. San Francisco, Oakland, Marin County, City of Santa Clara, Pittsburg, and others maintain successful programs based on the basic principle of enlisting residents to volunteer and sign up for ongoing cleanup, maintenance and beautification of specific areas.

These city-led volunteer programs have many things in common, both structurally and in the type and scope of citizen participation. Logistically, the programs include a list (or clickable online map) of suggested spots, a liability waiver, a registration system, and staff support in providing tools, supplies, and waste disposal. The staff positions may be located in a variety of departments but the most common are Public Works and Parks & Rec.

Some of the most common adoptable "spots" in our peer research are listed here:

- Storm drains maintenance
- Litter & graffiti action, both patrolling and mitigating
- Greening, planting and maintenance, e.g. medians, traffic circles and street gardens
- Tree planting and watering
- Various civic art projects including decorating assets such as trash cans or utility boxes
- Trail maintenance and/or construction

When thinking about our community, programs could specifically target Berkeley's needs and values, such as:

- Installing and maintaining pollinator & native habitat gardens
- Monitoring, reporting and prioritizing found sidewalk defects
- Supporting encampments, campers and RVs
- Maintenance of off-leash dog areas
- Creation of city art, including murals

The Volunteer Coordinator can also serve as:

- Liaison for a Bee City USA program
- Liaison with the Ecology Center (e.g. Community Gardens, Recycling Efforts)
- Outreach and coordination of Cal Project Day
- Liaison with East Bay Regional Parks
- Liaison with other local non-profits

Suggested Program Elements
Flexibility & adaptability is critical for ongoing success of the program. The following elements are commonly found in programs in other cities. (See the Appendices for sample images.)

A. Administrative Elements

1. **Promotion:** Promotion is an important part of any citywide volunteer program and most cities have some means of accomplishing this through their websites, community bulletin boards, social media, monthly newsletters, or signs in other public spaces like parks.
2. **Recruiting & Onboarding:** A simple streamlined application process where each volunteer receives acknowledgement and information about the citywide volunteer program is necessary for success of the program. Setting expectations for the approval process, including a checklist and typical timeline of approval, can enhance usability.

3. **Liability & Waivers:** A means of addressing legal liability for the City is required. Most jurisdictions have legal waivers for volunteers that are completed when the volunteer is onboarded.

4. **Safety Rules & Training:** Related to liability, basic rules and safety training is an element of onboarding for volunteers in many cities. (e.g. Oakland's [training](#) project coordinators for Earth Month). Provide clear and up-to-date guidelines, sometimes in the form of a Volunteer Manual, so volunteers understand the scope of their involvement and the responsibilities of their participation.

5. **Recognition:** Volunteer recognition is important for retention and builds a sense of community. Other cities use items including signage in public areas, volunteer appreciation events or annual parties, volunteer of the month or top volunteer of the year, or certificates or cards recognizing volunteer contributions. More locally, East Bay Regional Parks has given out badges for events attended.

B. Operational Elements

1. **Mapping & Identification of Opportunities:** Dynamic and clickable citywide maps show "adopted" areas and those available for adoption. Layering within the maps allows volunteers to focus on different kinds of opportunities (e.g. drains vs. gardens)

2. **Single Point of Contact & Website:** Successful programs have some sort of "coordinator" position that provides a single point of contact for volunteers and this contact information is prominently listed on the website.

3. **Calendar of Events:** A centralized calendar listing volunteer events promotes participation and transparency. Calendar entries can hyperlink to event descriptions and digital sign-up. Color-coded sub-calendars by 'type' (e.g. litter, gardening, drains) can allow for easy sorting. Individual user accounts support customization.

4. **Tools, Supplies, & Support:** Tools for common programs - litter pickers, garbage bags, shovels, gloves, etc. - are often provided upon request, either for pickup or drop-off. Post-event garbage pick-up is often available, too.

5. **Tracking & Reporting:** Documenting volunteer time spent or accomplishments (e.g. # of trash bags filled) is a common feature of successful programs. These data can serve as quality control, to help ensure work is done, and quantify the total number of volunteer hours spent, which can be included in grant applications. Photos documenting regular maintenance of certain locations, like traffic circles or medians, can be submitted via a new digital portal.

6. **Problem Resolution:** With a volunteer program, problems and issues will arise and the volunteers need a means of relaying issues back to city staff. Utilization of the existing 311 or SeeClickFix could be used or another means of communication can help identify locations in need. Problem resolution between

persons, volunteers and/or the community, should be handled by a Volunteer Coordinator.

7. **Coordinating with external organizations:** Some volunteer groups and non-profits will remain independent of any City programs. The City's Volunteer Coordinators can serve as a liaison between residents with external groups, to promote volunteerism city-wide.

8. **Plant Lists and Seedlings:** A list of suggested plants can introduce volunteers to habitat plants that are native to the region, ones that meet potential requirements (e.g., height or water needs), and can facilitate approval of plant palettes. Some cities provide free plants to volunteers (and in some cases these plants are grown by other volunteers. See Appendix L, Madison WI)

Suggested Implementation Options

The preferred option is for one of the two new volunteer coordinators, the senior Coordinator, to design the program, engaging the interns and CivicSpark fellows to build out desired new tools. As a second option, or in the event that additional input or resources are needed, an outside consulting firm could be engaged to more clearly define and develop the program using best practices in existing public programs.

The expansion of the programs can be done in a phased manner, starting with existing ones, for example, adding online tools and materials, and then over time adding new kinds of "spots", depending on community input and city goals.

The following departments, commissions and stakeholders should be engaged during the development of the program:

- Public Works Department
- Parks, Recreation and Waterfront Department
- Public Works Commission
- Parks and Waterfront Commission
- Traffic Circle Task Force
- Community Organizations that have historically worked with the City

Location of Program in the City

The Commissions did not reach a final recommendation about the location of the new Volunteer Coordinators. Their work will span a broad range of activities, functioning as a kind of "umbrella" position, supporting the work associated with many departments. For this reason, the best place to start the Adopt-a-Spot program may be in the City Manager's Office, where the Customer Service Center and Online Service Center already exist. There is also a Fighting Graffiti program, which already solicits volunteers. On the other hand, since many of the volunteer efforts will require input from Parks or Public Works it may be best for the position to live in one of these departments or be split between them.

Not hiring dedicated coordinators and sharing the responsibilities of the program across multiple employees is greatly discouraged as some departments are short-staffed and team members already have full work loads. For comparison, the City of Oakland has four full time employees and two part-time trainees affiliated with their Adopt-a-Spot program. They are deployed by subject area, 1) parks; 2) creeks/storm drains; and 3) streets.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE
A well-run Adopt-a-Spot program will help residents support many of the City's climate, safety and greening goals, including improving stormwater flows, reducing refuse that reaches the Bay, promoting safe and beautiful intersections, mitigating urban heat island effect, monitoring sidewalks for safety, and widespread planting of California-natives to increase urban ecology that supports pollinators and promotes public health.

ALTERNATIVE ACTIONS CONSIDERED
The Commissions discussed taking no action to expand the Adopt-a-Spot program but concluded that the benefits from funding a more robust program, with dedicated staff positions, far outweigh the program costs.

CITY MANAGER
Refer to the budget process.

FINANCIAL IMPLICATIONS

Funding
To ensure a successful Adopt-a-Spot program it is essential that two dedicated FTE positions be fully funded, a Volunteer Coordinator, who will function as the manager, and an entry-level position Coordinator who can coordinate year-round youth programs, or the equivalent. In addition, funds should be allocated for supporting materials, such as tools, vests, signs, litter pick-up materials, T-shirts, and an annual recognition and awards party.

At writing, it is estimated that $500,000 is needed to cover both fully-loaded FTEs and operational costs. There are two possible sources of funding: the General Fund and Special Revenue Funds.

At the end of FY21 the total revenue of the Discretionary General Fund was $196M. A fee of approximately 0.25% from this fund would cover all proposed program costs. However, the General Fund is susceptible to fluctuations, which could introduce uncertainty into the long-term health of the program and is not the Commissions' first choice.

The preferred alternative is to allocate a percentage of total revenue from four Special Revenue Funds in the Public Works and Parks departments, as these funds tend to be more stable and citizen engagement will directly benefit both these departments. At the end of FY21 the total revenue of these four funds was almost $100M. A fee of just half a percent - or 0.5% - from the four funds can cover all costs.

Adopt-a-Spot program development recommendations

Revenue Adopted Update FY21 ($M)

$ 48.7	Zero Waste
27.7	Sewer
14.4	Parks Tax
5.0	Storm Water

$ 96M   TOTAL

0.5% of $96M = ~$500,000

Funding from the Special Funds is ideal because it's a more stable long-term source. But funding from the General Fund could also be a good strategy, if necessary.

<u>CONTACT PERSON</u>
Margo Schuler, Public Works Commission, (510) 528-1975
Erin Diehm, Parks and Waterfront Commission, (510) 666-0662

Attachments:
1: Resolution
2: Appendices

RESOLUTION NO. ##,###-N.S.

APPROVAL OF AN EXPANDED AND FULLY FUNDED ADOPT-A-SPOT PROGRAM TO POSITIVELY ENGAGE THE COMMUNITY, PROMOTE CIVIC PRIDE, and SUPPORT CLIMATE ACTION GOALS

WHEREAS, beginning in fall 2019 Council introduced the first of four separate Referrals to the Public Works and Parks and Waterfront Commissions with the following dates: (1) April 23, 2019, (2) September 24, 2019, (3) November 12, 2019, and (4) February 23, 2021; and

WHEREAS, the Referrals mentioned a range of goals for the Adopt-a-Spot program, including, supporting city cleanup and maintenance efforts, addressing Vision 2050 storm water and watershed goals, promoting a thriving volunteer force to adopt and maintain traffic circles, creating and maintaining pollinator habitat and funding a City Liaison as part of a Bee City USA program, adopting encampments and street campers/RVs, and more; and

WHEREAS, Berkeley has a long history of volunteerism and community participation, it is critically important to provide a robust program to manage and facilitate citizen efforts; and

WHEREAS, the two commissions conducted research and compiled succinct data in order to determine what was necessary for the successful implementation of this program; and

WHEREAS, we found that many cities and local government agencies in the Bay Area and throughout the U.S. have created robust and comprehensive Adopt-a-Spot programs; and

WHEREAS, a well-run Adopt-a-Spot program will help residents support many of the City's climate, safety and greening goals, including improving stormwater flows, reducing refuse that reaches the Bay, promoting safe and beautiful intersections, mitigating urban heat island effect, monitoring sidewalks for safety, and widespread planting of California-natives to increase urban ecology that supports pollinators and promotes public health; and

WHEREAS, on July 1, 2021 the Public Works Commission and on August 11, 2021, the Parks and Waterfront Commission voted to approve the implementation of an expanded Adopt-A-Spot program, as described above.

NOW THEREFORE, BE IT RESOLVED, that the Council of the City of Berkeley hereby adopts an expanded Adopt-a-Spot program, including two full-time Volunteer Coordinators (2 FTEs) and associated operational costs.

BE IT FURTHER RESOLVED, that the expanded Adopt-a-Spot program shall be paid for by a 0.5% fee on four Special Revenue Funds (Zero Waste, Sewer, Parks, and Storm Water) or, as an alternative, by an approximate 0.25% fee from the General Fund.

<u>APPENDICES</u>

Berkeley

A: Selected Materials from Berkeley's current Adopt-a-Spot program

Other Cities

B: Signage
C: Clickable Maps
D: Videos
E: Calendars
F: Brochures
G: Online Grant Application
H: Online Program Application
I: Online Reporting
J: Volunteer Handbook
K: Volunteer Appreciation
L: Native Plants

Research

M: Screenshot of Google sheet with details for locations researched

Appendix A: Selected Materials from Berkeley's Adopt-a-Spot program for Traffic Circles
https://www.cityofberkeley.info/adoptatrafficcircle.aspx

Public Works staff shared some exciting news at the June 2021 meeting of the Public Works Commission. They're working with interns and fellows to create a dynamic ArcGIS map, to update and replace the static one pictured below (due Summer 2021).
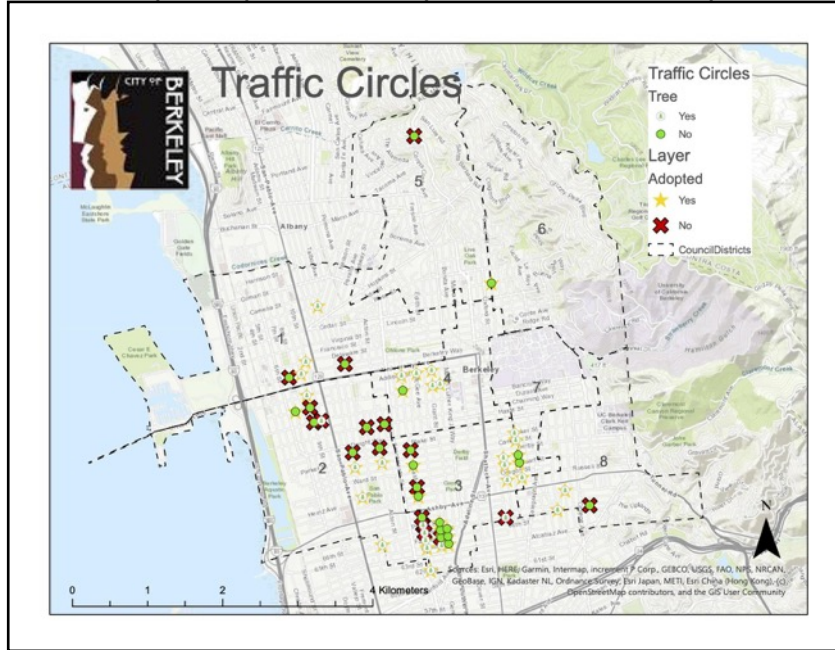
Berkeley's Map of Traffic Circles - Identifies circles, adopted and available

Berkeley's Suggested plantings for traffic circles (1 of 4 pages, 20 plants total)
Focus is on CA natives that support butterflies, bees and birds.

Appendix B: Examples of Signage
Signage identifies spots that are either available or already adopted, sometimes including the name of the adopting party. The signs are placed directly in the public space or marked on GIS maps, and help recruit new volunteers and acknowledge existing ones.

Examples of Adopt-a-Spot Signage		
Adopted		
Indianapolis, IN	Vancouver, Canada	Muncie, DE
Available		
Vancouver, Canada	Truckee, CA	Greene Co., OH
Atlanta, GA	Saginaw, TX	Marin, CA

Appendix C: Examples of Clickable Maps
Usually color-coded to identify availability.

Storm Drains

Fort Worth, TX - Adopt a Drain
Green ("unlocked") = available
Red ("locked") = adopted (name of adopting party - not published)

Traffic Circles
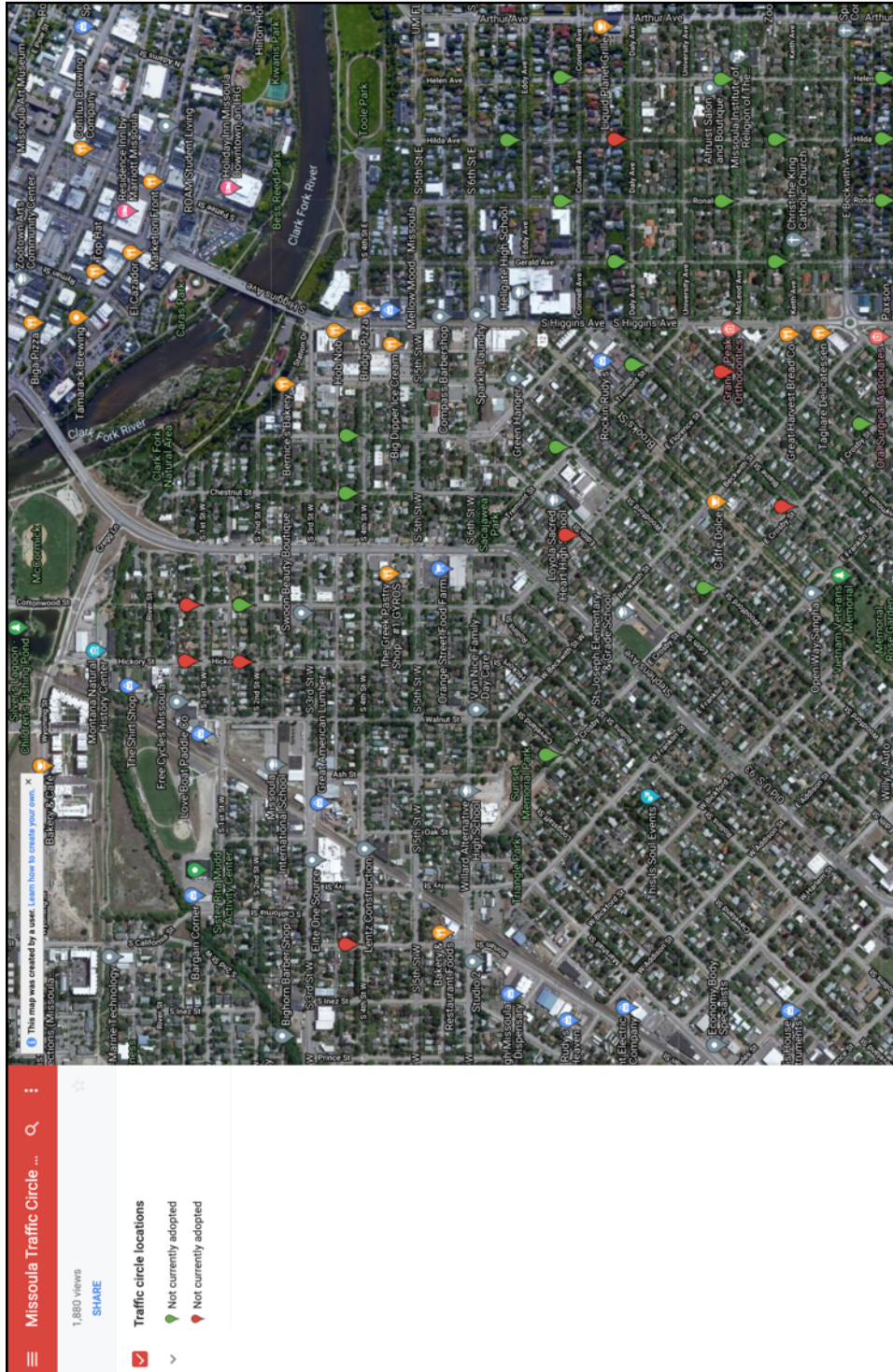
Missoula, MT - Adopt a Traffic Circle
Green = adopted (name of adopting party - published)
Red = available

Medians

Muncie, Delaware - Adopt a Median
Green = adopted (name of adopting party - published)
Red = available

Streets

Seattle, WA - Adopt a Street
Red (turns **green** when clicked) = adopted (name of adopting party - underlined published)

Litter

Carbondale, IL - Adopt-a-Spot (Keep Carbondale Beautiful)
Color-coded by adoptee, "Citizen Hero". Many are fraternities and sororities.

Appendix D: Examples of Videos from Programs in Other Cities

General (1 min.)

San Angelo, TX - Adopt a Spot
Includes contact information for signing up

Drains (1 min. 21 sec.)

Riverside, CA - Adopt a Drain
Encourages volunteers to post photos to Facebook and Instagram

Litter (1 min 5 sec)

Hampton, VA - We Put Litter In Its Place #4
End of video gives contact information for signing up

Medians - News Segment (2 min. 26 sec.)

Albuquerque, NM - Adopt-a-Median
Includes city staff describing plans to expand program

Appendix E: Examples of Calendars

Calendar - Simple

Carbondale, IL - Keep Carbondale Beautiful

Calendar - Comprehensive

Boulder, CO - "Count Me In" Volunteer Cooperative
Calendar for all city-sponsored events. Filters by event type, department and activity.

Appendix F: Examples of Brochures

Brochure - Medians/Rain Gardens

Adopt a Rain Garden

Rain gardens on publicly owned land capture storm run-off water, allowing plants to filter out pollutants before the water infiltrates the ground. They are located across Madison in parks and city land.

Volunteers perform seasonal clean-up by removing dead plant material and replenishing mulch. Maintenance tasks include weeding, litter removal and planting supplemental plants provided by the City as needed.

Benefits of Adopting a Median/Rain Garden

- Beautify your neighborhood.
- Help the environment.
- Meet your neighbors and grow your neighborhood or homeowners' association.
- Safety vests are fashionable! Get yours for free.
- Free mulch and monetary reimbursement for qualifying plant purchases.
- Play outside!
- Makes for a great service project.

Adopt a Median Program

www.cityofmadison.com/transportation/roadworks/adoptamedian

Johanna Johnson
Adopt a Median Program Coordinator
Phone: (608) 264-9274
Fax: (608) 264-9275
Email: jjohnson@cityofmadison.com

CITY OF MADISON ENGINEERING

City of Madison Engineering Division
City-County Building, Room 115
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703

Cover photo credit: Chuck Kime

Adopt a Median / Rain Garden Volunteer Opportunity

City of Madison Engineering Division

Adopt a Median / Rain Garden

The Adopt a Median / Rain Garden program is an opportunity for community members to make Madison beautiful and promote the environment by maintaining and modifying medians around the City. Rain gardens located on publicly owned land are also available for adoption.

Interested parties, affiliated with neighborhood associations, groups or businesses, or volunteers working on an individual basis, may apply to Adopt a Median / Rain Garden.

With approved application and waiver forms, volunteers may receive free mulch (coordinated delivery in the volunteers' neighborhood) and supplies such as safety vests and traffic cones. Some monetary reimbursement for approved plantings may also be available from the City Engineering Division.

Safety First! Get traffic cones and safety vests from City Engineering.

Application Process

1. Complete the Request for Application form. Return completed form to the City Engineering Division.

2. The Engineering Division provides the adopting group or individual with the Application and Waiver and Release form. **A waiver is required for each person working on the median/rain garden.** Return completed forms to the Engineering Division.

3. With an approved application and waivers on file, adopting groups/individuals are ready to show their medians or rain gardens a little T-L-C.

For More Information

Dig in! Start by filling out the Request for Application included in this brochure and return it to the City Engineering Division. Or, fill out the form online: www.cityofmadison.com/transportation/roadworks/adoptamedian

Get involved today!

Questions? Contact Johanna Johnson, Adopt a Median Program, at (608) 264-9274.

ADOPT ME!

Adopt a Median/Rain Garden Request for Application

Name of adopting group/organization/individual:

Name of volunteer contact who will sign the application:

Email:

Address:

Phone:

Median section(s)/island location/rain garden to be adopted:

Return to: Johanna Johnson • City Engineering Division • City-County Building, Room 115
210 Martin Luther King, Jr. Blvd. • Madison, WI 53703 • Email: jjohnson@cityofmadison.com.

Madison, WI - Adopt-a-Median or Rain Garden
Tri-fold, includes application

Brochure - Litter

https://hampton.gov/DocumentCenter/View/311/Adopt-a-spot-brochure?bidId=

Send For Adopt-A-Spot Information NOW!

Name:_____
_____

Group: _____
_____

Address: _____
_____

Zip Code: _____

E-Mail Address: _____
_____

Do you have a spot you want to
adopt? If so, what is it? (Optional)
_____
_____
_____

MAIL TO:
Hampton Clean City Commission
22 Lincoln Street
Hampton VA 23669
OR
FAX TO:
727-8313
OR
E-MAIL INFORMATION ABOVE TO:
hccc@hampton.gov

Adopt-A-Spot Program Highlights

Adopt-A-Spot sites are public areas within Hampton.

Groups or individuals adopt "spots". Participants younger than 15 must be supervised by adults. Adopters commit to cleaning their "spot" five times each year for two years.

HCCC provides equipment (litter sticks, safety vests, work gloves, & trash bags) for each cleanup. Supplies are picked up by participants at a central location. HCCC provides trash bag collection. Groups report the results of their cleanups when they return equipment.

HCCC places a sign at the site after the first cleanup and publicizes the group's participation through various avenues. Participants also are invited to an annual Volunteer Recognition event.

Litter! Such a Waste!

Hampton Clean City Commission
22 Lincoln Street
Hampton VA 23669

Phone: 727- 6394
Fax: 727-8313
E-Mail: hccc@hampton.gov
Web Site: hampton.gov/hccc

Litter! Such a Waste!

Adopt-A-Spot Program

HAMPTON CLEAN CITY COMMISSION

Litter Awareness Committee

▶ **Working to Keep Hampton Clean & Beautiful**

727-6394
hccc@hampton.gov

It's a Dirty Job, But Someone Has To Do It!

The **Adopt-A-Spot** program was established in the middle 1980s to address the litter problem in Hampton. Keep America Beautiful, Inc., a national community improvement organization, researched why people litter, and came up with three main answers:

- People litter because they feel no connection with or ownership of the areas in which they litter
- People litter because litter has already accumulated
- People litter because they think someone else will be paid to pick it up.

The Adopt-A-Spot program is based on combating these reasons for littering.

The logic is that people may feel inhibited from littering if someone else has established "ownership" of the area, that keeping litter removed will remove the littering "trigger", and that showing that volunteers are cleaning up will elicit good will from litterers and prevent them from littering. Time has proven these ideas to be correct in many locations.

Litter HURTS

Litter is a blight on our landscape for many reasons:

It is ugly and depressing to those who live around it.

It turns people away from littered areas of the community, whether residential or commercial, and can bring down property values and deter business.

It can injure people, animals, and property.

It costs **hundreds of thousands of public & private dollars** to clean up each year, just in the City of Hampton alone.

It clogs storm drains, causing flooding, and washes through storm drains straight into the Chesapeake Bay. Who wants to swim, fish, or boat with trash?!

YOU Can Do Something About Litter

You really CAN do something about litter!

First & foremost, **never** litter, not even a tiny little gum wrapper or a cigarette butt. It all messes up our local environment and has to be cleaned up by someone before it gets into our waterways.

Second, make sure your garbage is "under wraps" on collection day, so small pieces don't escape to become litter.

Third, join the Adopt-A-Spot Program in Hampton to help keep litter from piling up!

YOU CAN MAKE A DIFFERENCE!

Litter! Such a Waste!

Litter costs Hampton Roads communities $2 million dollars each year to clean up—not counting volunteer efforts!

People litter cigarette butts because they think they will disintegrate into the environment—NOT TRUE! It can take seven years for cigarette butts to "go away" because they're made from synthetic material!

Hampton, VA - [Adopt-a-Spot Litter program](#)

Appendix G: Example of Online Grant Application

LITTLE BIG AWARDS (ADOPT-A-BLOCK GRANTS)

Our Little BIG (Block Improvement Grant) Awards are grants of up to $500 for Adopt-A-Block Captains to coordinate with each other to make their neighborhoods better. Each applicant group must include at least three Adopt-A-Block Captains. This way we can span multiple blocks and help neighbors work together.

To read the grant details and apply, please click the link below.

LITTLE BIG GRANT APPLICATION

keep
Indianapolis
beautiful INC.
KEEP AMERICA BEAUTIFUL AFFILIATE

The Little BIG (Block Improvement Grant) program is a way for you and your fellow captains to get together and make your neighborhood better!

Your grant proposal can be anything that you and at least two other Adopt-A-Block Captains in your neighborhood believe will make your community better and can accomplish on your own, you just need seed money. Maybe it's adding signage, fixing up a community greenspace, or throwing a neighborhood party. We want to hear from you, what's important to you and your neighbors.

Guidelines:

1. Grant applications will be reviewed between March and October.
2. Applications will be accepted until the funding pool has been depleted.
3. Your committee must consist of at least three current Adopt-A-Block Captains within your neighborhood.
4. Awards will be *reimbursed* in the form of a check from KIB when the budgeted work has been completed.
5. Award grantees will have 120 days from the date of award notification to complete their project and submit for reimbursement.

Unused awards or awards that have not been reimbursed after 120 days, will be reassigned to the general award pool for other applicants.
Award reimbursement will be dependent upon proper documentation of purchases outlined in this application **and** submission of a short write-up to Gerardo Ruiz Tovar (gruiztovar@kibi.org) with photo documentation before and after completion of the project.

I am applying as:

⦿ Adopt-A-Block Captain
◯ Adopt-A-Block School

Name of 1st Committee Member *

[   ]

1st Committee Member Email *

[   ]
This should be the main contact person

Name of 2nd Committee Member *

[   ]

2nd Committee Member Email *

[   ]

Name of 3rd Committee Member *

[   ]

Neighborhood *

General description of your project: overview, goals, and how you will accomplish this project. (500 words or less) *

Why is this project important to the community and what does it mean for the neighborhood? *

Are there any other stakeholders involved and what is their involvement? (Neighbors, Local Officials, Institutions, etc...) *

Does this require city permitting? *

○ Yes

○ No

If so, what is the current status of your permitting application?

Are you leveraging any money or services? *

○ Yes

○ No

Indianapolis, IN - Adopt-a-Block - apply for grant online (up to $500)

Appendix H: Example of Online Adoption Application

Missoula, MT -Traffic Circles - Application Form

Appendix I: Example of Online Reporting

Create an Account - Increase your productivity, customize your experience, and engage in information you care about.

HAMPTON VIRGINIA

LIVING   PLAYING   DOING BUSINESS   GOVERNMENT   HOW DO I?

Form Center

Search Forms:

Word or Phrase   Select a Category ▼   🔍

By signing in or creating an account, some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.

Clean City Project Report Form   Sign in to Save Progress

Clean City Projects Cleanup & Beautification Report Form
Clean City Project volunteers help keep our city clean and beautiful. Project volunteers clean up, beautify, and improve sites throughout the city.

*All fields are required.

First & Last Name*

Email Address*   **Phone Number***

Organization Name*

If no organization, enter NA

Name of Spot Cleaned/Beautified/Improved*

Type of Project *
☐ Adopt-A-Spot   ☐ Clean the Bay Day   ☐ Community Garden
☐ One-Time Cleanup   ☐ International Coastal Cleanup ☐ Weeding/Mulching
☐ Boat Cleanup   ☐ Walk Hampton Clean   ☐ Recycling
☐ Shoreline Cleanup   ☐ Tree/Flower Planting   ☐ Painting/Graffiti Removal

Date of Project*   **Number of Participants***   **How Long the Project Lasted***

In hours

How Many Bags of Trash Were Collected (Including Weeds)   **How Many Cigarette Butts Were Collected**   **Bulk Debris (Large pieces of trash, tires, construction materials, etc.)**   **How Many Trees/Tree Seedlings Were Planted?**

Enter approximate amount (how much, volume, pickup truck load, etc.)

Plastic Bags Recycled (in pounds)   **Other Recycling Projects**

Please describe.

How Many Flowers Were Planted?   **How Much Mulch Was Spread?**   **Community Garden Project**   **Approximately How Many Square Feet Were Impacted By This Project?**

Indicate yes.

Additional Comments

Photos, Maps, Other Documents You Want to Share
Choose File   no file selected

Hampton, VA - Adopt-a-Spot - Reporting Form
For 16 available programs

Appendix J: Example Volunteer Handbook

**City of Boulder
Volunteer Handbook**

VOLUNTEER
COOPERATIVE
bouldercolorado.gov/volunteer
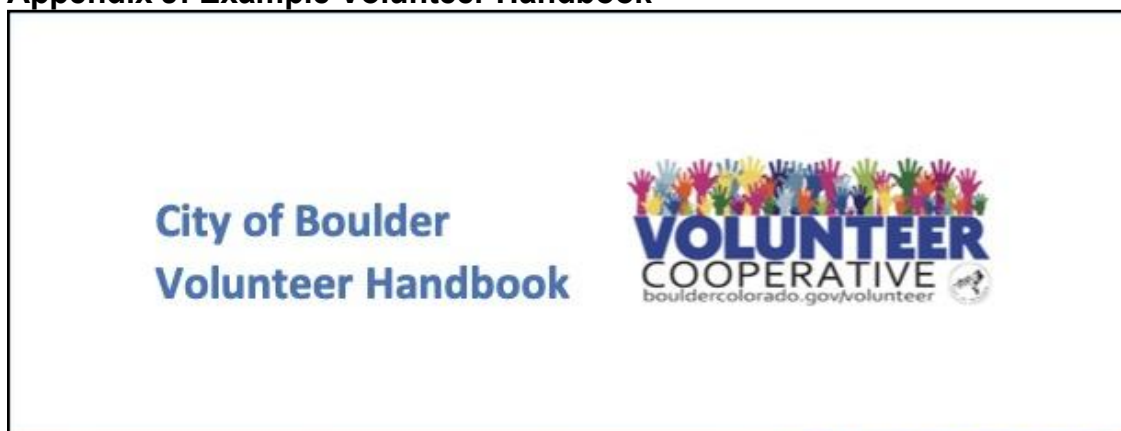
Boulder, CO - Volunteer Cooperative - Volunteer Handbook

Appendix K: Examples of Volunteer Appreciation

Appreciation - Annual Party and Awards

Volunteers make a difference
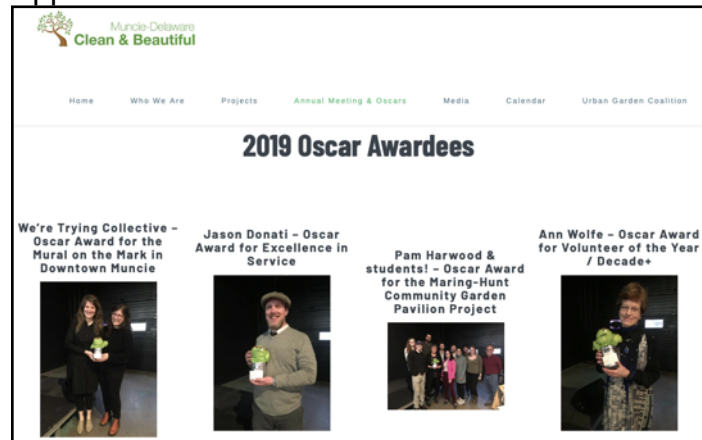
In 2019, 7,000 total volunteers contributed 80,057 hours to volunteer efforts, with an estimated financial impact worth $2.2 million.

Left: Volunteer award winners at the 2019 citywide volunteer appreciation event for the Alber Lifetime Achievement Award and Outstanding Departmental Volunteer Award.

Boulder, CO - Volunteer Appreciation

Appreciation - Annual Oscar Awards

Muncie-Delaware Clean & Beautiful

Home   Who We Are   Projects   Annual Meeting & Oscars   Media   Calendar   Urban Garden Coalition

2019 Oscar Awardees

We're Trying Collective – Oscar Award for the Mural on the Mark in Downtown Muncie

Jason Donati – Oscar Award for Excellence in Service

Pam Harwood & students! – Oscar Award for the Maring-Hunt Community Garden Pavilion Project

Ann Wolfe – Oscar Award for Volunteer of the Year / Decade+

Muncie, DE - Annual "Oscar" Awards and Party

Annual Beautification Party and Award

DPW&T's Beautification Award Ceremony at the Newton White Mansion on September 25, 2019 was attended by 200 participants and guests.

Prince George's County, MD - Annual Beautification Award Ceremony (pg. 20)

Appreciation - Annual Award Recipients

Volunteer Recognition Award Recipients

The Annual Volunteer Recognition Luncheon celebrates the contributions of the County's

Retired and Senior Volunteer Program (RSVP) and Foster Grandparent Program participants. Each year, the event is held in May to commemorate Older Americans Month and celebrate the achievements made by older adults.

2019 Award Recipients

Grandpa Brenon Washington
Outstanding New Volunteer Award

Mr. Brenon Washington is a Foster Grandparent at Francis T. Evans Elementary School in Clinton, MD. He volunteers five days a week and is dedicated to making a difference in the lives of his 2nd graders, whom he works with daily, assisting them with their reading skills. The children mirror his enthusiasm for learning and are attentive when he speaks. Grandpa Washington is truly making a difference and is trying to recruit more male volunteers.

Diane Williams
Outstanding Service Award

Ms. Diane Williams has been a Foster Grandparent volunteer at H. Winship Wheatley Special Center, in Capitol Heights, for 12 years. Grandma Williams' Pre K class looks forward to her cheery "Good Morning" every day. She encourages the children to use their words and helps them with their social and emotional development. Ms. Williams has left a legacy that will live on in the lives of the children she has helped nurture.

Carolyn Hammiel
Volunteer Leadership Award

Grandma Carol volunteers at Avalon Elementary School in Fort Washington, MD, where she has helped a non-verbal student, in particular, through patience and love. Having had a daughter with developmental challenges, Grandma Carol has poured that same special grace and dedication with her student at Avalon Elementary. As a result, the student is now able to speak and form full sentences because of Ms. Hammiel's efforts. Grandma Carol is truly a leader and always gives 100% to her students.

Ms. Ernestine Vaughn
Ruby Peyton Award

Ms. Earnestine Vaughn volunteers at H. Wheatley Early Childhood Center in Capital Heights and has been an active volunteer for 15 years, working mainly with children on the autism spectrum. Described by school teachers as thoughtful, compassionate, dependable, strong and hands on - Grandma Vaughn has worked in some of the most challenging classrooms. She offers words of encouragement and is known to gently redirect behavioral situations into positive outcomes. Grandma Vaughn is a team player that brings a mature structure into the classroom.

Prince George's County, MD - Annual Volunteer Awards

Appreciation - Monthly Recognition

Volunteer of the Month for May – John Mier

On the many trails that wind through Columbia, Adopt-A-Trail is not your usual litter control or cleanup volunteer program, and John Mier is not your typical volunteer. He is a heavyweight champion in the battle to takedown the invasive, non-native, bush honeysuckle that has overgrown our forests and trails.

Initially Adopt-A-Trail volunteers participate in training to learn proper tree care, trail maintenance, and the identification of invasive species in Missouri, and how to remove them. They are then assigned a quarter-mile section of trail in the city to care for. Since 2017 John has logged over 91 hours of hard work and sweat, but he doesn't mind because he says it's a great way to relieve stress. He jokingly calls the honeysuckle removal "bushwhacking," but the results are obvious. The trail opens up and looks much nicer, and clearing the honeysuckle allows for native plants to begin to grow back.

"It's all about helping," John says. He's been volunteering in some capacity for decades. "You meet new people, learn new things, and in most roles, you know you are helping." John also spends time volunteering at the St. Louis Zoo.

Thanks John for your energy, fortitude, and desire to help. If you also like helping and want to learn more about volunteering for the City's Adopt-A-Trail program, please contact volunteer@como.gov or call 573-874-7499.

Written by volunteer Bob Murphy.

Follow Us:

P.O. Box 6015
701 E. Broadway – 5th floor
Columbia, MO 65205
(573) 874-7499
Volunteer@CoMo.gov

Columbia, MO - Volunteer of the Month

Appreciation - Quarterly Recognition

Santa Fe, NM - Keep Santa Fe Beautiful - [Median of the Quarter](#)

Appendix L: Examples of Native Plants

Native Plants - Video, Guide and Free Plants

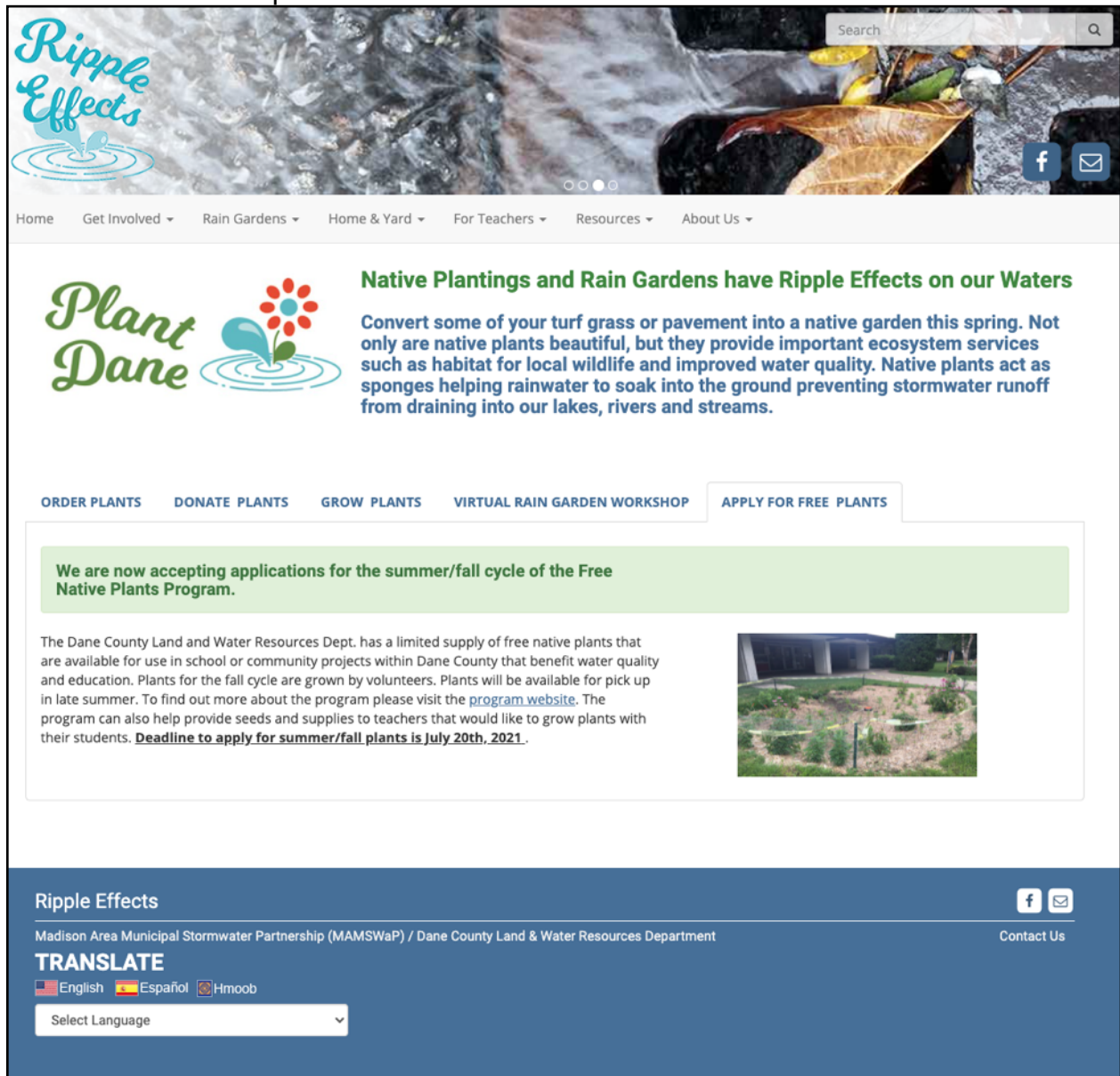Indianapolis, IN - Adopt a Block - Designing a Native Plant Garden

Native Plants - Database
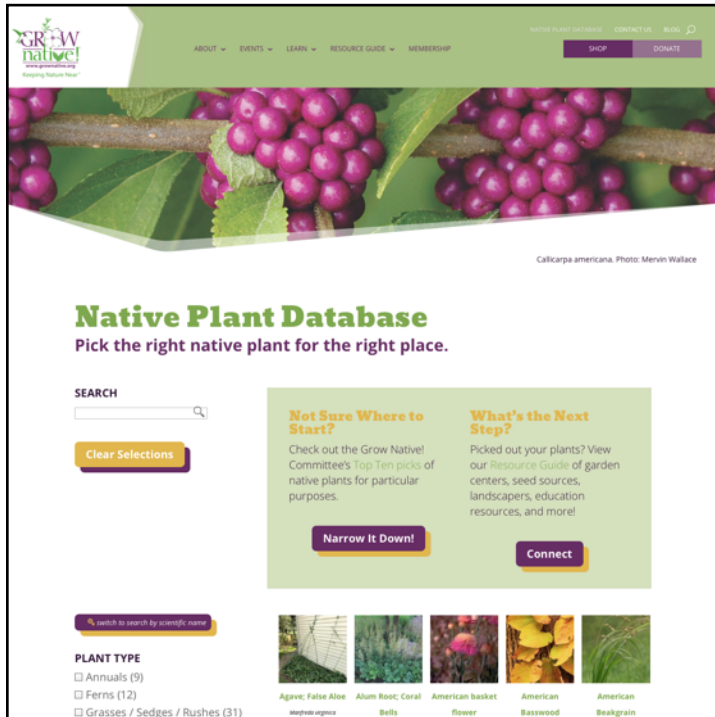
Columbia, MO - Adopt-a-Spot - Resources for Native Plantings - Missouri Prairie Foundation

Native Plants - Guide

Columbia, MO - Adopt-a-Spot - Resources for Native Plantings - Info from the Missouri Dept of Conservation

Native Plants - Example of Free Plants

[Madison, WI](#) - [Plants for Rain Gardens (Dane County)](#)

Opportunities to order, grow, donate, and request free plants (above)

Appendix M: Screenshot of spreadsheet used to capture details of Research
Link available upon request