



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: John W. Dargle, Jr., Director

FROM: Todd Johnson, Director
Park Operations Division

DATE: July 16, 2009

Agenda

**Park Operations Committee
Wednesday, July 22, 2009 – 4 p.m.
Board Room – Herrity Building
Chairman: George Lovelace
Vice Chair: Harry Glasgow**

1. Approval of Park Tree and Bench Donation Program – Action*
2. Energy Management Plan Update (with presentation) – Information*

*Enclosures



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ACTION

Approval of Park Tree and Bench Donation Program

ISSUE:

Approval of a centrally-coordinated program for park tree and bench donations that incorporates a contribution to the Park Foundation with the actual cost for purchase and installation of the tree or bench.

RECOMMENDATION:

The Park Authority Director recommends approval of the park tree and bench donation program.

TIMING:

Board action is requested on September 9, 2009.

BACKGROUND:

The Park Authority's Public Information Office, the Park Foundation and individual park managers are contacted several times each year by park users who wish to donate a tangible object, usually a tree or bench, in memory of a deceased relative or friend or as a gift to celebrate a birthday, wedding, anniversary, retirement or other special event.

Typically, individual park managers coordinate the donations and ask the donors to pay only the cost of the object. Because there is no central coordination of donations, inefficiencies occur, including:

- Discouragement of potential donors who are unable to find information on donation opportunities
- Installation of a wide variety of bench types, complicating repairs
- Differing expectations by donors of the Park Authority's obligation to maintain the donated object and replace it if damaged
- Donors may not receive receipts documenting their ability to deduct the donation on their tax returns.

Other park systems and universities have established programs that standardize tree and bench donations. Some incorporate a contribution to the park or university with the actual cost of the object. (Attachments 2 and 3 summarize park tree and bench programs in several large cities and neighboring jurisdictions.)

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The program outlined in Attachment 1 was developed by a committee with representatives from the Park Services, Park Operations and Resource Management Divisions as well as the Park Foundation. Program provisions are based on the best practices of other jurisdictions and donation amounts reflect a 30% - 40% contribution to the parks above the cost of the donated object. The entire amount is tax deductible and the Park Foundation will provide tax receipts to donors.

The proposed program is consistent with Park Authority Policy 408, "Memorials in Parks" (Attachment 4).

If approved by the Park Authority Board, the Tree and Bench Donation Program will be communicated to park managers and promoted to the public via brochure and posting on the Park Authority and Park Foundation websites.

FISCAL IMPACT:

Ten to fifteen benches or trees are expected to be donated annually at \$600 to \$2,000 each. These donations will enhance the parks and generate net revenues to the Park Authority, over and above the cost of the donated objects, of \$4,000 - \$6,000 each year. Donation amounts will be adjusted in future years as costs increase.

Donations will be received by the Park Foundation and the full amount transferred to the parks receiving the donated objects. Donations to parks managed by the Park Operations Division will be placed in the division's donation account.

Donated trees and benches are expected to strengthen the bond of donors and honorees to the parks and lead to further donations and bequests.

ENCLOSED DOCUMENTS:

- Attachment 1: Proposed Park Tree and Bench Donation Program
- Attachment 2: Commemorative Tree Programs in Other Jurisdictions
- Attachment 3: Commemorative Bench Programs in Other Jurisdictions
- Attachment 4: Park Authority Policy 408, Memorials in Parks

STAFF:

John W. Dargle, Jr., Director
Cindy Messinger, Deputy Director/COO
Barbara Nugent, Director, Park Services Division
Todd Johnson, Director, Park Operations Division
Cindy Walsh, Director, Resource Management Division

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Paul Baldino, Director, Park Foundation

Peter Furey, Manager, Golf Enterprises and Lakefront Parks, Park Services Division

Todd Brown, Operations Branch Manager, Resource Management Division

Dan Sutherland, Manager, Grounds Management Branch, Park Operations Division

Charles E. Busenlehner, Manager, Area 1, Park Operations Division

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FAIRFAX COUNTY PARK FOUNDATION



TREE AND BENCH DONATIONS

Donating a tree or bench to a favorite park or golf course is a great way to honor the memory of a relative or friend or as a thoughtful alternative to a traditional gift in celebration of a birthday, wedding, anniversary, retirement or other special event.

Your tax deductible donation will cover the cost of the tree or bench and its installation as well as a contribution to Fairfax County's parks. You or the person you designate will receive a commemorative certificate, and Park Authority staff will install a recognition plaque on a donated bench. (Plaques are not permitted for trees or other living landscape elements.)

Park Trees

You may choose any park or golf course with planting availability for your tree donation. The park manager will work with you in selecting a native tree species and location for planting. Your tree will be approximately 1-1/2"-2-1/2" in diameter and 6'-8' tall depending on species.

Donations will be accepted throughout the year. However, to assure successful rooting, trees will be planted only twice per year - spring and fall.

The cost of a tree donation is \$1,000. This includes planting by a commercial nursery and regular watering during the first season of growth. If a larger tree is preferred and acceptable to the park manager, the cost may be higher.

Within a period of three years following the donation, the Park Authority will replace the tree if staff determines that it has died or been severely damaged.

Park Benches

You may donate a new bench or adopt an existing bench. Whether new or existing, Park Authority staff will install a donor recognition plaque on the bench.

You may choose any park or golf course for a bench adoption but a new bench may only be installed in a park where the manager has identified a need. Some parks and golf courses use different bench styles in keeping with their functions and landscaping. The park manager will work with you in selecting an appropriate bench style and location in the park.

Bench recognition plaques will be up to 4" x 10" with ½" lettering. Wording is subject to approval by the Park Authority.

	Neighborhood Parks (steel bench)	Specialty Parks* and Golf Courses (wood bench)
New Bench	\$2,000	\$1,200
Adopted Bench	\$1,000	\$600

* Specialty parks include nature centers, historic sites, Lake Accotink, Burke Lake, Lake Fairfax, Riverbend, Green Spring Gardens and Frying Pan Farm Parks.

If a non-standard bench style is preferred and acceptable to the park manager, the cost may be higher.

Within a period of ten years following the donation of a steel bench and five years following the donation of a wood bench, the Park Authority will repair or replace the bench if it is severely damaged.

General Information

Full funding for the donation must be received in advance.

Donated trees and benches are the property of the Park Authority and are maintained at the same level as other park trees and benches.

The Park Authority retains the right to relocate a donated bench and replant or replace a donated tree in a new location. Staff will attempt to contact the donor to select the new location, but the park manager will make the final decision.

For more information on donating a tree or bench to a favorite park or golf course, contact:

The Fairfax County Park Foundation
12055 Government Center Parkway, Suite 404
Fairfax, VA 22035
703-324-8581
parkfoundation@fairfaxcounty.gov

The Park Authority welcomes donations to purchase other items needed in county parks. Please talk with the park manager or call the Park Foundation for more information.

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COMMEMORATIVE TREE PROGRAMS

June 2009

Tree Program	Description	Cost	Recognition	Warranty
\$1,000 + Donations				
<p><u>Central Park Conservancy</u> <u>New York City</u></p>	<p><i>Endowment of a Sapling</i></p> <p>No specific sapling or location</p>	<p>\$1,000</p>	<p>Certificate of Endowment</p>	<p>Not applicable</p>
<p><i>Endowment of a Tree</i></p>	<p>May choose between a newly planted tree or any mature tree in the park.</p>	<p>\$5,000</p>	<p>Certificate of Endowment Photo of Tree Engraved paving stone in designated area of park</p>	<p>No information</p>
<p><i>Endowment of Select Tree</i></p>	<p>Choose from among "unique" existing trees</p>	<p>\$10,000</p>	<p>Certificate of Endowment Photo of Tree Engraved paving stone in specially designated area of park</p>	<p>No information</p>
<p><u>Boston Parks & Recreation Department</u> <i>Park Tree</i></p>	<p>Donor may choose any park with sufficient planting space. The Dept, in collaboration with the donor, determines the tree species and location.</p> <p>Neighborhood Park Flagship Park Corporate Donor</p>	<p>\$1,500 \$3,000 \$5,000</p>	<p>Donor recognition plaque installed at base of tree</p>	<p>12 years. After 12 years, available for renewal for new donation. Original donor has first right of refusal. If original donor does not renew, plaque may be removed.</p> <p>Within 12 year donation period, bench may be replaced 2X if needed.</p>

Tree Program	Description	Cost	Recognition	Warranty
<u>Friends of Westchester County (NY) Parks</u>				
<i>Adopt-A-Tree</i>	Select a mature tree	\$500	3" X 8" bronze plaque	No information
<i>Memorial Tree</i>	Plants tree in park chosen by donor. Tree species and location are subject to approval by Tree Trust Committee.	\$1,000	No plaques	No information
<u>University of Virginia</u> <i>Memorial & Commemorative Trees</i>	Upon request, University Architect develops proposal for tree species and location.	\$1,000	No plaques	No information
<u>Rutgers University</u> <i>Commemorative & Memorial Trees</i>	Upon request, University Architect develops proposal for tree species and location. Donor may choose deciduous or evergreen tree and spring or fall planting.	\$1,200	Metal tree tag noting "In Memory of..." the tree species and ID number. Listing on web page of donated trees	Not stated
<u>University of Texas at Austin</u> <i>Memorial Tree</i>	2" caliper, 30-gallon tree Upon request, Urban Forester prepares proposal for tree species and location.	Determined individually	Certificate Map with location University plaque commemorating donations is planned.	Replacement within first 3 years
\$500 - \$999 Donations				
<u>Fairmount Park</u> (Philadelphia Park System) <i>Gifts for All Seasons</i>	Donor may choose from list of regional and neighborhood parks. Tree Grove of 10 Trees	\$500 \$3,500	Memorial card	No information

Tree Program	Description	Cost	Recognition	Warranty
<u>Maryland National Capital Park & Planning Commission / Prince George's County Department of Parks & Recreation</u> <i>Commemorative Tree</i>	Landscape specialist will assist donor in selection of a native tree, park and location.	\$500	Certificate Map with location Ground plaque	Life of the tree
<u>Missoula (MT) Department of Parks & Recreation</u> <i>Memorial Tree</i>	2" diameter Donor may choose from 6 species and give 2 park preferences. No guarantee that preferred park will be planting site.	\$500	2 Commemorative Plaques (1 replacement)	No information
<u>Seattle Parks Foundation</u> <i>Adopt a Tree</i> <i>Sponsor a Tree</i> <i>Legacy Tree</i>	Select a mature tree Tree anywhere in the city. Location not tracked. Tree in a specific park location A \$200 administrative fee may be assessed if donor cancels after significant steps have been taken to coordinate donation.	\$150 \$200 \$750	Adoption Certificate Maple leaf ornament Tree card Hand-written note City policy does not permit permanent plaques on trees.	Maintained at the same level as other landscape elements.
<u>Toronto (Canada) Parks, Forestry & Recreation</u> <i>Commemorative Tree</i>	50 mm caliper hardwood or 250 cm height conifer. Tree species and planting site subject to city approval	\$642 (Can\$)	2" X 4 1/2" plaque	Replacement within first 5 years

Tree Program	Description	Cost	Recognition	Warranty
<u>El Paso Parks & Recreation Department</u>	Donor may express preference for park. Dept selects tree species from approved list.			
<i>Memorial Tree</i>	Tree	\$200	Acknowledgement Letter Certificate	No information
	Specimen Tree	\$350		
	Grove (3 trees)	\$600		
< \$500 Donations				
<u>Tempe (AZ) Parks & Recreation Department</u>	24-gallon tree Donor chooses park or golf course. Dept. chooses tree species and location.	\$300	Certificate of Recognition Brass leaf for Memorial Tree display at Parks & Recreation Office	No information
<i>Living Tree Memorial</i>				
<u>Baltimore City Department of Recreation & Parks</u>	2"-2 1/2" caliper Only accepted in 2 parks. Planting location determined by donor preference and needs of the city.	\$250	Certificate Photo of tree Information on donor, location and date recorded in special book.	Supplier warranty
<i>Commemorative Tree</i>	Flowering tree	\$300		
	Shade tree			
<u>Mecklenburg County Partners for Parks</u>	2" caliper, 8'-10' height Horticulturalist will assist donor in selection of tree species and planting site.	\$250	Engraved dedication brick mounted in concrete	Replacement within 1 year
<i>Tree Dedication</i>				
<u>Arlington County Parks & Natural Resources</u>	3" caliper Tree species and planting location determined by donor preference and needs of the county.	\$150	Certificate Listing in Commemorative Tree Register	No information
<i>Commemorative Tree</i>	Flowering tree	\$200		
	Shade tree			

Tree Program	Description	Cost	Recognition	Warranty
<u>Annapolis Recreation & Parks Department</u> Memorial Tree	Plants "young tree" Dept. chooses park, tree species and location.	\$150	Card of Acknowledgement with photo and description of location Optional brass leaf (\$20) with honoree's name for Memorial Tree display at recreation center.	No information

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COMMEMORATIVE BENCH PROGRAMS

June 2009

Bench Program	Description	Cost	Recognition	Warranty
\$ 5,000 + Donations				
<u>Central Park Conservancy</u> <u>New York City</u>	Typical bench Hand-made rustic bench	\$7,500 \$25,000	Plaque	Life of the park
<u>Adopt -A-Bench</u>				
<u>Boston Parks & Recreation Department</u>	Benches may only be installed in new locations with approval of Dept.		Plaque	12 years. After 12 years, available for renewal for new donation. Original donor has first right of refusal. If original donor does not renew, plaque may be removed.
<u>New Bench</u>	Neighborhood Park Flagship Park Corporate Donor	\$5,000 \$10,000 \$15,000		Within 12 year donation period, bench may be replaced 2X if needed.
<u>Existing Bench</u>	Neighborhood Park Flagship Park Corporate Donor	\$1,500 \$3,000 \$5,000		
<u>San Francisco Parks Trust</u>	Recreation & Parks Department will attempt to honor preferred location for bench.		Bronze plaque	10 years. After 10 years, donor will be given first right of refusal to renew the bench contract. If not renewed, the bench will be made available to other donors. Donors may prepay additional terms.
<u>Commemorative Bench</u>	When a donor requests a bench at a site where there is an existing, non-designated bench, Dept. will replace bench seat and backrest. Neighborhood Park Golden Gate Park and 2 other parks Palace of Fine Arts, Union Square & Harding Park	\$3,500 \$5,000 \$25,000		

Bench Program	Description	Cost	Recognition	Warranty
<u>University of Virginia</u> Memorial Bench	<p>Upon request, University Architect develops proposed location.</p> <p>Teak wood "Hyde Park" bench made by Kingsley-Bates anchored onto brick pad or existing paved surfaces.</p>	<p>\$5,000</p> <p>Installation on existing paving reduces cost.</p>	<p>2" X 6" brass plaque</p>	<p>No information</p>
<u>Seattle Parks Foundation</u> Olmstead Legacy Bench Standard Bench	<p>Park Landscape Architects make final decisions re bench location, style and availability.</p> <p>New Refurbished (Removal and replacement of wood back and seatrests. Repair of frame as needed.)</p> <p>New Refurbished</p> <p>A \$200 administrative fee may be assessed if donor decides to cancel donation after significant steps have been taken to coordinate donation.</p>	<p>\$5,350</p> <p>\$3,200</p> <p>\$3,000</p> <p>\$2,000</p>	<p>Plaque</p> <p>May not include memorial language, i.e., "In Memory of...."</p>	<p>Maintained at same level as other park furnishings.</p> <p>Donation period is 15 years for new bench and 10 years for refurbishment. After term, bench is available for renewal with first right of refusal to original owner.</p>
<u>Portland (OR) Parks & Recreation Department</u> Commemorative Bench	<p>District Supervisor meets with donor on-site to identify location.</p> <p>Premier Parks Standard Bench – boards on steel frame by Natural Structures Ornamental Cast Iron Bench by Timberform</p> <p>Other Parks Standard Bench Ornamental Cast Iron Bench</p> <p>Adoption or refurbishment of an existing bench is the same cost as a new bench.</p>	<p>\$3,000</p> <p>\$5,000</p> <p>\$1,800</p> <p>\$2,400</p>	<p>5" X 8" bronze plaque installed in concrete at the base of the bench. Message must be simple statement with no birth or death dates.</p>	<p>No information</p> <p>Donor must purchase plaque and be responsible for its maintenance.</p>

Bench Program	Description	Cost	Recognition	Warranty
\$2,000 - \$4,999 Donations				
<u>Toronto (Canada) Parks, Forestry & Recreation</u> <i>Commemorative Bench</i>	Installation sites subject to city approval. New Bench Addition of plaque to existing bench	\$2,200 \$1,525 (Can\$)	2" X 4 1/2" plaque	Benches maintained for 10 years; plaques for 2 years. After 10 years, bench repair/replacement at city's discretion. After 2 years, plaque repair/replacement charged to the donor.
<u>Denver Parks & Recreation Department</u> <i>Park Bench Memorial</i>	Bench Coordinator will discuss location options. Standard Federal Green Metal Bench	\$2,000	Plaque	Maintained to the best extent possible. Superficial vandalism such as graffiti will be removed and the bench repainted. In case of destruction of the bench or plaque, replacement is not guaranteed, but the city will make every effort to replace the damaged item.
<u>Metro Vancouver (Canada) Parks</u> <i>Commemorative Bench</i>	Staff will assist in identifying suitable location. Trail Bench Park Bench Cedar bench Heritage-Style Bench Concrete Picnic Table	\$950 \$1,150 \$1,450 \$1,800 \$1,950 (Can\$)	2" X 12" brass plaque. If no plaque, price is reduced by \$150.	10 years, but may not be replaced if completely destroyed before the end of the term. May be renewed for an additional 10 years.
<u>Maryland National Capital Park & Planning Commission / Prince George's County Department of Parks & Recreation</u> <i>Commemorative Bench</i>	Landscape specialist will assist donor in selection of bench style, park and location. Traditional Wood Bench Recycled Materials Bench	\$900 \$1,500	Certificate Map with location Plaque	Life of the bench

Bench Program	Description	Cost	Recognition	Warranty
< \$2,000 Donations				
<u>Friends of Westchester County (NY) Parks</u> <i>Memorial Bench</i>	Donor will be contacted to agree on location.	\$1,500	1 1/2" X 7" plaque	No information
<u>Fairmount Park</u> (Philadelphia Park System)	Donor may choose from list of regional and neighborhood parks. Bench Picnic Table	\$750 \$1,200	Memorial card Plaque up to 4" x 6" may be supplied by donor. If supplied by park, \$200 additional charge.	No information
<u>Mecklenburg County Partners for Parks</u> <i>Park Bench Dedication</i>	Benches are installed on concrete pad. Location is flexible but should reflect park needs. Standard bench Solid Steel Commemorative Bench	\$400 \$1525	Engraved dedication brick mounted in concrete pad. Bricks may state "In Honor of...." or "In Memory of...." More elaborate statements may not be made.	No information
<u>Annapolis Recreation & Parks Department</u> <i>Memorial Bench</i>	Style location and installation will be determined by the Dept.	\$600	Card of Acknowledgement with photo and description of location Optional 5" X 10" brass plaque (\$20)	No information
<u>Virginia Beach Parks & Recreation Foundation</u> <i>Bench Buddies</i>	Metal bench with plastic coating May choose from 3 colors. Individual Sponsor Corporate Sponsor	\$450 \$550	3" X 8" plaque	No information

Policy 408 Memorials in Parks

It is the policy of the Fairfax County Park Authority to accept memorials that also serve to enhance existing parks and the utility of the park system. All memorials shall be in compliance with the following:

- A. The Fairfax County Park Authority encourages memorialization of land, facilities, equipment, landscape material, and money to support the Park Authority mission.
 - B. Memorials will be located at a park site that is mutually agreed upon by the donor and Fairfax County Park Authority.
 - C. All memorials located on park land become the property of the Fairfax County Park Authority.
 - D. The Park Authority Director shall be responsible for the development and administration of a system for the review of all memorials.
 - E. Considerations for the acceptance of the memorial include conformance with the park master plan, aesthetics, and consistency with the mission of the Fairfax County Park Authority.
 - F. The memorial may not reflect a political or religious statement and/or position.
 - G. Final plans for the memorial must be submitted to and approved by the Park Authority Board.
 - H. If it is deemed in the best interest of the Fairfax County Park Authority to do so, the Park Authority may decline to accept proposed memorials. The decision to accept or decline offers of memorials rests solely with the Park Authority Board.
 - I. All costs associated with the purchase and installation of the memorial shall be paid by the donor.
 - J. The maintenance of the memorial shall be at the sole discretion and control of the Fairfax County Park Authority.
 - K. The term of the memorial will be for the life of the memorial.
-
- L. General memorial donations of a monetary nature should be gifted to the Fairfax County Park Foundation.

Naming opportunities that exist for park sites and recreational facilities when an individual or corporation has made a significant contribution to the park system will be considered under the provisions of Policy 106 Naming of Parks.

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INFORMATION (with presentation)

Energy Management Plan Update

The Park Authority is in the process of developing an agency-wide Energy Management Plan. The goals of the Energy Management Plan include reducing energy costs while maximizing services, minimizing the impacts of energy use on the environment, preserving our local and global natural resources, and using renewable resources when feasible.

Staff will share information regarding the development of the Energy Management Plan elements, outline ongoing energy management projects and accomplishments, discuss the agency's approved projects submitted through the Department of Energy's Energy Efficiency and Conservation Block Grant-EECBG and share the EPA's proposed Greenhouse Gas reporting rule.

Staff recommends that the Energy Management Plan be reported on an annual basis. Reports have been provided on a semi-annual schedule.

ENCLOSED DOCUMENTS:

None

STAFF:

John W. Dargle, Jr., Director

Cindy Messinger, Deputy Director/COO

Todd Johnson, Director, Park Operations Division

Barbara Nugent, Director, Park Services Division

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Dave Bowden, Director, Planning and Development Division

Miriam Morrison, Director, Administration Division

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