

TO: Parks and Recreation Commission
FROM: Fund Development Ad Hoc
DATE: September 22, 2020
SUBJECT: Update and Recommendations

Fund Development Ad Hoc Members: Anne Cribbs, Jeff Greenfield, David Moss

As a result of the current fiscal crisis and COVID-19 pandemic, many organizations have an acute need for additional resources. The Fund Development Ad Hoc has outlined recommendations to promote funding and other contributions for community programs and projects.

The Ad Hoc has met several times to explore how the Parks and Recreation Commission (PRC) can encourage financial and volunteer support from our community. We started by considering assistance for Community Services Department (CSD) recreation programs and projects, and quickly expanded to include environmental sustainability efforts, based on the PRC charter.

Municipal Code 2.25.050 (Parks and Recreation Commission) Purpose and duties.

- (a) The purpose of the parks and recreation commission shall be to advise the city council on matters relating to the activities of the open space, parks and golf division and the recreation division of the community services department, excluding daily administrative operations.

Non-profit community partner organizations play an essential role in the operation and success of Palo Alto's recreation and environmental sustainability programs. These organizations also serve as the most effective conduit for channeling public assistance of these programs.

The Ad Hoc ultimately focused on two priorities:

1. Identify immediate solutions to help address funding and resource gaps for both CSD recreation programs and community partner led environmental sustainability efforts.
2. Explore funding opportunities to help larger projects get off the ground, such as a new city-owned gym.

For both priorities, we are targeting actions that require minimal staff time and are consistent with our Parks, Trails, Natural Open Space and Recreation Master Plan roadmap.

The Ad Hoc has identified three actions to encourage and optimize community support for City recreation and environmental programs:

- A. Update and promote a comprehensive summary of donation and volunteer opportunities.
- B. Highlight and develop unique and less well-known giving opportunities.
- C. Clarify and publicize how community members may contribute donations towards City-approved projects through a partner organization.

For longer term, large projects, the Ad Hoc recommends:

- D. Investigate funding opportunities from local foundations, including the potential use of a grant to underwrite consultant grant writing services.