



Edwin M. Lee, Mayor  
Philip A. Ginsburg, General Manager

**Date:** October 5, 2016

**To:** Recreation and Park Commission  
Capital Committee

**Through:** Philip A. Ginsburg, General Manager  
Lisa Bransten, Director of Partnerships

**From:** Abigail Maher, Deputy Director of Partnerships

**Subject:** Alamo Square Park – grant acceptance

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**Agenda Wording:**

Discussion and possible action to 1) accept and expend from the Alamo Square Neighborhood Association a cash grant and in kind grant valued at approximately \$87,300.00 to provide new trees and donor recognition pavers in Alamo Square Park; 2) approve a donor recognition plan at Alamo Square Park to honor donors who funded new trees in the Park.

**Strategic Plan References:**

**Strategy 1, Inspire Public Space:** Keep today’s parks safe, clean, and fun; promote our parks’ historic and cultural heritage; and build the great parks of tomorrow.

**Objective 1.2:** Strengthen the quality of existing parks and facilities

**Strategy 3, Inspire Investment:** Through community engagement, advocacy, and partnerships, cultivate more financial resources to keep San Francisco’s parks and programs accessible for all.

**Objective 3.3:** Cultivate increased philanthropic support.

**Background:**

Currently, the Alamo Square Restroom and Irrigation Upgrade capital improvement project is underway. The fund sources for this project are: (1) 2008 Clean and Safe Park Bond – Restroom Program, (2) 2012 Clean and Safe Park Bond – Water Conservation Program, and (3) SFPUC Large Landscape Retrofit Grant.

The Alamo Square Neighborhood Association (ASNA) is a volunteer organization of neighbors and businesses around Alamo Square. ASNA is dedicated to building community, creating a safe neighborhood, and preserving and maintaining our park.

The current project budget includes funding for planting some trees and shrubs. ASNA has generously offered to supplement the current planting budget with funding specifically for trees.



Rec Park and ASNA have agreed that planting additional trees is a benefit for the Park and for park users.

### **Fundraising Campaign and Donor Recognition**

ASNA launched a campaign – Trees for Future Generations – to raise private funds for tree planting in Alamo Square Park.

ASNA is proposing to recognize donors who have supported the Trees for Future Generations campaign with a contribution of \$1,000 or more on pavers. ASNA, TS Studio Landscape Architecture firm, is proposing to install the pavers, flush with the ground, at the top of the Hayes Street steps, as shown in Exhibit A.

Rec Park and ASNA have agreed that the pavers will blend in well with the existing asphalt path and will not interrupt or detract from the historic circulation pattern in the park. The donor recognition plan was reviewed by City Planning, and they determined that the pavers are a very minor change that will not require any changes to the existing CEQA approval.

### **Grant**

ASNA has offered to fund the cost of planting 45 trees, to be planted by the City's contractor, Anvil. The cost of this planting is approximately \$45,000.00.

Rec Park, TS Studio, and ASNA will continue their collaboration to determine the final species and locations for the 45 trees.

In addition to the \$45K for trees, ASNA intends to provide Rec Park with a cash grant of up to \$8,300.00, for the 19 donor pavers to be installed by the City's contractor, Anvil. The estimated cost of the pavers is \$2,000.00.

TS Studio has generously provided pro bono professional services to develop the donor recognition and planting plans. The estimated value of the in kind contribution of professional services is \$32,000.

Therefore, Rec Park would like to accept and expend authority for a total of \$87,300.00, for the following:

- a cash grant of up to \$53,300.00 for the contractor to install 45 trees and 19 donor pavers
- an in kind grant of up to \$2,000.00 for the donor pavers
- an in kind grant of up to \$32,000.00 for professional services

### **Future, Proposed Tree Planting**

ASNA and TS Studio have and will continue collaborating with Rec Park on a proposed phased approach to planting trees in Alamo Square.

- Phase I will include the 45 trees to be planted during the construction phase. In addition, ASNA has proposed funding an additional 29 trees post construction. The proposed plan calls for planting these trees in early 2017. The estimated cost, timeline, and who will plant the second group of Phase I trees at this point is to be determined.

- Phase II proposal calls for planting approximately 30-50 trees approximately 3-5 years after Phase I. The exact number of trees, estimated cost, timeline, and who will plant Phase II trees at this point is to be determined.
- Phase III proposal calls for planting more trees approximately 3-5 years after Phase II. The exact number of trees, estimated cost, timeline, and who will plant Phase III trees at this point is to be determined.

**Financial Impact:**

\$87,300.00

**Staff Recommendation:**

Department staff recommends 1) accepting from the Alamo Square Neighborhood Association a cash grant and in kind grant valued at approximately \$87,300.00 to provide new trees and donor recognition pavers in Alamo Square Park; and 2) approving a donor recognition plan at Alamo Square Park to honor donors who funded new trees in the Park.

**Supported By:**

Supervisor London Breed  
Alamo Square Neighborhood Association  
100+ donors to Trees for Future Generations campaign  
Department staff

**Opposed By:**

None known at this time

**Exhibit**

Exhibit A: Donor Recognition Plan  
Exhibit B: ASNA Support Letter