
TO: Committee of the Whole

MEETING: September 8, 2020

FROM: Yann Gagnon
Manager of Parks Services

SUBJECT: Park Amenity Donation Program

RECOMMENDATIONS

1. That the proposed Regional District of Nanaimo Park Amenity Donation Program Policy be approved.
2. That the 2021-2025 Financial Plan include \$12,000 annually to administer the program.

SUMMARY

In June 2011, a moratorium on park donations was put in place. Since then, Regional District of Nanaimo (RDN) Parks staff have received numerous inquiries from the public regarding donations and memorials including benches, trees and plaques within the Regional District's parks and trails.

The proposed Parks Amenity Donation Program Policy (Attachment 1) offers a framework to manage donations towards installing amenities in RDN parks and trails.

Additional staff resources will be required to successfully manage the proposed program.

BACKGROUND

The purpose of the proposed Parks Amenity Donation Program Policy (Attachment 1) is to provide a means for residents to recognize and honor a person, organization, or significant event.

At the RDN Regular Board meeting of June 28, 2011, the following resolution was passed:

"That a memorial bench policy in RDN Parks be developed".

Prior to 2011, the RDN had an informal memorial bench program in place, which allowed residents to sponsor benches in various RDN parks.

Since 2011, RDN Parks staff have been managing parks donations on a "case by case" basis until a Board approved parks donation policy could be put in place.

The proposed Parks Amenity Donation Program Policy (Attachment 1) will be managed by RDN Parks Services staff.

The contributions made through this proposed program will be used to fund the installation and maintenance of amenities within RDN parks including benches, shelter and other parks related infrastructure.

In order to successfully manage this proposed program a Draft Park Amenity Donation Application Form was developed (Attachment 2), in addition to a Draft Terms and Conditions Waiver (Attachment 3).

ALTERNATIVES

1. That the proposed Regional District of Nanaimo Park Amenity Donation Program Policy be adopted.
2. That the 2021-2025 Financial Plan include \$12,000 annually to administer the program.
3. That alternative direction be provided.

FINANCIAL IMPLICATIONS

The proposed program is based on a cost neutral approach where amenities installed in parks as a result of donations are fully funded by the donors with no tax implication for RDN taxpayers.

However, the RDN Parks workforce is currently at capacity and in order to manage the proposed program, an estimated \$12,000 annually would be required to cover the cost of supplementing the hours of a part-time employee to oversee and deliver the proposed Parks Amenity Donation Program.

STRATEGIC PLAN IMPLICATIONS

The proposed Parks Amenity Donation Program Policy supports the RDN's strategic priority for Environmental Stewardship by directly enhancing the natural environment and providing protection via park use planning and design when installing amenities.

The proposed program will also support the RDN's Strategic Priority for People and Partnerships by directly partnering with residents to provide amenities within RDN parks and by providing the public with access to and awareness of the Parks Department.

The RDN's Strategic Priority of Social Wellbeing is supported through the proposed program by providing amenities within RDN parks. Having such amenities will encourage park use and provide a place that families can use while enjoying the parks and outdoors



Yann Gagnon
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August 20, 2020

Reviewed by:

- J. Bradburne, Director of Finance
- T. Osborne, General Manager, Recreation and Parks
- P. Carlyle, Chief Administrative Officer

Attachments:

1. Policy Parks Amenity Donation Program
2. Park Amenity Donation Application
3. Terms and Conditions Park Amenity Donation Program

REGIONAL DISTRICT OF NANAIMO

POLICY

SUBJECT: Parks Amenity Donation Program		POLICY NO:
		CROSS REF.:
EFFECTIVE DATE:	APPROVED BY: RDN Board	

PURPOSE

To provide direction on the management of amenity donations for Regional District of Nanaimo Parks and Trails.

DEFINITIONS

“Amenity” means a desirable or useful feature or facility of a building or place. For the purposes of this policy “building or place” refers to RDN parks and trails.

“Donation” refers to something that is given; a sum of money or money towards an amenity.

“Manager of Parks Services” means the District’s Manager of Parks Services or such other person as may be appointed to act in the place of the Manager of Parks Services from time to time;

“RDN” means the Regional District of Nanaimo;

“RDN Board” means the Regional District of Nanaimo Board of Directors;

“Regional District of Nanaimo parks and trails” means all community and regional parks and trails within the RDN’s inventory and includes sites that may or may not be owned by the Regional District of Nanaimo where the RDN has a management responsibility for an amenity on that site. For example: a pedestrian bridge that makes up part of a district trail system, constructed by the RDN but located on Crown Land;

POLICY

The Regional District of Nanaimo (RDN) is committed to the greater good of the community by offering residents and organizations the opportunity to participate in an Amenity Donation Program (the “Program”) administered through its Recreation and Parks Department.

1. Purpose

The purpose of the Program is to provide a means for individuals and organizations to recognize and honour a person, organization, or significant event. The contributions made through this Program will also benefit the RDN’s parks, trails, green spaces, waterfronts, natural environments and the community as a whole.

This Policy is intended to provide a framework for a consistent decision-making process related to the acceptance, placement and long-term maintenance of donated amenities.

2. Administration and Responsibility

The Program is administered by the Recreation and Parks Department.

The Manager of Parks Services or staff designate shall be responsible for:

- (a) Leadership in monitoring and evaluating this Policy on a periodic basis;
- (b) Ensuring the successful implementation of this Policy, including the design, acquiring of, installation and maintenance as it relates to donated amenities; and
- (c) Shall carry out the role as decision maker under this Policy in a timely and expeditious manner.

3. Costing

All costs associated within the Program are the responsibility of the donor and the Program is intended to operate on a full cost recovery basis. Unless otherwise agreed to, all donated amenities and any accompanying plaque(s) will be purchased by the RDN and charged at the rates contained in the Park Amenity Application Form and are subject to change as amended from time-to-time.

General Terms

Terms of the Agreement

- (a) Unless otherwise agreed to, the donated amenity term will be for a period of 10 years. The fee covers the acquisition and installation of the amenity, optional plaque with inscription and normal general maintenance and repair during its useful life as further outlined in Section 4 of this Policy.

Renewal

- (a) Amenity donations are not in perpetuity. After the initial 10-year-term is completed, the original donor will have the option to renew for one additional 10-year period at the then prevailing cost of a new amenity. At the end of the term(s), every effort will be made to return the plaque to the donor. It is the responsibility of the donor to keep their contact information current.

All amenities purchased and installed under this Policy become the property of the RDN.

4. Application Process and Guidelines

The following application process and guidelines shall apply when purchasing amenities contained within the scope of this Policy:

Application Process

- (a) Individuals or groups wishing to participate in the Program may do so by completing an application form available on-line at rdn.bc.ca/parks, or by printing off the application form and mailing the completed application to: RDN Recreation & Parks, 830 W. Island Highway, Parksville BC. V9P 2X4 c/o parks donation;
- (b) Please allow up to eight (8) weeks to process your application. Applications will be accepted on a year-round basis and installation will occur as weather permits;
- (c) After an evaluation of your request, the Manager of Parks Services or designate will contact you to let you know if your donation is approved, or to request additional clarification, information or to discuss alternative location(s) of the donation, as required;
- (d) As part of the application process, you may be asked to attend an on-site meeting to decide site requirements affecting your donation;
- (e) Once an application request is approved, full payment must be received via cheque, or credit card before the donation can be processed and items purchased for installation; and
- (f) Once the payment is processed, the RDN will issue a tax receipt and thank you letter.

Guidelines

- (a) Not all regional/community parks, trails, green spaces, waterfronts and natural environments are available for amenity donations. The Manager of Parks Services will maintain an up-to-date list of available amenity donations and relative sites/locations. Donation items and sites to choose from will be allocated on a first come first serve basis. The Manager of Parks Services will have the final decision on the placement of all amenities donated;

- (b) While the donor may suggest the proposed site and location, further criteria considerations shall apply as noted below:
 - (i) The location does not interfere with any other site activities or infrastructures;
 - (ii) The location is considered appropriate in accordance with design criteria related to Crime Prevention Through Environmental Design (CPTED);
 - (iii) The location does not interfere with approved park design including, but not limited to, horticultural and arboricultural components, displays, sensitive habitats and archeological consideration;
 - (iv) The location does not interfere with maintenance, including access for maintenance requirements; and
 - (v) Impacts on other properties are considered, including views from surrounding properties.
- (c) The donated item(s) will be maintained as part of Parks regular inventory, at no further cost to the donor for 10 years from the date of installation;
- (d) In the event of ongoing severe vandalism, a donor plaque may be installed on another similar amenity;
- (e) The RDN reserves the right to relocate a donated amenity if the unforeseen circumstances such as, but not limited to, infrastructure requirements/changes or future redevelopment of the site arise due to its location or setting. Parks Services will make every effort to reinstall within a responsible proximity to the original location. If this is not achievable, then Parks Services reserves the right to relocate the donated item(s) to a suitable location;
- (f) Design standards are established by the Parks Services. Parks Services reserves the right to change these design standards, dependent upon manufacturer availability, feasibility and other circumstances;
- (g) Plaque size (state size here) and materials (state materials here), are standardized by the Parks Services and the message template is part of the Application Form which will contain a maximum of four (4) lines of text;
- (h) Plaque messages are encouraged to be uplifting, inspirational or to promote enjoyment of the site selected. Plaques are not intended to serve as a replacement for memorial markers or contain wording indicating lifetime. As well, plaque wording that detracts from the image of the RDN or is considered discriminatory, derogatory or offensive will not be permitted. The Parks Services Manager has final approval over plaque wording;
- (i) Placement of wreaths, flowers or other items, or any modifications to a donated amenity will not be permitted; and

- (j) If multiple donors are contributing to a single donation, then all donation dollars must be collected by one individual. A tax receipt will be made out to one donor, unless a letter is provided at the time of payment indicating the main contact donor along with the names, addresses, and amounts for all donors.

5. Exceptions

Requests that do not fit within the scope of this Policy may be considered by the General Manager of Recreation and Parks Services if the request is considered beneficial to the RDN's parks, trails, green spaces, waterfronts, natural environments and the community as a whole.

DRAFT



Park Amenity Donation Application Form

Recreation and Parks Department

Date of Application: _____

DONOR INFORMATION

Name of Donor: _____
Last Name *Given Names*

Address: _____
Apt. No/Street No. *Street Name*

City *Province* *Postal Code*

Phone: _____ Email: _____

TAX INFORMATION

Same as Donor Other

Name of Donor: _____
Last Name *Given Names*

Address: _____
Apt. No/Street No. *Street Name*

City *Province* *Postal Code*

Note: A Tax Receipt will be made out to the donor listed above, unless a letter is provided at the time of payment indicating the main contact donor, along with the names, addresses and dollar amounts for all donors.

DONATION INFORMATION

Please indicate what you would like to donate.

Standard Amenities:

- New park bench with plaque \$4,000
- Existing park bench with plaque \$1,000

Other Amenities

Please describe: _____

For other amenities, such as park kiosks, memorial trees, playgrounds, bridges and picnic shelters, you will be contacted by the Manager of Parks Services or designate to discuss various options, agreement details and donation amounts.

Please refer to the map on the website for available location/sites of amenity donations. If possible, please indicate first and second choices

- Location (park) Name: _____ (first choice)
- Location (park) Name: _____ (second choice)

PLAQUE WORDING (FOR BENCH DONATIONS ONLY)

- Standard plaque size is 8” long and 3” wide.
- Maximum four (4) lines of text.
- Wording on the plaque must not be intended to act as a memorial, and Parks Services will work with donors on the final plaque text.
- Proposed plaque wording:

PROCESS

Complete, save and submit an electronic copy of this form via email to recparks@rdn.bc.ca or mail hard copy to: 830 W. Island Highway, Parksville BC V9P 2X4. The application procedure and approval may take up to eight (8) weeks for processing.

- Please do not submit payment with this application. Once this application has been reviewed and approved by Parks Services staff you will receive an invoice with payment information.
- Parks Services staff will forward a proof of the plaque for your approval.

I _____ (please print), the main contact donor, have read, understood and agree to the terms and conditions outlined in the Amenity Donation Program Policy. Please click on the Link _____ to review the Amenity Policy Donation Program details.

Signature

FOR OFFICE USE ONLY

Invoice #: _____ Date Sent: _____ Plaque Install Date: _____
Payment Received Thank You Letter Sent Tax Receipt and # _____



Park Amenity Donation Terms and Conditions

Recreation and Parks Department

1. The RDN shall have final approval of the bench type, location and plaque wording.
2. The identity of donors becomes public record. The RDN may publish names to acknowledge a donation.
3. The donation is the property of the Regional District of Nanaimo.
4. Parks staff reserves the right to relocate or remove the donation whenever necessary. All reasonable effort will be made to notify the donor if their donation is affected.
5. Placement of memorial wreaths, flowers or other items or any modifications to the donation will not be permitted.
6. Donated assets will be maintained in good condition and repaired as needed by the Regional District of Nanaimo for a 10 year term.
7. Once the 10 year term is complete the current donor will have the option of renewal. The cost of renewal will be determined by the fees being charged at that time and whether portions of the original donation (i.e. a bench plaque or bench frame) can be reused. Should the donor opt not to renew their donation the RDN will have the option to offer the location to another donor, leave the donation in place or remove the item.

I have read and consent to the above noted Terms and Conditions of the Parks Amenity Donation Program.

Name (please print)

Signature

Date