

**City of Alexandria, Virginia**  
**FY 2023 Proposed Operating Budget & CIP**  
**Budget Questions & Answers**

**April 8, 2022**

**Question:** What is the total fiscal impact of the Adopt-A-Park program, community matching program and Adopt-A-Road program? Is there an opportunity to bring together the administration of these community partnership programs?

**Response:** Each year the Department of Recreation, Parks and Cultural Activities (RPCA) applies to the Virginia Department of Environmental Quality Non-Competitive Litter Prevention Grant to fully fund the direct costs of the Adopt-a-Park program. Program costs include payments made to community organizations that contract with RPCA to clean up parks, as well as clean up supplies and materials. Grant funding received has ranged from \$18,000-\$24,000 annually (pre-pandemic). The Department of Transportation and Environmental Services is responsible for the Adopt-a-Block program. While Adopt-a-Block and Adopt-a-Park are community partnerships with similar goals, consolidation of program management may not necessarily result in efficiencies. The Adopt-a-Block program is designed differently from Adopt-a-Park, as community organizations do not receive payments for clean ups. However, there may be opportunities to fund both programs through the Litter Prevention Grant.

The Community Matching Fund is funded through the Capital Improvement Program. The City will match funds raised by community groups who fundraise for park and recreation facility improvements. The PARKnership manager oversees the competitive application process. This process includes making recommendations to the Park and Recreation Commission, who decides the final awardees. Pre-pandemic, approximately 5-6 projects were awarded annually. Implementation of projects are managed by RPCA Capital Development staff. The total City fiscal impact varies because awards are based on the availability of capital funding. Actual City funds matched have averaged \$100,000-\$150,000 annually (pre-pandemic).

The PARKnership manager for RPCA manages the Adopt-a-Park program and RPCA's Community Matching Fund. The PARKnership manager is responsible for coordinating all community partnerships for RPCA under the "PARKnership" brand. PARKnership programs also include the Living Landscape Fund, Adopt-a-Bench, Adopt-a-Garden, RPCA Sponsorships, RPCA volunteers, and RPCA community group agreements. The annual cost of an FTE to manage these programs is approximately \$81,500. It should be noted that the PARKnership manager is at full capacity managing the various PARKnership programs. Additional programs would require an increase in RPCA staffing resources.

The cost of an FTE to manage the Adopt-a-Block program is \$7,500. The Labor Supervisor for Street Cleaning manages the Adopt-a-Block program. This program is around 10% of their duties, with it being a seasonal program that doesn't frequently take place during the Winter months.

The City of Alexandria Council approved the Adopt-A-Block Litter Program to promote partnerships between the City and Alexandria residents to maintain litter free neighborhoods and streets. The City's Adopt-A-Block program is modeled after the Virginia Adopt-A-Block Highway Program introduced in 1988 by the Virginia Department of Transportation to "Keep Virginia Beautiful".

The Labor Supervisor is responsible for coordinating with the adopting organizations to establish a contract on blocks to be cleaned. As part of the program groups shall adopt a section of roadway that is maintained by the City.

Materials and supplies furnished by the Department (vest, gloves) are issued one time to the group leader who is responsible for maintaining these materials for future clean-ups. The adopting organizations are required to report back any findings during the quarterly cleanup to include a location for litter bags and debris collected.