

Recreation, Parks and Cultural Activities Community Matching Fund

Fall 2016 Applications &
Public Hearing



Background

- RPCA established the Community Matching Fund with the approval of the FY 2017-FY 2026 Capital Improvement Budget.
- The Fund is part of RPCA's PARKnership Program, a program that oversees partnerships for the development, design, construction and operation of recreational and park facilities and/or programs.
- The Fund promotes collaborative partnerships among City of Alexandria community organizations by providing matching 1:1 dollars for groups that propose fundraising for park and recreation improvement projects.



Process

- In FY17, RPCA will give 1:1 matching award in an amount up to \$25,000, which allows a minimum of two selected proposals. Awards may vary given in any amount between \$5,000 (for project totals of \$10,000) to \$25,000 (for project totals for \$50,000).
- Any community group that lives and/or works in the City of Alexandria can apply for the matching fund. Proposals must show that the project will:
 - Provide a public benefit, free and open to all members of the public;
 - Be located on City owned parks property or recreational facility;
 - Emphasize self-help, with project ideas initiated, planned and implemented by the neighbors and community members impacted by the project; and
 - Demonstrate the ability to raise the community match within one year.



FY17 Applications

- Fund announced on July 1, 2016
- Applications accepted July 20 through September 1.
- Six applications received
- Senior Management reviewed the applications and sent follow up questions to the applicants to inform recommendations



Public Hearing Process

- Staff will present project descriptions in the following (alphabetical) order:
 1. Charles Houston Teen Center
 2. Four Mile Run Court Upgrades
 3. Kick the Habit
 4. Old Town North Farmers Market
 5. PKMove Parkour Equipment
 6. Windmill Hill Accessible Play equipment
- Applicants and the public will have an opportunity to speak and answer questions about the proposal after each presentation. RPCA will also take written comments by email at Jack.Browand@alexandriava.gov until September 30, 2016.
- Senior staff will make final recommendations to the Park and Recreation Commission members and announce the awards at the October 20th meeting.



Charles Houston Teen Center

- **Applicant:** The Charles Houston Advisory Council
- **Project Description:**
 - Develop a model teen center within existing space at the Charles Houston Recreation Center.
 - CHRC plays an important role but the facility does not provide space that will attract and retain teens. We need to move youth off the street and into a safe, self-managed environment for socializing and learning to alter their destiny.
 - Our goals are:
 - Engage teens in creating and managing success through leadership and personal development.
 - Engage teens, families, and schools to invest in teen success through achievement, life-skill building, and employment.
 - Build physically and emotionally healthy teens via diverse recreational activities.
 - Create opportunities for community investment and engagement to support sustainability.
- **Total Project Cost:** \$70,000
- **Proposed City Contribution:** \$35,000 (note: fund only allows match up to \$25,000)



Charles Houston Teen Center

- **Staff Recommendation:** Approval in amount to be determined by October meeting, contingent upon answers to the following questions:
 - Provide details of how the Teen Program will be operated in the new space, including the resources required and the source of those resources –who will manage the daily operations and programming, program’s annual cost, etc.
 - Do you have specific commitments from partner organizations listed in the proposal to take on the fund raising responsibilities?
 - Can the project be phased?
 - Will the teen center be open for others to use at any point?



Four Mile Run Court Upgrade

- **Applicant:** Alexandria Soccer Association
- **Project Description:**
 - Install backstops to the soccer court at Four Mile Run Park that are 6' high chain-link fence topped by 9' high netting. As soccer shots will often reach up to 15' high, this type of backstop would provide valuable, effective, and cost-efficient containment of the play.
 - The proposal also seeks to replace the existing miniature soccer goals with regulation futsal goals. Futsal is a five-a-side sport that includes a goalie at either end.
- Total Project Cost: \$45,000
- Proposed City Contribution: \$25,000



Four Mile Run Court Upgrade

- **Staff Recommendation:** Approval in amount to be determined by October meeting, contingent upon answers to the following questions:
 - Is ASA interested in programming the court and if so, what percent of time is programmed v. open for public use?
 - Who would coordinate use of the court?
 - Who will be responsible for the maintenance of this court?
 - How many current participants in the ASA program for Futsal?
 - Please further explain breakdown of project costs including monetary value of in-kind donation.



Kick the Habit – Water Bottle Filling Stations

- **Applicant:** Four Mile Run Conservatory Foundation
- **Project Description:**
 - Install water-bottle and jug filling stations at the two highest-use fields in the City, those at Simpson Stadium Park and Witter Recreational Fields, and at Four Mile Run Park, where there is currently no outdoor access to drinkable water. These will be wall-mounted ADA-accessible stations installed on the existing built facilities.
 - The project addresses an environmental issue--the overuse of single-use water bottles--and aims not only to reduce litter/waste which negatively impact our waterways and public spaces, but to initiate a cultural change to reusable water bottle usage through high-quality public water infrastructure, consistent with Alexandria's Eco-City Charter.
- **Total Project Cost:** \$15,000
- **Proposed City Contribution:** \$7,500



Kick the Habit – Water Bottle Filling Stations

- **Staff Recommendation:** Approval in amount to be determined by October meeting, contingent upon answers to the following questions:
 - Please provide a marketing plan to promote the use of these facilities to replace use of disposable water bottles.



Old Town North Farmer's Market SNAP Benefits

- **Applicant:** Old Town North Community Partnership
- **Project Description:**
 - Adding SNAP/EBT to the Montgomery Park Farmers' Market will enable more members of the Old Town North community to benefit from purchasing fresh local foods. Two other Alexandria City farmers' markets have attracted local low income residents to shop for healthy foods.
- **Total Project Cost:** \$1,000
- **Proposed City Contribution:** \$500



Old Town North Farmer's Market SNAP Benefits

- **Staff Recommendation:** Not approved because it is seeking operating funds instead of Capital Funds. However, staff would like:
 - Follow-up with applicant and other farmer market operators to meet with General Services and Health and Human Services to discuss other potential funding resources for SNAP benefits and operations.



Parkour Park Equipment

- **Applicant:** PKMove
- **Project Description:**
 - PKMove provides free, weekly parkour lessons for senior citizens and other special populations in our city parks. This proposal seeks to expand program offerings and by purchasing a Pop-up Playground and two portable mats.
 - The equipment can be used for two-hours of professional demo/lessons/supervised play at 12 community events in 2017-2019. In other words, four events per year. PKMoves has not selected specific parks, because this project would turn any space into a parkour playground, allowing PK Move to represent RPCA in non-park settings as well.
- **Total Project Cost:** \$10,000
- **Proposed City Contribution:** \$5,000



Parkour Park Equipment

- **Staff Recommendation:** Approval in amount to be determined by October meeting, contingent upon answers to the following questions:
 - Would the equipment be used at any time for non-RPCA related programs?
 - If so, would those programs be within Alexandria or outside the jurisdiction?
 - Who would “own” the equipment? (example, if the programs discontinue does the equipment come back to the City?)
 - Could the equipment be used for multiple age groups?
 - Please confirm that the equipment will not be used to generate income for the organization;
 - How do you plan to increase participation in the program to provide maximum benefit to the community – marketing plan; and
 - What is the Capacity of the organization to sustain the program, and store, install, repair and replace the equipment, as necessary.



Windmill Hill Accessible Playground

- **Applicant:** Friends of Lee Street Park, Inc.
- **Project Description:**

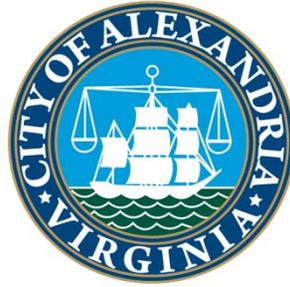
The applicant proposes the following accessible play area be developed on the plot of land between the Potomac River and Union Street that is part of Windmill Hill Park.

 - Install Accessible Swings and other playground equipment
 - Install path from Union Street to park area
 - Install Landscaping around area
 - Install additional park benches
- **Total Project Cost:** \$50,000
- **Proposed City Contribution:** \$25,000



Windmill Hill Accessible Playground

- **Staff Recommendation:** Not approved because it is not aligned with the Windmill Park Plan. The upcoming playground renovation project will include accessible features. We encourage the applicants to become involved with the Windmill Hill Park Plan process.



Questions?