



AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION
Meeting Date: June 11, 2013

Agenda Item 5B
Approvals:
Dept. Head 3/4
Manager _____
Admin. Assistant _____

Department: Beaches, Parks & Recreation
Prepared By: Sharon Heider, Beaches Parks & Rec Director

Subject: *POSSIBILITY OF INSTALLING DONATION BOXES ON THE BEACH TRAIL.*

Fiscal Impact: Revenues from donations and costs associated with acquisition, installation and maintenance of donation boxes unknown at this time.

Summary: City Council recently discussed the possibility of installing donation boxes on the Beach Trail to help fund pet waste bags and other trail needs. Staff recommends the Beaches, Parks & Recreation Commission provide a recommendation to the City Council as to its interest in installing donation boxes and the method of implementing the program.

Background: At its January 22, 2013 meeting, the City Council discussed the possibility of installing donation boxes on the Beach Trail to help fund pet waste bags and other trail needs. A similar program to fund tennis court maintenance in San Clemente was attempted in the mid-1980s. Parking meters that accepted coins were placed in front of all City tennis courts with signage suggesting a 25 cent per hour donation. In the approximately 3 months of the trial program, no viable coinage was collected. The four meters at San Luis Rey were cut off, and found later at Prima Deshecha Landfill. The program was abandoned.

Somewhat similar programs exist in other communities. The use of donation boxes or parking meters for funding to assist homelessness have become popular, and successful in areas such as Denver, CO, San Diego, CA and Laguna Beach, CA. Laguna Beach collected nearly \$8,000 between 2008 and 2010. Laguna Beach also uses the parking meters as a canvas for public art. They have experienced only minor vandalism.

Discussion: Staff explored the concept of donation boxes, focusing on key areas of the location and design to mitigate costs associated with implementing this program as the intent is to raise funds.

Three areas on the Beach Trail were identified that may be able to support this type of use. North Beach, Linda Lane, and the Pier area have all been identified as potential sites due to their high traffic of Beach Trail users and their proximity to existing metered parking lots which would ease in the collection efforts.

Staff initially researched receptacles that would be able to withstand both the corrosive marine environment and heavy use of the Beach Trail. Unfortunately,

many of the secure boxes that may be used for collecting money are designed for indoor use or protected outdoor use, and would require frequent maintenance and replacement. The option was proposed to install receptacles which would be similar to the ash urns provided at various beach access points. These types of receptacles would withstand the marine environment, but may still allow for items other than donations to be placed in them. These receptacles cost approximately \$385 each.

Parking meters, as implemented by other communities, were designed to collect and secure coins, and are much less vulnerable to the insertion of unwanted items. The City is currently in possession of several decommissioned parking meters that allow for the collection of coins only, and would not need to purchase any new equipment if these are deemed acceptable. The City would also have the option to purchase the new "smarter" meters which would accept credit cards in addition to coins at a cost of \$500 each.

Any container selected will require clear identification as to their purpose on the Beach Trail to make the effort effective. It is possible to either add signage on the Beach Trail regarding the program, or to implement the City of Laguna Beach model of decorating the receptacles to draw attention. Staff has spoken with the San Clemente Art Association who assisted with the recent utility box art installations, and feels it will be relatively simple to find volunteers and to implement the decoration of these receptacles in a similar fashion.

Recommended

Action: STAFF RECOMMENDS THAT the Beaches, Parks & Recreation Commission provide a recommendation to the City Council as to their interest in installing donation receptacles on the Beach Trail, and if so, make a recommendation as to the location and design of the donation receptacles.

Attachments: Laguna Beach Donation Parking Meter

Notification: San Clemente Art Association



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