



**Approvals:** \_\_\_\_\_

Dept. Head \_\_\_\_\_

Manager SP

Admin. Assistant MS

# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION

Meeting Date: February 13, 2018

**Department:** Beaches, Parks & Recreation  
**Prepared By:** Samantha Thomas, Recreation Manager

**Subject:** *CONSIDERATION OF AGREEMENT WITH FRIENDS OF SAN CLEMENTE FOUNDATION TO MANAGE DONATED PET WASTE BAG STATIONS ON PUBLIC PROPERTY.*

**Fiscal Impact:** Unknown at this time.

**Summary:** Staff recommends that the Beaches, Parks & Recreation Commission provide comment on the Friends of San Clemente Beaches, Parks and Recreation Foundation ("Friends") proposal to manage the pet waste station sponsorship program, previously managed by Public Safety Industries, LLC. and direct staff to draft an agreement with the Friends.

**Background:** At its February 9, 2016 meeting, the Beaches, Parks and Recreation Commission voted to recommend the acceptance of donated pet waste stations on public property. At its April 19, 2016 meeting, the City council approved this recommendation on a one-year trial and included the option of seeking sponsorships for the stations. With Council direction, staff drafted an agreement by and between the City of San Clemente and Public Safety Industries, LLC to solicit sponsorships and install (10) new pet waste bag stations. Through this agreement, Public Safety Industries secured sponsorship for and installed ten (10) stations between the following sites, collectively: Mira Costa Park, Sea Summit Trail, North Beach, Pier Area, Verde Park, Forster Ridgeline Trail, Rancho San Clemente Ridgeline Trail, Vista Hermosa Sports Park, Small Dog and Large Dog Park.

**Discussion:** Dogs are allowed on all City trails and parks, with the exception of Park Semper Fi and within all ballfields and playground areas. There are thirty-nine (39) pet waste stations available, collectively, on the Beach Trail (10), Sea Summit Trail (9), Rancho San Clemente Trail (9), Forster Ranch Ridgeline Trail (3), Mira Costa Park (2), Verde Park (1), Vista Hermosa Sports Park (1), and Baron Von Willard Memorial Dog Park (4).

Currently, the City of San Clemente spends \$10,000 annually to maintain the existing pet waste bags. This cost includes the cost of the bags (approximately 200,000 bags) and maintaining the stations, as needed. Additional pet waste stations and refill bags are not currently budgeted.

As outlined in Attachment 1, Friends propose to takeover the management of the existing donated pet waste stations and solicit sponsorships to fund pet waste disposal bags at various public sites in exchange for sponsor recognition at the dispenser site.

The signage would be minimal with only the sponsor's logo in an approximately 40 square inch space. A sample of the standard signage and proposed sponsored signage is shown in Attachment 2. Additional details regarding possible cost share and proposed donations to City are detailed in Attachment 1.

**Recommended**

**Action:** STAFF RECOMMEND THAT the Beaches, Parks and Recreation Commission  
1) Provide comment on the Friends of San Clemente Beaches, Parks and Recreation Foundation proposal to manage the pet waste station sponsorship program, previously managed by Public Safety Industries, LLC. and;  
2) Direct staff to draft an agreement with the Friends San Clemente Beaches, Parks and Recreation Foundation.

**Attachments:** 1) Friends of San Clemente Beaches, Parks and Recreation Foundation Proposal  
2) Photo of sponsored station and standard dog station

**Notification:** Friends of the San Clemente Beaches, Parks and Recreation Foundation  
Public Safety Industries, LLC



## Friends of San Clemente

Beaches, Parks & Recreation Foundation

Samantha,

RE: Dog Waste Dispensers and Sponsor Signs

Per our conversation, I am submitting this written summary proposal from the Friends of San Clemente Foundation (a 501 (c)3 charitable organization) to the City of San Clemente's Parks Department. This summary outlines the Foundation's proposed terms to extend the previously approved dog waste bag and sign program that existed throughout the City of San Clemente's Trails and Parks system. Starting in January of 2018, the Foundation would like to extend the one year pilot program initiated by Rick Wilson in 2016 under the terms stated below or terms agreeable to both parties:

1. The Foundation will enter into a Three Year Written Agreement with the City to sell sponsor space on signs designed to standards that mirror those previously acceptable to San Clemente's City Council and the Parks Department. The Terms of the Agreement must be acceptable to all parties.
2. 90% of the Net Proceeds will be returned to the City in the form of financial support to the Parks Department involving past and new programs that have or will be approved by the Foundation's Board as they have been previously approved in the past. 10% of the Net Proceeds will be paid to the City in quarterly payments to offset the cost of dog waste bags. (Net Proceeds shall be defined as Gross Revenue less direct sign manufacturing or transportation costs incurred to deliver a finished product to the City plus any other specific expenses incurred in marketing, promoting or selling the signs).
3. The monthly fee per sign paid by sponsors is TBD (To Be Determined) but is expected to average in excess of \$100 per sign.
4. There are approximately 42 existing dog waste bag stations in San Clemente that the City would designate as exclusive Friend's locations to market and set aside for this Program.
5. The Friends Foundation would charge \$600 up front or about \$720 spread evenly over the initial 12 month period should the sponsor desire a more flexible payout program and signs a multiple year agreement.

910 Calle Negocio, Suite 101, San Clemente, CA 92673

Thank you for supporting the Friends of San Clemente Foundation!

6. Signs will be installed or a-fixed to an existing dog bag post at the City's expense as will the purchase of Dog Waste Bags. There will be no restriction on where the City purchases its bags.
7. The Foundation will pay for the signs, source the sponsors, work with Rick Wilson to produce the signs and make sure the signs are delivered to the City.
8. The Foundation will be solely responsible for collecting all payments from the sponsors.

The Board of Directors of the Friends Foundation looks forward to working with the City staff to implement this program. We believe this program can generate tens of thousands of dollars annually once it is successfully in place. A successful implementation of this program will have a very positive impact on our entire community for years to come.

We look forward to continue our important work with the City's Park's Commissioners and the City's Park Staff.

John Dorey  
President  
Friends of San Clemente Foundation

**SPONSORED**



**STANDARD**

