# Jade Street Park Universally Accessible Playground Fundraising Partnership

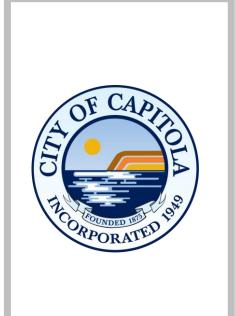
June 8, 2023

### Background

- November 22, 2022: Council authorized an RFP for design of a universally accessible (UA) playground at Jade Street Park
- February 9, 2023: Council authorized agreement with Verde Design
- FY 2023-24 Goal Setting: Council allocated additional \$200,000 to project
- Estimated costs exceed available funding

City partnering with County Park Friends Santa Cruz for Fundraising Campaign

Memorandum of Understanding for approval July 27





## Universally Accessible (UA) Design

- Project will be universally accessible as outlined by National Parks and Recreation Association:
  - "...products & environments should make them usable by all people to the greatest extent possible using a distinct set of principles designed to maximize access and everyone's enjoyment of a space".
  - Playground holistically designed:
    - individual elements designed specifically to accommodate a variety of neuro & physical divergence

## Playground Naming Procedure

- Community involvement: name suggestions submitted by public
- Top 3 names selected by Friends' led committee
- Council approves final playground name in Fall 2023

# Playground Sponsorship Policy

- Public recognition on donor wall/feature
  - Benefactors donating \$1,000 or more
  - Park components can be made available for sponsorship, with recognition on donor wall/feature
- 5 specific sponsorship zones available for cost determined by Friends
  - Recognized on donor wall or on individual sign for zone
- Individuals and businesses may sponsor
- No commercial logos on recognition in playground
- Final policy for approval on July 27

#### Next steps

Staff is looking for consensus on 2 points below (no motion/vote required)

- Confirm UA Philosophy, to be included in MOU with Friends
- Confirm playground naming procedure and sponsorship policy

Both items are planned for final approval on July 27