

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)

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

Both items are planned for final approval on July 27