Resolution authorizing the Recreation and Park Department to accept and expend a grant of $100,000 from Yellow Pages, made possible by a partnership with EcoMedia to support the construction of the Vertical Garden component at the Golden Gate Park Community Garden.

WHEREAS, In September 2004, the Recreation and Park Department (RPD) released its Recreation Assessment Report which revealed that almost half of all San Francisco households have a need for more community gardens while more than 1 in 5 households feel that community gardens are among the top five important recreation facilities; and

WHEREAS, The City's Sustainability Plan calls for "maximizing food and agricultural production within the City itself" and directs that "community and rooftop gardens exist in every neighborhood..., allowing sufficient access for all residents"; and

WHEREAS, The General Plan calls for expansion of community garden opportunities throughout the City; and

WHEREAS, These City-wide policy objectives are being addressed through RPD's continued planning efforts which have resulted in an increase from 12 community gardens in 1986 to 35 community gardens today; and

WHEREAS, Despite these efforts, the availability of community garden plots has not kept up with demand; and

WHEREAS, Approximately 500 people currently sit on community garden waiting lists with the waiting period being as long as 2 years; and

WHEREAS, In order to meet the need for more community garden plots and to advance the Mayor's Executive Directive on Healthy and Sustainable Food, RPD is proposing...
to construct a new community garden in Golden Gate Park, at the northeast corner of Frederick and Arguello Streets (the “Site”); and

WHEREAS, The Site will contain 67 new garden plots, gardening material supply bins, a demonstration garden, an outdoor classroom, and a tool lending library; and

WHEREAS, Thanks to a $100,000 grant from the Yellow Pages, RPD will also have the ability to construct a Vertical Garden feature at the Site which will stand 10' high and be wholly comprised of edible plants such as leafy vegetables, herbs, and edible flowers; and

WHEREAS, The grant from Yellow Pages was procured in partnership with EcoMedia, a subsidiary company of CBS, and

WHEREAS, EcoMedia has developed partnerships with cities across America that have environmental projects in need of funding; and

WHEREAS, When companies such as Yellow Pages advertise with EcoMedia, dollars go directly into these projects, thereby turning traditional advertisements into grants; and

WHEREAS, The Grant does not require an Annual Salary Ordinance (ASO) Amendment; and

WHEREAS, The Grant prohibits the use of grant funds for indirect costs; and

WHEREAS, The City recognizes the generosity of Yellow Pages and EcoMedia with sincere appreciation; now, therefore, be it

RESOLVED, That the Board of Supervisors approves the grant and authorizes the Recreation and Park Department General Manager to accept and expend the grant of $100,000 from Yellow Pages to support the construction of the Vertical Garden component at the Golden Gate Park Community Garden; and be it

FURTHER RESOLVED, That the Board of Supervisors hereby waives inclusion of indirect costs in the grant budget; and be it

Supervisor Mar
BOARD OF SUPERVISORS
FURTHER RESOLVED, That the Board of Supervisors hereby waives inclusion of indirect costs in the grant budget; and be it

FURTHER RESOLVED, That the Board of Supervisors authorizes the General Manager, or his or her designee, to conduct all negotiations, execute and submit all documents, including, but not limited to applications, agreements, amendments, payment requests and so on, which may be necessary for the completion of the project.

Recommended:

[Signature]
General Manager, Recreation and Park Department

Approved:

[Signature] [Signature]
Mayor Controller

Recreation and Park Department
BOARD OF SUPERVISORS

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10/7/2013
Resolution authorizing the Recreation and Park Department to accept and expend a grant of $100,000 from Yellow Pages, made possible by a partnership with EcoMedia, to support the construction of the Vertical Garden component at the Golden Gate Park Community Garden, for the period of August 1, 2013, through November 30, 2013.

July 23, 2014 Budget and Finance Sub-Committee - RECOMMENDED

July 29, 2014 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

I hereby certify that the foregoing Resolution was ADOPTED on 7/29/2014 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Mayor

Date Approved