

1 [Accept and Expend Grant - Golden Gate Park Community Garden - EcoMedia - \$100,000]

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

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

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

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

17 WHEREAS, These City-wide policy objectives are being addressed through RPD’s
18 continued planning efforts which have resulted in an increase from 12 community gardens in
19 1986 to 35 community gardens today; and

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

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

24 WHEREAS, In order to meet the need for more community garden plots and to
25 advance the Mayor’s Executive Directive on Healthy and Sustainable Food, RPD is proposing

1 to construct a new community garden in Golden Gate Park, at the northeast corner of
2 Frederick and Arguello Streets (the "Site"); and

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

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

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

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

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

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

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

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

19 RESOLVED, That the Board of Supervisors approves the grant and authorizes the
20 Recreation and Park Department General Manager to accept and expend the grant of
21 \$100,000 from Yellow Pages to support the construction of the Vertical Garden component at
22 the Golden Gate Park Community Garden; and be it

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

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

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6 Recommended:

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10 General Manager, Recreation and Park Department

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12 Approved:

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17 Mayor

Controller

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