

**COUNTY OF SAN MATEO**  
Parks Department



**DATE:** January 22, 2015

**COMMISSION MEETING DATE:** February 5, 2015

**TO:** Parks and Recreation Commission

**FROM:** Cecily Harris, Development Consultant

**SUBJECT:** Alternative Funding, Program Development and Project Management Report

**RECOMMENDATION**

Review and accept report.

**BACKGROUND**

This report covers Alternative Funding, Program Development and Project Management activities since the Commission's December 4, 2014 meeting.

**DISCUSSION:**

**Commemorative Benches and Tables Programs**

At the December 2014 Commission meeting, the Commission received an informational report about the new Commemorative Picnic Table Program. A Commissioner requested a projection of anticipated annual revenues. There is not an exact method to predict the number of new tables. A conservative projection is for five new picnic tables a year.

Demand for dedicated picnic tables will result through promotion, field and administrative staff conversations with park visitors, viewing of dedicated tables, and word-of-mouth. These methods have resulted in over 125 dedicated commemorative benches throughout County Parks. As an example, between six and fifteen new dedicated benches are added to the program annually. In the table below are results of new benches dedicated during 2014. In February the donation increased from \$3,500 to \$5,000 and one donor dedicated a bench for twenty years.

<b>Date</b>	<b>Bench Name</b>	<b>Park</b>	<b>Location</b>	<b>Amount</b>
1/23/2014	Irma Murphy	Devil's Slide Trail	Southern Overlook #2	3,500
2/5/2014	Jim & Mary Kelly	Junipero Serra Park	Bay View Shelter	3,500
2/6/2014	Oghi Ottoboni	Sawyer Camp Trail	South Gate	3,500
3/5/2014	Benjaram Sarojini	Devil's Slide Trail	Northern Overlook #2	3,500
3/12/2014	Mike and Emma Collins	Devil's Slide Trail	Information Area	5,000
5/5/2014	Peter Douglas	Devil's Slide Trail	Northern Overlook #3	5,000
5/5/2014	Betty & Wilfred Pelly	Devil's Slide Trail	Northern Overlook #1	5,000
6/26/2014	Michael Sims	Sawyer Camp Trail	Milepost 1.14	5,000
6/26/2014	Jean Michaels Slocum	Devil's Slide Trail	Southern Overlook #3	5,000
9/9/2014	May K. Chan	Devil's Slide Trail	Southern Overlook #1	5,000
11/4/14 - 12/22/14	Leonard Booth	Coyote Point Promenade	Western End	8,500
12/1/2014	Juergen Hempe	Coyote Point Marina	Dock 11	5,000
12/31/2014	Joey Kovacevich	Sawyer Camp Trail	Jepson Laurel #2	5,000

\$62,500

In late December 2014 County Parks launched the Commemorative Picnic Table Program. A media advisory was sent to four local newspapers of which three ran stories (Country Almanac, Daily Journal and Half Moon Bay Review) and one radio station (KGO) ran an interview.