



*City of Arts & Innovation*

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: SEPTEMBER 23, 2014**

**FROM: PUBLIC WORKS DEPARTMENT      WARDS: ALL**

**SUBJECT: AGREEMENT WITH GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR  
THE KEEP RIVERSIDE CLEAN AND BEAUTIFUL COMMUNITY PROGRAM**

**ISSUE:**

The issue for City Council consideration is approval of an agreement with the Greater Riverside Chambers of Commerce (Chamber) for the Keep Riverside Clean and Beautiful (KRCB) Community Program for the three year period of July 1, 2014 to June 30, 2017.

**RECOMMENDATIONS:**

That the City Council:

1. Approve an agreement with the Greater Riverside Chambers of Commerce for the Keep Riverside Clean and Beautiful (KRCB) Community Program for the three year period of July 1, 2014 to June 30, 2017 in the amount \$574,754; and
2. Authorize the City Manager or his designee to execute the Agreement, including making any minor non-substantive changes to the Agreement.

**BACKGROUND:**

In 1992 Mayor Loveridge and Art Pick collaborated to develop the KRCB Community Program for the City. KRCB's mission is to instill a sense of community pride and leadership in Riverside by creating partnerships that work toward the beautification of the City and enhancement of the quality of life for all residents.

A partnership was later established with the Chamber to implement the KRCB Community Program. Since that time, the Chamber has successfully worked to increase the impact of the program by encouraging community involvement through volunteerism. During fiscal year 2013/14, the KRCB Community Program removed 162,735 pounds of litter and used 213 gallons of paint to eradicate graffiti. In addition, participants planted 52 trees for the City's Arbor Day activities, which has helped the City to be recognized as a Tree City USA for the past 26 years. KRCB planted 275 plants for a green wall and beautification projects throughout the City, and cleaned over 114 storm drains. These activities, as well as others, required bringing together 15,196 volunteers who gave 29,913 hours of volunteer service to improve our community and schools.

The chart below shows that volunteer participation has increased over the years thanks to the Chamber’s continued outreach and public awareness efforts.

<b>Fiscal Year</b>	<b>Number of Volunteers</b>	<b>Volunteer Hours</b>
2013/14	15,196	29,913
2012/13	26,446	34,430
2011/12	11,880	40,975
2010/11	14,235	33,538
2009/10	13,565	23,091
2008/09	11,139	24,002
2007/08	4,873	11,453
2006/07	3,691	9,972

According to the Point of Light Institute, volunteer hours have an estimated value of \$22.14 per hour of service; to this end, the total volunteer hours equate to approximately \$662,274 in value to the City during fiscal year 2013/14. It is recommended that the KRCB Community Program continue with its current activities, including the many beautification and clean-up events scheduled throughout the year, administration of the adopt-a-street program, calculating the annual litter index, securing volunteers and coordinating the beautification awards.

To continue the KRCB Community Program, lock in the cost and reduce the staff time required to annually prepare an agreement and submit the item to the City Council, a three-year agreement is recommended. The agreement proposes a small 0.5% increase in years two and three of the agreement to cover increases in the cost of living. This is a modest increase given that in 2011 funding was reduced by 10% to help achieve city budget savings; no increases have occurred since that time. Annual implementation of the KRCB Community Program will be subject to City Council approval of funding in the City budget. With this new agreement, the KRCB Community Program will continue to implement community-based clean-ups and beautification efforts that focus on improving the quality of life for the City’s residents.

**FISCAL IMPACT:**

The total agreement cost with the Chamber for the KRCB Community Program is \$574,754 through June 30, 2017.

<b>Fiscal Year</b>	<b>Agreement Cost</b>
2014/15	\$190,620
2015/16	\$191,585
2016/17	\$192,549

Sufficient funding for the KRCB Program is available in Account No. 4130500-459022 (KRCB Chamber) for the current fiscal year. Funding will be budgeted in the Public Works Department budget in fiscal years 2015/16 and 2016/17 to continue this program.

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Attachments: Professional Consultant Services Agreement