

From: Reddy Chitepu
Sent: Tuesday, March 11, 2014 1:13 PM
To: Jerry Blough
Cc: CityManager; Sam May
Subject: Adopt-A-Street Program

As discussed, Sam and I evaluated the Adopt-A-Street program as provided by the County through the Keep Broward Beautiful (KBB) Program. The cost to join the ILA and participate in the County KBB program is \$12,788, based on \$0.24 per capita. In the County program, the County staff handles majority of the work. The City effort in the program implementation will be minimal and is limited to coordination between the interested groups and the County staff and pick-up of the collected waste at the end of scheduled events. The other ILA Cities which participate in the KBB program and their costs are listed below:

Dania Beach: \$7,113

Deerfield Beach: \$18,004

Lauderdale-by-the-Sea: \$1,453

Lauderdale Lakes: \$7,822

Wilton Manors: \$7,822

Unincorporated Broward County: \$3,926

Based on staff input from the majority of the participating ILA Cities, the interest in the program and participation by the local groups appear to be low, with most cities accounting for only two or three adopted streets.

As an alternative to joining the KBB, we estimated the cost to implement the program in-house based on staff time and equipment/material needed to develop the program and subsequently implement it. The cost to develop the program and subsequently implement it is estimated to be approximately \$8,000 (one-time cost) and \$12,500/year, respectively.

If implemented in-house, due to liability and risk associated with the participating members traversing the roadways during the scheduled events, we recommend limiting the program to local City roadways.

To eliminate the liability and risk, an additional alternative suggested by Mike Jones, is to implement an "Adopt – A – Park" program so the scheduled events are limited to activities within the City parks.

However, prior to implementation of the program either through the KBB or in-house, our recommendation is to promote the program in the City for about six months and gauge the interest among the groups within the City. If a limited number of groups show interest in the program, we recommend implementing the program in-house. However, if the interest is overwhelming, then

participation in the County program is a much better option due to extensive staff time and coordination needed to implement the program.