



MEMORANDUM

City of Venice

Public Works Department

TO: Ed Lavallee, City Manager

THROUGH: [Click or tap here to enter text.](#)

FROM: James R. Clinch PE, Director of Public Works and Asset Management

DATE: August 9, 2019

COUNCIL APPROVAL: Yes

MEETING DATE: August 27, 2019

STRATEGIC PLAN GOAL: Keep Venice Beautiful and Eco-Friendly

SUBJECT: City Adoption Program Update – Adopt-a-Beach / Adopt-a-Road

Background: On October 9, 2018, City Council approved Resolution 2018-16 creating the City of Venice Adopt-a-Park Program. This program is managed by the Public Works Department, and has shown to be a very successful initiative for our community. Currently, all the City parks within the program have been adopted out to groups who are actively performing quarterly cleanup events at the park locations. On April 23, 2019, Council directed staff to review the possibility of implementing an Adopt-a-Beach and/or Adopt-a-Road program. City staff has been working with the Director of Keep Sarasota County Beautiful (KSCB) to explore the potential of these two separate adoption programs.

Currently, KSCB has active Adopt-a-Beach and Adopt-a-Road programs operating within the City of Venice. However, they are working to discontinue the Adopt-a-Beach program and this would be a good opportunity to fold the Adopt-a-Beach into our current City program. The Adopt-a-Road program is planned to stay active with KSCB and does already include some roadways within the City of Venice. We have discussed with KSCB the potential to add additional City roadways into the program and this appears to be the best option to grow the program in our area. Due to the unique aspects of the Adopt-a-Road program, including safety and liability concerns, we would recommend continuing to partner with KSCB for the Adopt-a-Road program as opposed to creating our own City program. We would recommend incorporating the Adopt-a-Beach into our existing City adoption program.

Requested Action: Authorize Public Works staff to complete an Adopt-a-Beach Resolution, to include the City owned Beach Parks for adoption.

If for an agenda item, this document and any associated backup created by City of Venice staff has been reviewed for ADA compliance: Yes

City Attorney Review/Approved: N/A
Risk Management Review: N/A
Finance Department Review/Approved: N/A
Funds Availability (account number): N/A

ORIGINAL(S) ATTACHED: [Click or tap here to enter text.](#)

Cc: Rick Simpson, Assistant Director of Public Works and Asset Management