



THE OUTSIDE LAS VEGAS FOUNDATION

Proposal to the City of Las Vegas for its Adopt-a-Trail and Volunteer Program

The Outside Las Vegas Foundation and its partners share a vision of a community in Southern Nevada that enjoys, values, and protects its special outdoor places. The organizations mission is to connect people to these places.

Program and Proposal Summary

The Outside Las Vegas Foundation (OLVF) respectfully submits this proposal to continue its work on the Adopt-a-Trail and Volunteer Program for the City of Las Vegas. Further, OLVF proposes to expand the scope in order to allow for a broader range of volunteer opportunities and community engagement.

The Adopt-a-Trail Program targets local business enterprises, civic groups and individuals as sponsors for community engagement and trail enhancement activities carried out with volunteers. Sponsors receive public recognition thanking them for their support and contributions towards sustaining a high quality of life for our residents. One component of this recognition includes signage at their adopted trails. OLVF will continue to provide volunteer opportunities both for sponsors and for others interested in contributing towards the care of these valuable community resources. The proposal below details a process of planning and implementation for the fourth year of the Program, and requests \$40,000 in funding support for this next year. Additionally, the proposal requests in-kind support that will further OLVF involvement in Keep Las Vegas Beautiful (KLVB) through park and trail cleanups in target neighborhood areas, and outlines the OLVF commitment to match and grow support for the Program.

As noted further below, OLVF places an emphasis on making this a self-sustaining program, with funds from sponsors providing the operating dollars necessary in the long-term. This request represents a 27% decrease from the original 2011 request. The goal is to continue the downward trend of City investment by increasing private funding sources. In-kind support of the program consists of fabrication and installation of the Adopt-a-Trail signage, access to a parking space at City of Las Vegas City Hall, and access to the KLVB Cleanup on the Go trailer (COG). OLVF estimates that the value of this in-kind support will not exceed \$10,000 per year.

Program Objectives

The program will develop a self-sustaining adopt-a-trail and trails volunteer program that will:

1. Substantially contribute to consistent and improved community engagement and trails stewardship; and
2. Be sustainably funded through private grants and trail sponsorship within five years of initial implementation of the first pilot efforts.

Financial Support and Investment of the Adopt-a-Trail program

	Year 1	Year 2	Year 3	Year 4 (projected for August 2014 to July 2015)
Volunteers Engaged	400	800	995	
Total Volunteer Hours	1,250	2,300	2,703	2,750
City of Las Vegas Investment	\$55,000	\$50,000	\$45,000	\$40,000
OLVF Match	\$49,900	\$49,900	\$49,900	\$49,900
Sponsorship Total	\$26,000	\$50,000	\$96,053	\$75,000
Volunteer Value	\$27,084	\$50,922	\$58,682	\$62,012
In-Kind Donations	\$42,260	\$60,000	\$5,000	\$10,000
Total Match	\$145,744	\$210,882	\$209,635	\$196,912
Ratio of Match to City	\$2.65 : \$1	\$4.22 : \$1	\$4.66 : \$1	\$4.92 : \$1

Program since 2011

After hiring a Program Coordinator, the Adopt-a-Trail program quickly developed policies, framework, sponsor levels, signage and a volunteer manual to implement the program including various marketing materials that have been updated throughout the implementation. The first Adopt-a-Trails specific map was developed in coordination with UNLV and distributed to users, prospective supports, City of Las Vegas Community Centers and partners. In the second year of the program, OLVF gained access to a secure storage facility and began sharing all acquired equipment with other City of Las Vegas volunteer programs and the Downtown Dynamos partner. Additionally, after a year of trail adoptions and sponsorships, official thank you gifts were distributed and have been presented to every sponsor. The Adopt-a-Trail program has also participated and partnered with other City of Las Vegas programs including the Keep Las Vegas Beautiful team, after-school programs and summer camps held at Community Centers. A major success during the third year of implementation was a donation of a Ford Truck, which has served as a major asset to the program to transport supplies. Currently, OLVF is working on updating the original Trail Map in order to capture and share more information about the City's amenities. Other highlights of the program have been attached to this proposal for reference.

Over the course of the program, none of the events could have been possible without the tremendous cooperation and support of the Council offices, the Neighborhood Outreach Specialists and the KLVF Program Coordinator and the team members.

A significant success of the third Year of the Adopt-a-Trail program was the award of the Wells Fargo UrbanLIFT Grant. This funding was specifically dedicated to neighborhood improvement project in census tracts with large HUD investment. Although most of the awarded grant is dedicated to materials, supplies, and the physical improvements, a successful grant of this size is encouraging for the long-term viability and sustainability of the Adopt-a-Trail program. The grant application and budget is attached to this proposal for reference.

Year 4 and beyond

In the fourth program year, OLVF will continue to focus efforts on development of a robust sponsorship program, corporate and convention donations, and grant requests intended to position the Program for self-sustaining funding for program coordination and community outreach. Thus, as additional funds are secured, requests to the City of Las Vegas for contribution of funds for support will decrease. The goal will be a significant decrease in funding requests as the program is expanding into more jurisdictions that share the cost of the program. It is also the intention of OLVF to diversify the sponsorship offerings by installing mile-markers (from a smaller donation in lieu of adoption signs) along loop trails in Floyd Lamb Park and other parks where residents have requested additional signage.

Additionally, OLVF will work with City staff in order to identify parks that may benefit from additional and or targeted community engagement and hosting of volunteer opportunities. Together with OLVF, the Adopt-a-Trail program will begin exploring the opportunity, capacity and ability to more intensively care for individual parks and open space locations.

In this 4th year, as the partnership with KLVF Clean Neighborhood Program grows stronger, OLVF proposes to utilize KLVF COG trailer owned and managed by the City of Las Vegas for scheduled cleanups within the City of Las Vegas. Having the ability to stock and transport the COG for City cleanups will add capacity to the Adopt-a-Trail program without increasing the workload of the City staff. Access to the satellite yard during business hours will be necessary for this partnership.