

**Beautification Advisory Committee**  
**Keep Pacifica Beautiful Project Re-Sponsorship Policy**

Current sponsors of Keep Pacifica Beautiful projects agreed to develop and maintain the completed project for a period of two years. Upon conclusion of the two-year period the following process will be implemented to determine re-sponsorship of each existing project.

Current sponsors will be given priority option to sponsor the beautification project for an additional two years. If the current sponsor agrees to continue its sponsorship the following actions will be implemented by the BAC:

1. The BAC, with assistance from DPW, will evaluate the current site to determine improvements needed to the site including plant materials, mulch, irrigation systems and maintenance activities to bring the site back to its original plan and determine the cost of proposed improvements on the site. In addition, the BAC may recommend added improvements to increase the overall impact of the site. A cost estimate for these added improvements will also be developed.
2. The sponsor will complete an updated Keep Pacifica Beautiful project sponsor agreement requiring the sponsor to cover the costs of materials for improvements agreed upon and continuing to provide regular maintenance and trash pick-up of the site (at least 4 to 6 times per year) to insure the site is maintained in accordance with the original plans for the following two years.
3. The sponsor has the option of purchasing the necessary plant materials and irrigation supplies directly from a supplier, with the approval of the BAC, or work with the DPW to purchase materials and supplies.
4. The sponsor will provide volunteers to implement the BAC approved improvement plan or contract with an authorized landscape maintenance provider (contractor) to provide planting and ongoing maintenance services to the site. (The sponsor will cover all costs related to any contractual services.)
5. For the Linda Mar Blvd. medians currently maintained DPW, the BAC will evaluate the site as indicated in #1 and costs for agreed upon improvements will be shared between the four sponsors. Sponsors are encouraged to assist with the maintenance of the medians, utilizing volunteers, in coordination with DPW.
6. The sponsor will comply with all BAC and DPW safety requirements related to volunteers and on-site work.
7. The BAC and DPW will assist the sponsor by providing mulch when needed, technical support and the replacement of the Keep Pacifica Beautiful sign.

In the event the current sponsor is not interest in continuing its sponsorship of the site, the BAC will seek to obtain a new sponsor for the site. The new sponsor will be required to comply with the provisions of this policy as defined above.

Approved by the Beautification Advisory Committee at the regular meeting of October 4, 2017.