PUBLIC-PRIVATE PARTNERSHIPS
AN OPPORTUNITY TO MAKE YOUR DOLLAR GO FURTHER
WHAT IS SAGE?

Streetscape Appearance Green Enhancement is a donation-funded, municipality-managed program that:

- beautifies the local streetscape
- boosts civic and community pride
- facilitates future economic development
WHY SAGE WORKS

This program works in challenging economic times

- Potential locations are assigned sponsorship values

- Gardens can be designed with LID features are covered by private donations

- The SAGE program reduces VDOT maintenance, puts small contractors back to work and instills community pride.
WHY SAGE WORKS

Cost Example:

• 2 donors contribute $12,500 each

• Garden construction $5,000
RECOGNITION SIGNS
WHO PARTICIPATES?
LYNCHBURG’s SUCCESS

Lynchburg has seen tremendous success with its roadway beautification program, LEAF.

LEAF is the sole reason for VDOT’s Comprehensive Roadside Management Program and has raised over $1.6 million to date!

Opportunities exist to help meet TMDL requirements with the help of private resources!
Lynchburg’s LEAF by the Numbers

- 55 sponsored gardens (10 acres total)
- >$1.2 million 5-year garden sponsorship value
- 92 donors
- >40 acres of meadow
- >1,300 street trees planted outside of gardens
- >$1.6MM in donations to date
- >$225,000 surplus currently in program account
Example Garden

Before

After
EXAMPLE GARDENS
EXAMPLE GARDENS
For Further Information

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