

APPROVED
04-06-2016
BOARD OF RECREATION
& PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 16-083

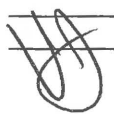
DATE April 06, 2016

C. D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: NATIONAL RECREATION AND PARK ASSOCIATION 2016 OUT-OF-SCHOOL TIME GRANT -AUTHORIZATION TO SUBMIT GRANT PROPOSAL; ACCEPTANCE OF GRANT FUNDS

R. Barajas _____
H. Fujita _____
*V. Israel _____
K. Regan _____
N. Williams _____



General Manager

Approved

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the submission of an application for a 2016 Out-of-School Time Grant from the National Recreation and Park Association (NRPA) to augment funding for the Department of Recreation and Parks' (RAP) 2016 Summer Lunch Program, in the amount of Ten Thousand Dollars (\$10,000.00), subject to the approval of the Mayor and the City Council;
2. Direct staff to transmit a copy of the grant proposal to the Mayor, Office of the City Administrative Officer (CAO), Office of the Chief Legislative Analyst (CLA), and to the City Clerk for Committee and City Council approval before accepting and receiving the grant award, pursuant to Los Angeles Administrative Code Section 14.6 et seq. as may be amended;
3. Authorize RAP's General Manager to accept and receive the NRPA's 2016 Out-of-School Time Grant, if awarded, in an amount up to Ten Thousand Dollars (\$10,000.00), as may be offered by NRPA, to supplement RAP's Summer Lunch Program in 2016, subject to the approval of the Mayor and City Council;
4. Designate RAP's General Manager or Assistant General Manager as the agent to conduct all negotiations, execute and submit all documents, including, but not limited to applications, agreements, amendments, and payment request, which may be necessary for the completion of the program; and,

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5. Authorize RAP's Chief Accounting Employee to establish the necessary account and to appropriate funding received to the necessary account within "Recreation and Parks Grant" Fund 205 to accept the NRPA grant in the approximate amount of Ten Thousand Dollars (\$10,000.00), to supplement the RAP's 2016 Summer Lunch Program, if awarded.

SUMMARY:

RAP received electronic notice from NRPA of a second renewal opportunity for the 2016 Out-of-School Time grant program. NRPA has offered similar small grants supplementing summer youth programs in past years, with RAP receiving an award of Twenty-Five Thousand Dollars (\$25,000.00) under such a program in 2014, which was used to implement a healthy eating education component of RAP's Summer Lunch Program, and a renewal in 2015 of Ten Thousand Dollars (\$10,000.00) to continue the healthy eating education and support greater awareness of free healthy lunch programs. Only agencies who were awarded grants in 2014 or 2015 are eligible to apply for the 2016 renewal opportunity.

The primary focus of the NRPA's grant funding this summer is to support children's health through park and recreation out-of-school time programs by increasing the number of healthy meals children in low-income communities receive through the Summer Food Service Program (SFSP). Additionally, the grant will support continuation of the nutrition literacy education and the commitment to healthy eating standards, another with an emphasis to promote meal and program efficiencies that will decrease food waste and lead to more sustainable meal programs.

The RAP's Summer Lunch Program provides over two hundred thousand (200,000) free nutritious lunches to children ages one (1) to eighteen (18) at over one hundred (100) recreation centers that are located in low-to-moderate income, at-risk areas throughout the City of Los Angeles. The lunches meet Federal nutrition guidelines for healthy eating and are available for children without any need for pre-registration or proof of qualification. This Lunch Program operates integrally with the summer recreational programming offered at the same sites, and children who receive Summer Lunches are provided information on the recreational classes and activities.

This grant from NRPA gives another opportunity to enhance RAP's Summer Lunch Program for 2016. A portion of the grant funding will pay for assignment of trained staff to interact with children during the lunch service and to provide nutrition education at least once a week for children enrolled at selected recreation centers. The grant will provide resources to market the Summer Lunch Program: colorful flyers in English and Spanish for distribution to schools, libraries, other community organizations, and for the second year, radio advertising on Spanish-language stations. The 2015 grant gave us the first opportunity in several years to advertise on Spanish-language family radio. The Spanish-language advertising increased awareness in that demographic and this grant will allow reinforcement and more market penetration by funding Spanish language radio ads again. In addition to immediate positive impacts, this advertising will have long-term positive results with families knowing that the free lunch is available every summer at local Los Angeles City parks.

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FISCAL IMPACT STATEMENT:

Acceptance of this grant will have no impact on the General Fund as all expenses for the required nutrition education component and the cost of additional Summer Lunch Program marketing will be funded through the grant.

This report was prepared by Vicki Israel, Assistant General Manager.