

S P E C I A L A G E N D A

BOARD OF RECREATION AND PARK COMMISSIONERS
OF THE CITY OF LOS ANGELES

Wednesday, December 14, 2011 at 9:35 a.m.
or as soon thereafter as the Commission
recesses its Regular Meeting noticed for 9:30 a.m.

EXPO Center
Community Hall Room
3980 S. Bill Robertson Lane (Formerly Menlo Avenue)
Los Angeles, CA 90037

(Parking located in "Lot 1", at the corner of Martin Luther King
Boulevard and Bill Robertson Lane)

EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST COMPLETE A SPEAKER'S REQUEST FORM AT THE MEETING PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM AND SUBMIT IT TO THE COMMISSION EXECUTIVE ASSISTANT.

PURSUANT TO COMMISSION POLICY, COMMENTS BY THE PUBLIC ON AGENDA ITEMS WILL BE HEARD ONLY AT THE TIME THE RESPECTIVE ITEM IS CONSIDERED, FOR A CUMULATIVE TOTAL OF UP TO FIFTEEN (15) MINUTES FOR EACH ITEM. ALL REQUESTS TO ADDRESS THE BOARD ON PUBLIC HEARING ITEMS MUST BE SUBMITTED PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM. EACH SPEAKER WILL BE GRANTED TWO MINUTES, WITH FIFTEEN (15) MINUTES TOTAL ALLOWED FOR PUBLIC PRESENTATION.

1. GENERAL MANAGER'S REPORTS:

- 11-334 Spring Street Park - Phase II (PRJ20387) (W.O. #E1907464) Project - Final Plans and Call for Bids

- 11-335 Arroyo Seco Park - Heritage Square Museum - Cultural Heritage Foundation of Southern California, Inc., Right of Entry Permit - Department of Water and Power Easements

- 11-336 Partnership Division - Hoover Recreation Center - Gift Agreement with the Los Angeles Parks Foundation for Facility and Landscape Improvements

- 11-337 Solano Canyon Urban Farm - Agreement with Farmworks Los Angeles for the Operation and Maintenance of an Urban Farm on Park Property

2. NEW BUSINESS:

Memorandum: Partnership Division - Strategic Goals and Current Fiscal Year Plans

3. NEXT MEETING:

The next scheduled meeting of the Board of Recreation and Park Commissioners will be held on Wednesday, January 11, 2012 at 9:30

December 14, 2011

a.m., at EXPO Center, Community Hall Room, 3980 S. Bill Robertson Lane (Formerly Menlo Avenue), Los Angeles, CA 90037.

4. ADJOURNMENT:

Under the California State Ralph M. Brown Act, those wishing to make audio recordings of the Commission Meetings are allowed to bring tape recorders or camcorders in the Meeting.

Sign language interpreters, assistive listening devices, or any auxiliary aides and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. For additional information, please contact the Commission Office at (213)202-2640.

Finalization of Commission Actions: In accordance with City Charter, actions that are subject to Section 245 are not final until the expiration of the next five meeting days of the Los Angeles City Council during which the Council has convened in regular session and if Council asserts jurisdiction during this five meeting day period the Council has 21 calendar days thereafter in which to act on the matter.

Commission Meetings can be heard live over the telephone through the Council Phone system. To listen to a meeting, please call one of the following numbers:

from Downtown Los Angeles	(213) 621-CITY (2489)
from West Los Angeles	(310) 471-CITY (2489)
from San Pedro	(310) 547-CITY (2489)
from Van Nuys	(818) 904-9450

For information, please go to the City's website:
<http://ita.lacity.org/Residents/CouncilPhone/index.htm>

Information on agenda items may be obtained by calling the Commission Office at (213) 202-2640. Copies of the agenda and reports may be downloaded from the Department's website at www.laparks.org.

REPORT OF GENERAL MANAGER


NO. 11-334

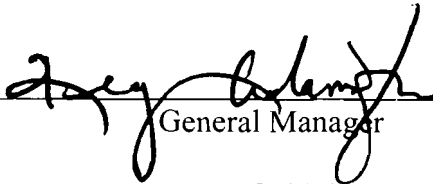
DATE December 14, 2011

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SPRING STREET PARK – PHASE II (PRJ20387) (W.O. #E1907464) PROJECT
– FINAL PLANS AND CALL FOR BIDS

R. Adams	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u></u>
V. Israel	_____	N. Williams	_____


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the final plans and specifications for the Spring Street Park – Phase II (PRJ20387) (W.O. #E1907464) project;
2. Approve the reduction in the value of work that the specifications require to be performed by the Prime Contractor from 50% to 20% of the Base Bid price;
3. Approve the date to be advertised for receipt of bids as Tuesday, February 7, 2012, at 3:00 P.M. in the Board Office; and,
4. Approve the use of the Business Inclusion Program (BIP) by the Bureau of Engineering for this project only.

SUMMARY:

Submitted are the final plans and specifications for the Spring Street Park – Phase II (PRJ20387) (W.O. #E1907464) project, located at 426 South Spring Street, Los Angeles, CA 90013, as prepared jointly by the Bureau of Engineering (BOE) Architectural Division and Lehrer Architects. The scope of the project includes walking paths, landscaping, irrigation, seating, permeable pavers, water fountain, art work, security fencing, security lighting, drinking fountain, and site utility connections.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-334

The development of the Spring Street Park is being completed in two phases as detailed in Board Report No. 11-217, approved by the Board on August 3, 2011. The Phase-I work involves the site demolition and preparation to make the site ready for Phase-II work, which involves the actual construction of the new park.

The Phase-I work, awarded by the Board of Public Works to an on-call pre-qualified demolition contractor, is currently in progress and is expected to be completed by early 2012.

One Additive Alternate has been identified in the bid in order to gain flexibility in meeting the desired project scope with available funding:

Additive Alternate No. 1:

Improvements in the Public Right-Of-Way area outside the park along Spring Street, including repair and/or replacement of existing concrete sidewalk and curbs including removal of existing driveway aprons and construction of new tree wells for street trees to be planted in the future.

The policy of this Board has been to require that the prime contractor on construction projects perform a minimum of 50% of the work on the project, as measured by the base bid price. It is proposed to reduce the prime contractor participation requirement from 50% to 20% on this project. This should help attract a broader range of prime contractors, thus, creating a more inviting and competitive bidding environment for this project. Also, changing this requirement should create more competitive pricing among the subcontractors providing bids to the prime contractors.

The City Engineer's estimate for the construction cost (excluding the Additive Alternate) of this project is \$1,200,000. Funds are available from the following funding accounts:

<u>Funding Source</u>	<u>Fund/Dept./Acct No.</u>
Quimby	302/89/460K-SZ

The project, including the Phase II work, has been previously declared exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 3(6, 9), Class 4(1, 3), and Class 11(6) of the City CEQA Guidelines (Board Report No. 11-217). The Additive Alternative has additionally been determined to be a Class 1(3) categorical exemption for the repair and/or minor alterations of existing streets and sidewalks. The new street trees will be planted in the future when a source of funding or donation is identified. The new street trees will be similar to the trees in the new park, which are covered by the previous exemption under Class 4(3) of the City CEQA Guidelines.

REPORT OF GENERAL MANAGER

PG. 3

NO. 11-334

It is noted that this is the first project with the bid package that incorporates and implements the City's new Business Inclusion Program (BIP), in compliance with the Mayor's Directive No. 14.

For this project only, the Bureau of Engineering used the Business Inclusion Program (BIP) per Mayor Executive Directive No. 14 issued on January 12, 2011 which is intended to ensure that all businesses, including job-creating small business, have an equal opportunity to do business with the City of Los Angeles. The BIP has not been approved by the Board for use by the Department. A board report to approve a process which will allow the Department to comply with the BIP and address the different types of contracts the Department (i.e., construction, personal service, concession, partnership, leases, etc.) will be presented at a later date. It is recommended that the BIP process used by the Bureau of Engineering be allowed for this project only.

The bid package has been approved by the City Attorney's Office.

FISCAL IMPACT STATEMENT:

At this time there is no fiscal impact to the Department's General Fund. However, once this project is completed operational maintenance cost will be determined. Upon project completion, a request for funding will be submitted in future Department annual budget requests.

This report was prepared by Paul Tseng, Project Manager, Architectural Division, Bureau of Engineering (BOE). Reviewed by Neil Drucker, Program Manager, Recreational and Cultural Facilities Program, BOE; Deborah Weintraub, Chief Deputy City Engineer, BOE; and, Michael A. Shull, Superintendent, Planning, Construction and Maintenance Division, Department of Recreation and Parks.

REPORT OF GENERAL MANAGER

NO. 11-335

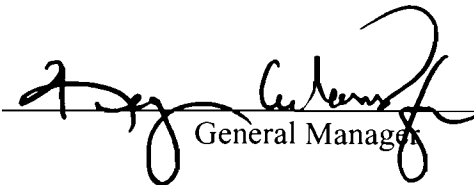
DATE December 14, 2011

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ARROYO SECO PARK – HERITAGE SQUARE MUSEUM – CULTURAL HERITAGE FOUNDATION OF SOUTHERN CALIFORNIA INC., RIGHT OF ENTRY PERMIT – DEPARTMENT OF WATER AND POWER EASEMENTS

R. Adams	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u><i>amj</i></u>
V. Israel	_____	N. Williams	_____



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the re-routing of a six-inch (6") water pipeline within a portion of Arroyo Seco Park leased to the Cultural Heritage Foundation of Southern California Inc., (CHF) for the completion of the Colonial Drugstore project previously approved by the Board;
2. Authorize the Board Secretary to accept a quit claim deed for an existing twenty-foot (20') wide permanent easement granted to the Los Angeles Department of Water and Power (LADWP) to protect the existing 6" water pipeline within said Heritage Square;
3. Adopt a Resolution, substantially in the form on file in the Board Office, that approves granting LADWP a new 20' wide permanent easement to serve as protection to the rerouted 6" water pipeline within said Heritage Square;
4. Request that the City Council approve said Grant of an easement to LADWP and request the Department of General Services (GSD) and the City Attorney's Office to assist in the drafting, processing, and execution of all documentation necessary to grant the permanent easement to LADWP;
5. Authorize the Board President and Secretary to execute the easement upon receipt of necessary approvals; and,

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-335

6. Direct Department staff to issue a revocable Right of Entry permit (ROE) to CHF allowing for necessary construction associated with the addition of a Colonial Drugstore to Heritage Square, subject to approval by the Department staff.

SUMMARY:

On March 18, 2009, the Board of Recreation and Parks' Commissioners approved Board Report No. 09-063 permitting the addition of a Colonial Drugstore to Heritage Square Museum, commonly known as Heritage Square. Heritage Square consists of 10.23 acres within the Arroyo Seco Park leased to and operated by CHF as a living history of Southern California.

On November 29, 2011, the Department received a request from CHF to add the Colonial Drugstore structure to Heritage Square. In order for the construction project to continue according to the approved plans it will be necessary to re-route an existing LADWP 6" water pipeline and to provide LADWP a 20' easement necessary to serve as protection to the pipeline. The LADWP requires that RAP accept the quit claim deed to the existing easement within Heritage Square and for RAP to issue LADWP a new 20' easement for the protection of the rerouted 6" water pipeline. The CHF submitted a proposal to the Department with plans to reroute the 6" water pipeline for review and approval. The Department's Civil Engineer reviewed the proposed plans for rerouting of the 6" water pipeline and determined that the proposed route will not cause an impact to the facility and concurs with the proposal.

Plans for re-routing the 6" water pipeline were not included in Board Report No. 09-063 approved by the Board on March 18, 2009. The presence of the 6" water pipeline became known during the building permit process. It also became known during the permit process that a 20' permanent easement would be required to protect the location of the pipeline.

In order for the new building to be constructed on the site that was approved, which was determined to be the best location for the structure, the existing 6" water pipeline needs to be re-routed, the existing easement granted to LADWP needs to be quit claimed back to the Department and the Department must also grant a new permanent easement to LADWP for the protection of the re-routed pipeline as-constructed. Therefore, CHF requests that the Department approve the realignment of the 6" water pipeline; issue CHF a ROE authorizing entry on the property to re-route the existing 6" water pipeline within Heritage Square; accept a quit claim deed for the existing LADWP permanent easement; and, grant to LADWP a new permanent easement to serve as protection for the re-routed 6" water pipeline.

Once the re-routing of the 6" water pipeline project is completed LADWP will submit all the necessary documents, including the legal description and right-of-way drawing based on the as-constructed data, to request a new permanent easement from RAP. A description of the proposed plan to re-route the 6" water pipeline is attached to this report (Exhibit A) and a drawing of the

REPORT OF GENERAL MANAGER

PG. 3 NO. 11-335

proposed route of the pipeline is also attached (Exhibit B). Any changes to the proposed plans must be submitted to the General Manager of RAP for approval prior to being implemented.

Staff has determined that the project will consist of minor alteration of existing publicly owned utilities and conveyance of an easement. Therefore, the project is categorically exempt from the provisions of California Environmental Quality Act (CEQA) pursuant to Article III, Section 1 (a), Class 1(2) and Section 1 (e), Class 5(30) of City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department's General Fund associated with this action. The Heritage Square Foundation of Southern California Inc., will bare all costs associated with this action.

This report was prepared by Gregory Clark, Management Analyst II, Real Estate and Asset Management Section.

EXHIBIT "A"

PERMANENT EASEMENT TO THE DEPARTMENT OF POWER AND WATER OF THE CITY OF LOS ANGELES
FOR THE CONSTRUCTION AND MAINTAINANCE OF WATER SUPPLY AND DISTRIBUTION FACILITIES.

IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AN EASEMENT FOR THE CONSTRUCTION AND MAINTAINANCE OF WATER SUPPLY, PIPELINES, AND DISTRIBUTION FACILITIES, OVER AND UNDER THOSE PORTIONS OF SAID CITY LANDS, AS PER MAP RECORDED IN BOOK 2, PAGES 504 AND 505 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE RECORDER FOR SAID COUNTY, SAID EASEMENT BEING A 20 FOOT WIDE STRIP OF LAND, LYING 10.00 FEET ON EACH SIDE OF THE FOLLOWING DESCRIBED CENTERLINE:

COMMENCING AT A POINT IN THE SOUTHERLY LINE OF PARCEL 1, OF LAND DESCRIBED IN DEED TO THE DEPARTMENT OF WATER AND POWER OF THE CITY OF LOS ANGELES, RECORDED APRIL 22, 1982, AS INSTRUMENT NO. 82-416613, OF OFFICIAL RECORDS, IN THE OFFICE OF THE RECORDER OF SAID COUNTY, SAID POINT BEING DESIGNATED AS POINT "C", ON SAID SOUTHERLY LINE OF PARCEL 1; THENCE, NORTH 46° 07' 19" EAST, ALONG SAID SOUTHERLY LINE, 2.50 FEET TO THE BEGINNING OF A TANGENT CURVE, CONCAVE SOUTHEASTERLY, AND HAVING A RADIUS OF 133.00 FEET; THENCE NORTHEASTERLY ALONG SAID CURVE, AND SAID SOUTHERLY LINE, THROUGH A CENTRAL ANGLE OF 4° 59' 57", AN ARC DISTANCE OF 11.60 FEET TO A POINT, A RADIAL BEARING TO SAID POINT BEARS NORTH 38° 52' 44" WEST, SAID POINT BEING **THE TRUE POINT OF BEGINNING**; THENCE, LEAVING SAID SOUTHERLY LINE, SOUTH 11° 55' 29" WEST, ALONG SAID CENTERLINE, 48.66 FEET TO AN ANGLE POINT; THENCE, SOUTH 56° 55' 29" WEST, 88.23 FEET TO AN ANGLE POINT; THENCE, NORTH 77° 59' 19" WEST, 13.67 FEET, TO A POINT IN THE SOUTHERLY LINE OF SAID PARCEL 1, SAID POINT BEING THE TERMINUS OF SAID CENTERLINE; THENCE, NORTH 46° 07' 19" EAST, 122.99 FEET, ALONG SAID SOUTHERLY LINE TO THE BEGINNING OF THE AFOREMENTIONED TANGENT CURVE: THENCE, NORTHEASTERLY ALONG SAID CURVE, AND SAID SOUTHERLY LINE, AN ARC LENGTH OF 11.60 FEET TO THE TRUE POINT OF BEGINNING:

THE NORTHERLY, NORTHWESTERLY, AND WESTERLY SIDE LINES OF SAID EASEMENT SHOULD BE LENGTHENED OR SHORTENED, AS TO TERMINATE IN THE NORTHWESTERLY LINES OF SAID PARCEL 1, AND THE SOUTHERLY, SOUTHEASTERLY, AND EASTERLY LINES OF SAID EASEMENT TO SHOULD BE LENGTHENED OR SHORTENED, AS TO TERMINATE IN THE SOUTHEASTERLY LINES OF SAID PARCEL 1.

ATTACHED HERETO IS A PLAT LABELED EXHIBIT "B", AND BY THIS REFERENCE MADE A PART HEREOF.

END OF DESCRIPTION.

PREPARED BY: 

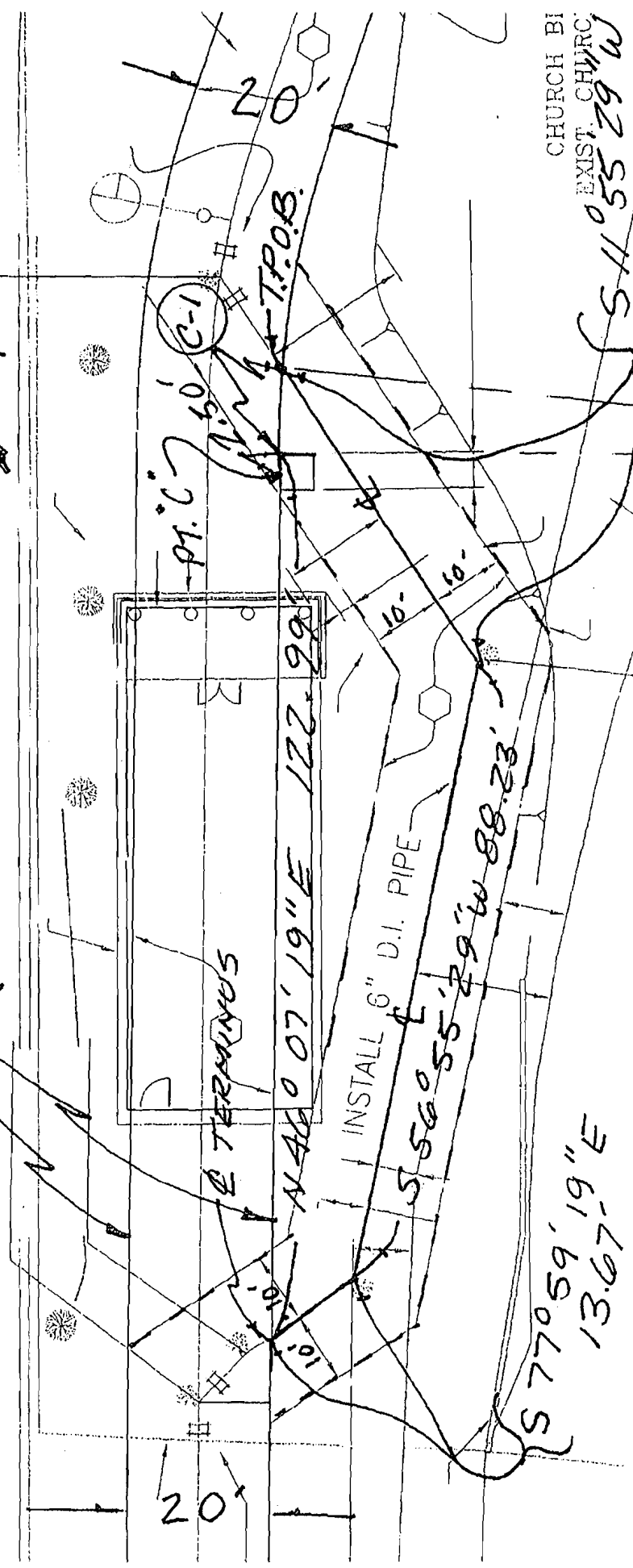
EUGENE C. DUNCAN, LS 7745
25 AUGUST, 2011



NOTE: THE ABOVE DESCRIPTION IS BASED UPON IMPROVEMENT PLANS PROVIDED TO THIS SURVEYOR, WHICH WERE BASED ON FIELD SURVEYED PLANS PROVIDED BY THE CITY OF LOS ANGELES D.P.W.

EXHIBIT "B"

N/W & S/E LINES PARCEL
 NO. 1, 82-416613 O.R.
 APRIL 22, 1982



(C-1)
 DELTA = 4° 59' 57"
 RADIUS = 133.00'
 LENGTH = 11.60'
 TANGENT = 5.81'

REPORT OF GENERAL MANAGER

NO. 11-336


DATE December 14, 2011

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PARTNERSHIP DIVISION – HOOVER RECREATION CENTER – GIFT AGREEMENT WITH THE LOS ANGELES PARKS FOUNDATION FOR FACILITY AND LANDSCAPE IMPROVEMENTS

R. Adams _____	K. Regan _____
H. Fujita _____	M. Shull _____
*V. Israel _____	N. Williams _____



General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the proposed installation of facility and landscape improvements (Improvements) at the Hoover Recreation Center (Center), valued at approximately \$150,000 at no cost to the City of Los Angeles (City) through a gift from the Los Angeles Parks Foundation (LAPF), a California non-profit organization, pursuant to plans and specifications approved by the Department of Recreation and Parks (RAP) Planning, Construction, and Maintenance Division (PCMD);
2. Approve a proposed gift agreement (Agreement) with the LAPF, substantially in the form on file in the Board Office, between the City and LAPF, specifying the terms and conditions for the design and construction of said proposed Improvements, valued at approximately \$150,000, subject to the approval of the Mayor and of the City Attorney as to form;
3. Direct the Board Secretary to transmit the proposed Agreement to the Mayor, in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form; and,
4. Authorize the Board President and Secretary to execute the Agreement upon receipt of the necessary approvals.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-336

5. Authorize staff to issue a temporary right of entry permit (ROE) to the LAPF, allowing access to the Center and specifying the terms and conditions for the installation/construction of said Improvements;
6. Authorize the LAPF to proceed with installation of the improvements in accordance with PCMD staff, and in accordance with the terms and conditions of the ROE, and;
7. Upon completion of the installation of the improvements, accept the Gift from the LAPF, subject to a post-development inspection by RAP, and thank the LAPF accordingly for their generosity;

SUMMARY:

The LAPF has offered to donate to the RAP, a gift of facility and landscaping improvements at the Center, located at 1010 West 25th Street in the community of North University Park, consisting of various facility and landscaping improvements, which include the demolition of existing chain link fence and posts, excavation of and haul away of existing play sand, the performance of rough grading, finish grading, and the installation of three inch (3") thick decomposed granite paving, five and one-half inch (5 ½") thick concrete paving, eight inch (8") and one inch (1") wide concrete mow-strips, performance of irrigation adjustments, and the installation of outdoor fitness equipment (collectively referred to as "Improvements"); with an estimated value of approximately \$150,000.

The LAPF is providing said funds through a grant awarded to LAPF in the amount of \$150,000 by the Werner Family Foundation. The LAPF is a 501(c)(3), California non-profit organization that has partnered with the USC School of Landscape and Architecture (USC) to assess, develop and conceptualize the "Ideal Urban Park" for the City of Los Angeles (City) through a study conducted by USC students (Study). The collaboration began in 2008 and was based on the fact that many of the City's existing parks that are between 2 and 4 acres (pocket parks) and located in densely populated urban areas have had few, if any, amenity upgrades. The Study developed a list of modestly priced park upgrades which could be easily implemented to improve many existing pocket parks for expanded and improved community use.

The Center, which is within the vicinity of USC's campus, was a focus for the Ideal Park project because of its proximity to USC. The comprehensive study and needs assessment resulted in a number of realistic options for improvements at the Center, which are envisioned to enhance the communities use of the Center. Examples include the creation of a walking and exercise path within the Center grounds, with improved access from the neighborhood side of the park to encourage patron use, and the placement of outdoor exercise equipment at various points along the path.

The Board's approval of this Report and the proposed Agreement will authorize the construction of the Improvements and provide the Board's acceptance of the same as a gift to the City, subject to the

REPORT OF GENERAL MANAGER

PG. 3

NO. 11-336

completion of a post-development inspection to be conducted by RAP staff from PCMD. The Agreement specifies the terms and conditions under which the LAPF shall design and construct the Improvements at no cost to the City. The proposed Improvements will be constructed pursuant to approved plans and specifications, in accordance with the Schematic Renderings and Site Plan attached hereto as Exhibit-A.

The proposed Improvements have an estimated total cost for design and construction of \$150,000. LAPF will contract directly with a licensed contractor of its choice, making payments directly to the contractor. The contractor's access to the property will be authorized through a right of entry permit (ROE) issued by RAP. Pursuant to the terms and conditions of the ROE, all on site project activities will be coordinated with Region staff prior to the commencement of any work. The project will be overseen jointly between RAP and the LAPF.

ENVIRONMENTAL:

Staff has determined that under the gift agreement the proposed project will involve modifications to an existing park facility with negligible or no expansion of use, minor grading and new landscaping, and replacement of accessory park structures. Therefore, the project is deemed Categorical Exempt from the provisions of the California Environmental Quality Act (CEQA) without exception pursuant to Article III, Section 1, Class 1 (14), Class 3 4 (171,3), and Class 11 (73) of the City CEQA Guidelines.

Staff has discussed the proposed project with the Assistant General Manager of Operations East, and both the Mayor's office and the Office of Councilmember Ed P. Reyes of the First Council District, and each supports the project and concurs with staff's recommendations.

FISCAL IMPACT STATEMENT:

There will be no fiscal impact to RAP's General Fund, as the proposed Improvements will be designed and constructed by the LAPF at no cost to the City.

This report was prepared by Joel Alvarez, Sr. Management Analyst, Partnership Division.

REPORT OF GENERAL MANAGER


NO. 11-337

DATE December 14, 2011

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SOLANO CANYON URBAN FARM – AGREEMENT WITH FARMWORKS LOS ANGELES FOR THE OPERATION AND MAINTENANCE OF AN URBAN FARM ON PARK PROPERTY

R. Adams		K. Regan	_____
H. Fujita	_____	M. Shull	_____
*V. Israel	_____	N. Williams	_____



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed three (3) year agreement (Agreement), substantially in the form on file in the Board Office, between the City of Los Angeles and Farmworks Los Angeles, a California non-profit corporation, setting forth the terms and conditions for the operation and maintenance of an urban farm at Solano Canyon, subject to the approval of the Mayor, and of the City Attorney as to form;
2. Direct the Board Secretary to transmit the proposed Agreement to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form;
3. Authorize the Board President and Secretary to execute the Agreement upon receipt of the necessary approvals; and,
4. Direct the Department Chief Accounting Employee to deposit fees and utility and other cost recovery reimbursements received from Farmworks Los Angeles in the account and subaccount established in Fund 302 Dept. 89 for such purpose.

SUMMARY:

On May 4, 2011, the Board approved the Policy on Community Operated Open Spaces, Operating Guidelines for Self-Operated Community Gardens and various recommendations for

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-337

each of the Department's community garden facilities including those community gardens operated by an outside group or organization (Board Report No. 11-121).

On June 15, 2011, the Board approved the establishment of an account and subaccounts in Department 89 Fund 302 for the deposit of annual fees and utility reimbursements received from organizations which operate community gardens independently pursuant to permits or agreements with the Department and in conformance with the Schedule of Rates and Fees (Board Report No. 11-190).

One recommendation included in Report No. 11-121 was to direct staff to transition the outside group or organization to an agreement for the operation and maintenance of the community garden facility in accordance with the Board's Policy on Partnerships and in conformance to the Community Operated Open Space Policy. Another recommendation was to direct staff to return to the Board for final authorization to execute the agreements.

Subsequently, Partnership Division staff initiated discussions with Farmworks Los Angeles (Organization), which currently shares operation of Solano Canyon (Garden) with the Los Angeles Community Garden Council which operates a community garden. Organization operates an urban farm that involves teaching at-risk youth job skills in urban farming, about food production and healthy life styles and eating habits. Organization and the Department have now come to a mutual agreement for the operation and maintenance of a portion of the park property at an urban farm through the proposed Agreement. As instructed by the Board, staff presents to the Board the proposed three-year Agreement with the Organization for final authorization.

The Garden is located at 545 Solano Avenue, Los Angeles, CA 90012 in Council District 1, on a 5 acre site. The urban farm is at the northern portion of the site. The urban farm contains equivalent of one hundred and seven (107) 10x10 garden plots. In accordance with the Department's Policy on Community Operated Open Space, during the term of the proposed Agreement, Organization shall pay an annual Community Garden Use Fee of \$500.00. An Annual Review, as described in the proposed Agreement will be conducted by RAP to determine the feasibility and benefit of continuing the collaborative relationship with the Organization. The reimbursement of RAP staff costs associated with the Annual Review process is included in the Community Garden Fee.

Organization will also pay for utility and solid waste disposal through an agreement they have worked out with the Los Angeles Community Garden Council, which operates the community garden portion of the property at Solano Canyon.

REPORT OF GENERAL MANAGER

PG. 3

NO. 11-337

Solano Canyon occupies the former site of the Solano Avenue Elementary School, which was torn down in 1935 shortly after construction of the Pasadena Freeway. The freeway runs along side—and under—the garden. Staff and Organization have mutually agreed to the terms and conditions of the proposed Agreement for the operation and maintenance of the urban farm portion of the park property. As part of the proposed Agreement, Organization will be responsible, at its sole cost and expense, for all utility, maintenance, and repair costs related to the operation of the urban farm.

Staff has determined that the execution of the proposed Agreement is for the operation of recreational programming at an existing park facility involving negligible or no expansion of use and, therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (14) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

The proposed Agreement will have no impact on the Department's General Fund as Program costs will be paid for by Organization, at no cost to the City.

This report was prepared by Deanne A. Dedmon, Recreation Supervisor, Partnership Division.

FOR INFORMATION ONLY

CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

December 14, 2011

TO: BOARD OF RECREATION AND PARK COMMISSIONERS
FROM: 
JON KIRK MUKRI
General Manager
SUBJECT: PARTNERSHIP DIVISION – STRATEGIC GOALS AND CURRENT FISCAL
YEAR PLANS

At the Board of Recreation and Park Commissioners (Board) meeting of August 3, 2011, the Partnership Division (Division) presented a progress report covering March 2011 through July 2011. The Board accepted the update and requested a report back on the Division's strategic framework for the future and specific plans for soliciting new collaborative relationships and funders.

Strategic Framework and Goals

Developing strategic goals for the Division began with defining a Division vision and mission conforming to the overall vision, mission, and program priorities of the Department of Recreation and Parks (Department).

- Vision: Communities experiencing the best recreational opportunities because of Recreation and Parks.
- Mission: To enhance and expand recreational programs and services through public-private collaborative relationships.
- Marketing Theme: Experience a Healthy Lifestyle

Division staff formulated specific goals and tasks in line with the Department's Five Year Strategic Planning Objectives, specifically - *Identify New Funding Sources, Revenue Streams, and Opportunities for Public-Private Partnerships*.

GOAL: Communicate activities and accomplishments of Division to improve collaboration and support within the Department.

Tasks include:

- Promote visibility of Division activity through Department newsletters and other internal communication
- Continue training and updating staff in the field on Division activities and initiatives

GOAL: Evaluate existing relationships with outside organizations for conformance with current Policies and possible expansion.

Tasks include:

- Evaluate the quality and value of existing relationships, and explore possible expansion or enhancement opportunities
- Transition existing relationships into new agreements, implementing new Cost Recovery protocols

GOAL: Develop and implement a marketing theme for Department programs and activities in partner/sponsor solicitation materials.

Tasks include:

- Re-format Division website; launch with continuous updates.
- Create solicitation packages (“Sponsorship Decks”) for core programs, Infrastructure repair and upgrades, and new capital improvements

GOAL: Develop and implement a sponsorship policy and park signage policy.

Tasks include:

- Prepare and obtain authorization for policies on sponsorship solicitation, evaluation, approval, recognition, benefits, and guidelines for signage in parks
- Create standards and tools for measuring the impact of restored, expanded, or new programs
- Develop and implement a solicitation follow-up procedure, including “next-year revisit” protocols and a de-brief procedure to discuss what’s been learned from positive and negative outcomes

Samples of Division Progress

Agreements are in process for every community garden which is operated by an outside organization, seven of which have already been approved by the Board. Information and policy issues relating to child care, parent cooperatives, and Head Start and pre-school organizations operating on park property have been presented to the Board, and agreements with 18 childcare-related operators are under review to determine their future outcomes. The Division is working closely with the Department’s Municipal Sports Section to address another major category of collaborative relationships, which involves the primary-use of certain sports fields by youth baseball and soccer organizations, for which preliminary research and negotiation are already underway. The focus of this effort is to ensure compliance with Department Policy requirements.

The ongoing study on the status of city-wide joint-use (Study) with Los Angeles area schools, including Los Angeles Unified School District (LAUSD), private and independent charter, and schools from outside the City, is completed and being used to improve and/or correct certain shared-use situations at certain parks and schools. In addition, Study findings have identified

additional recreational opportunities and possible revenue streams from the 363 scenarios at 232 schools and parks where there is either a one-way or reciprocal use relationship between a particular school and park (58 schools and 174 parks). For example, among 30 school sites which are subject to the terms and conditions of an executed joint use agreement (JUA), 18 were identified as having no Department activity due to a lack of programming resources. These sites are now being targeted by the Department for possible permitting to outside community groups for recreational purposes, subject to applicable permit fees, and/or implementation of Department programming where possible. The Study has also found that use of park property by schools exceeds the Department's use of school property, and that some independent charter schools (not under LAUSD) are receiving fee waivers designed for LAUSD public schools only. These and other findings are prompting steps to revise the procedures and fee rates for use of parks by schools.

Field training regarding Division projects and processes has been provided to all sections and divisions in field operations. Currently, a second round of information sharing and dialog is underway, as Division staff attend meetings with supervisory and field staff to answer questions, hear about issues, and share ideas for supporting the Department.

Shared and primary use cost recovery fee schedules for utilities, solid resources (trash), and staff oversight/services have been developed. They are presently being applied in new agreements and permits which are subject to individual consideration by the Board. Cost recovery fee collection is the standard practice for collaborative relationships through shared and primary-use arrangements, as new agreements and permits (right of entry, Muni-Sports, etc.) are executed. Since June, 2011, when the Division began implementing cost recovery fee requirements through new agreements and permits, over \$13,000 has been collected, an unprecedented step for the Department.

The Division is working on sponsorship and signage policies with other RAP Divisions which will be sent to the Board. The sponsorship policy discusses guidelines for soliciting, evaluating, selecting, and implementing sponsorships from potential non-profit and for-profit organizations to support the Department's core programs and services, facilities, and visible displays of recognition and other sponsor benefits. The signage policy discusses guidelines, protocols, and requirements for placing signage in parks, as related to sponsorship recognition and naming. In tandem, staff has designed a basic format and content for a sponsorship solicitation package, called a "Sponsorship Deck" which provides detailed information on opportunities for supporting the Department.

New Partner and Sponsor Solicitation Plan

The immediate focus of sponsorship and partnership solicitation are core mission programs. They are being captured in a series of "Sponsorship Decks," which feature common content to which detailed proposals for support of specific programs and/or facilities can be attached. The basic component pages show general information and numbers about the Department, the

Division, the communities served, and types of potential benefits for sponsors. Tailored pages offer descriptions, justifications, budgets, objectives, and other specifics about programs and facilities in need of support, such as the Aquatics Junior Lifeguards program, Sports Field Renovation or development of sports fields, the refurbishment of pools, or the revival of the Wonderful Outdoor World (WOW) camping program; all tied together with the theme of "Experience a Healthy Lifestyle." A "Sponsorship Deck" is attached as an example.

The programs to be marketed for the first round include:

- Citywide core programs (such as support for aquatics and afterschool programs)
- Opportunities to expand on proven existing programs (such as expanding the number of facilities in the Natasha Watley Girls Softball League)
- Special clientele and unique cultural programs (such as W.O.W. or a citywide dance project)
- Support for the Baseball L.A. program
- Funding for Pool Refurbishments
- Funding for the development of synthetic athletic fields.

Additionally, the Division has researched and applied to foundations and for-profit organizations with sponsorship programs; developed a college internship proposal for filming Public Service Announcements (PSA) promoting the Department and its activities; is in discussions with certain celebrities interested in participating in Department PSA's; have applied to local businesses for sponsor support; and, have proposed the expansion of several long-standing collaborative relationships. Each effort has contributed to refining our strategic approach, our solicitation materials, and our follow-through plans. Among the things learned so far is the recommendation that an active presence on the Internet and with social media environments could be helpful in appealing to potential sponsors and marketing the Department to the general public. The Division is also working very closely with the Los Angeles Parks Foundation (LAPF) to collaborate on opportunities we uncover and to assist on opportunities identified or solicited by LAPF for the benefit of City parks.

Based on research and experience, staff has compiled a target list to contact with the initial set of Sponsorship Decks. For example:

- Financial Institutions
- Corporations such as major retail outlets with community giving programs
- Neighborhood Councils
- Chambers of Commerce and Service Clubs
- Philanthropist organizations with interest in the subject areas (i.e. water safety, girls sports, or dance)
- Regional and local retail businesses (such as sporting equipment stores or pool suppliers)
- Local sports teams

Looking Ahead

Agreements take time to negotiate, and even once a mutually acceptable agreement is prepared, the approval and execution of the document can take up to six months to process through the City's review and approval levels (or longer if an agreement also needs City Council approval). In an effort to close this time gap, right-of-entry permits are being used as an interim measure pending the Board's approval and execution of the agreement. However, a recommendation to increase efficiencies in processing agreements could be to obtain Board approval authorizing staff to negotiate, prepare and execute partnership agreements at the beginning of the agreement process as opposed to the current protocol of obtaining Board approval at the end of the process. Oftentimes the implementation of projects or programs may be lost or delayed through the approval process due to the required time involved in obtaining final approvals from the Board, Mayor and Council.

As the Board considers various cost recovery fee schedules, it is recommended that certain "partial recovery fees" also be considered for use with permit groups and other organizations that traditionally have been using park facilities for free. The relationship of the Department to LAUSD and to private and charter schools, and how costs should be waived or shared, also needs resolution in the near future. A comprehensive review and revision of the Schedule of Rates and Fees, as it relates to school use and other fee waivers, is also recommended as such changes could result in additional revenue when fees are updated and/or modified to match current policies and conform to certain economic trends.

As part of the Division's development of a Solicitation Plan, the Division is also establishing criteria, requirements, benefits, and procedures for agreements involving possible revenue sharing and/or in-kind program related contributions and/or services (i.e. special appearances or engagements, public service announcements, and/or event participation).

A Partnership Database would enhance the Division's efficiencies by enabling Division staff to manage information better, particularly in helping to track solicitation contacts, monitor and evaluate the Department's collaborative relationships, and be aware of agreement expirations and renewals. An initial database application was developed for the Division when the unit was first forming, based on preliminary assumptions about the Division's business rules. However, after the Division was formed and started work, most of the pre-formation assumptions and templates were modified by actual experience. Substantial re-design of the application is needed to effectively collect data, keep track of progress, and provide statistical reports, conforming to the new business rules based on actual practice. The Division has discussed these requirements with the Systems Division (Systems) and will continue to work cooperatively with Systems until the database is fully developed.

FISCAL IMPACT STATEMENT:

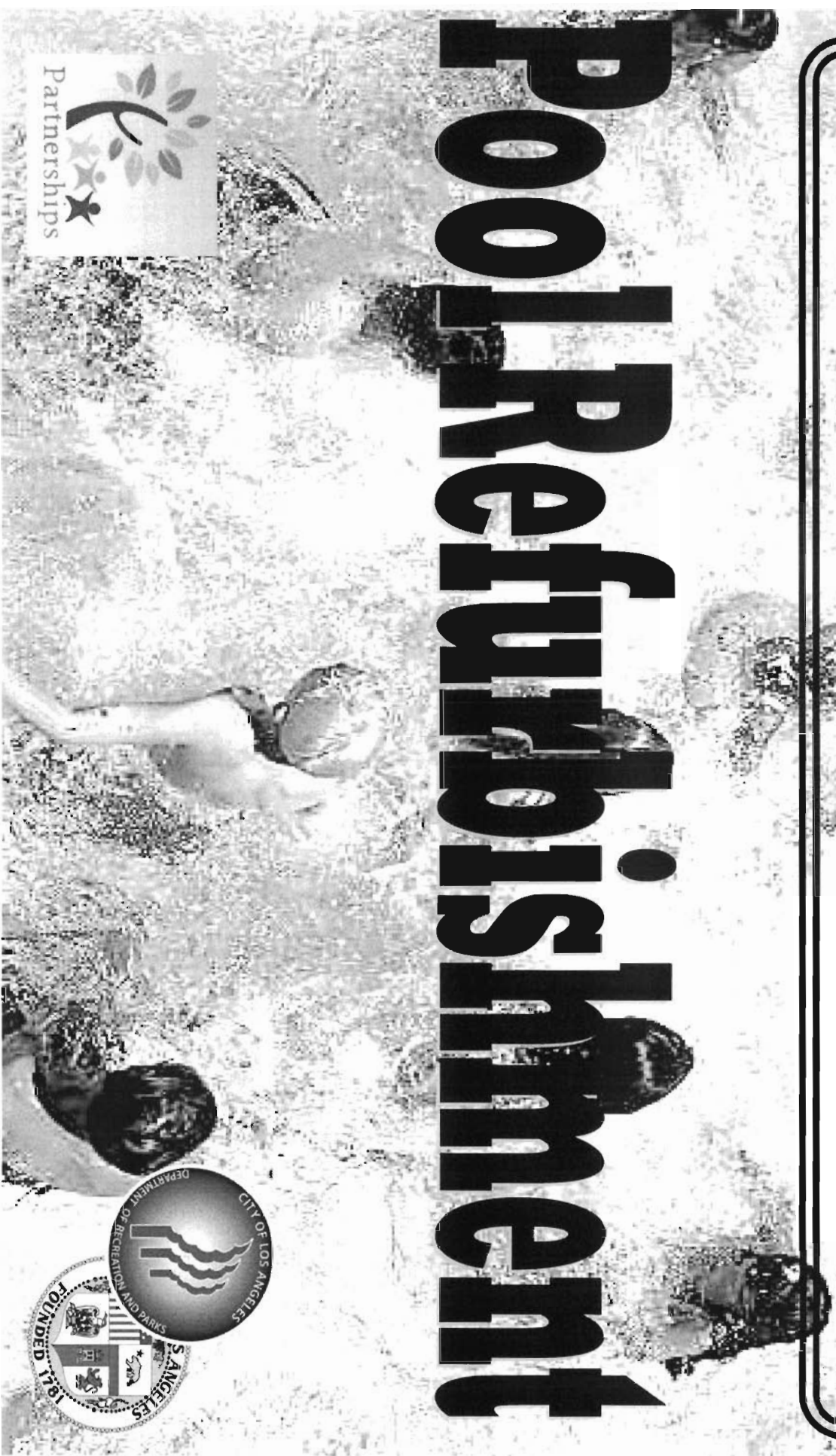
There will be no impact to the Department's general fund other than the potential for increased revenues through the collection of various cost recovery fees.

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch and Joel Alvarez, Senior Management Analyst I, Partnership Division

Experience a Healthy Lifestyle

City of Los Angeles Department of Recreation & Parks

Pool Refurbishment



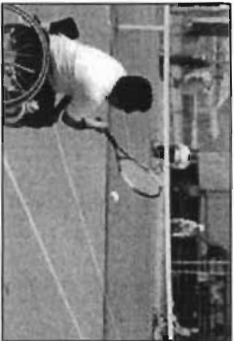
Partnership Division

Creating collaborative partnerships to provide positive programming



Vision
To provide communities with the best recreational experiences and opportunities through the Department of Recreation and Parks facilities and programs

Mission
To enhance and expand recreational programs and services through public and private collaborations

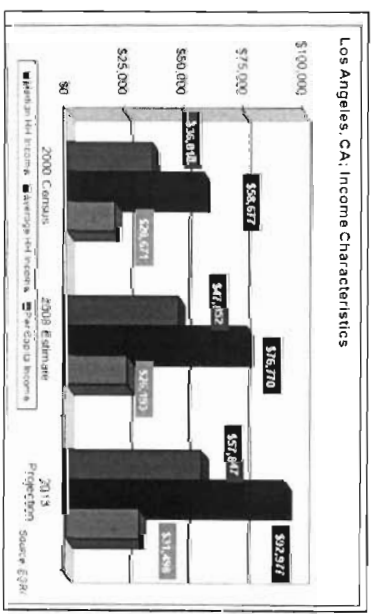
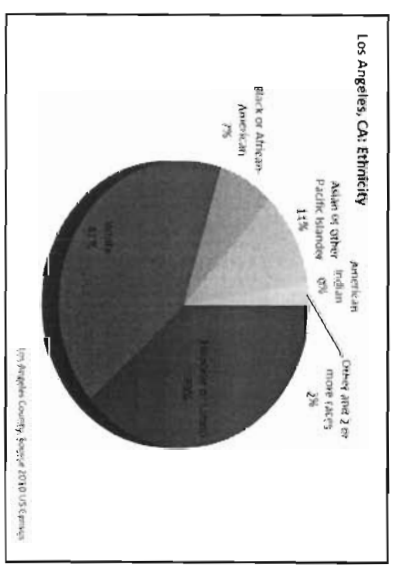
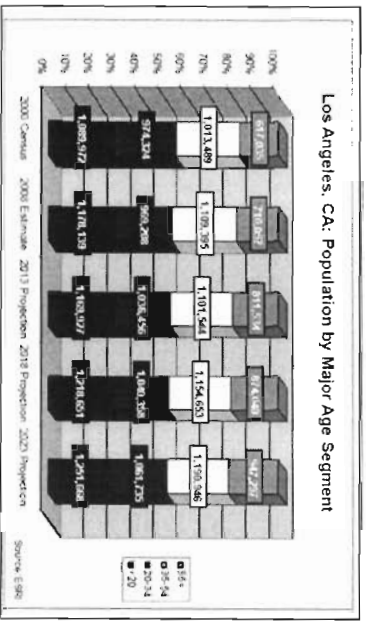


City of Los Angeles Demographics

The City of Los Angeles has a population which is culturally, socially, and economically diverse.

Currently there are an estimated 1.3 million households. The City has grown at a relatively flat rate since 2000 and is projected to increase, resulting in a total projected population of 4.1 million persons by 2013.

The estimated 2008 median household income indicated a 30% increase since 2000. It was projected to increase by 2013; however, due to the economic down turn, there has been negative economic growth.

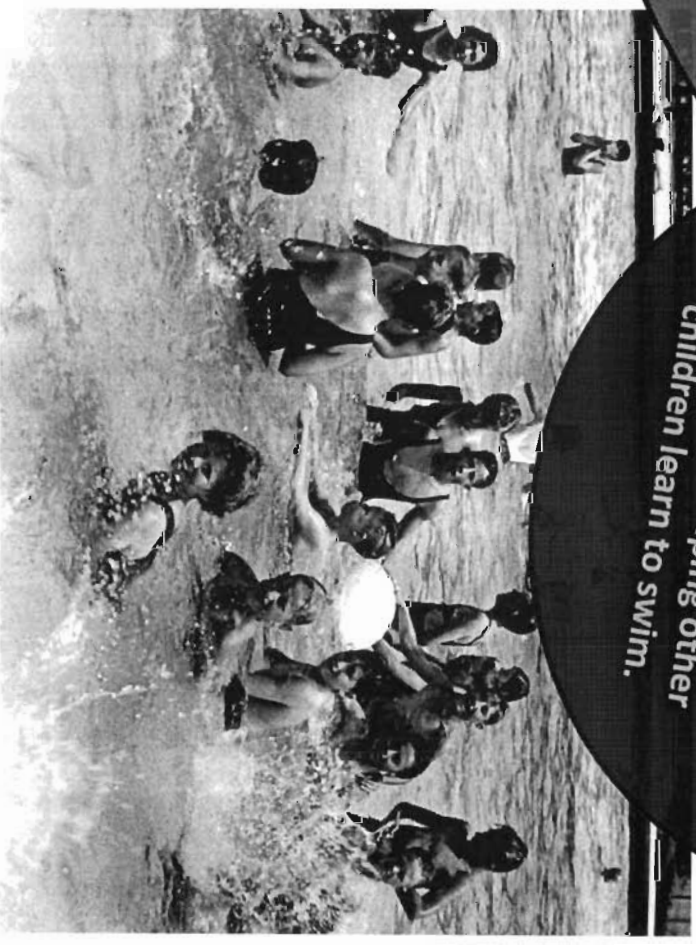


City of Los Angeles Municipal Pools

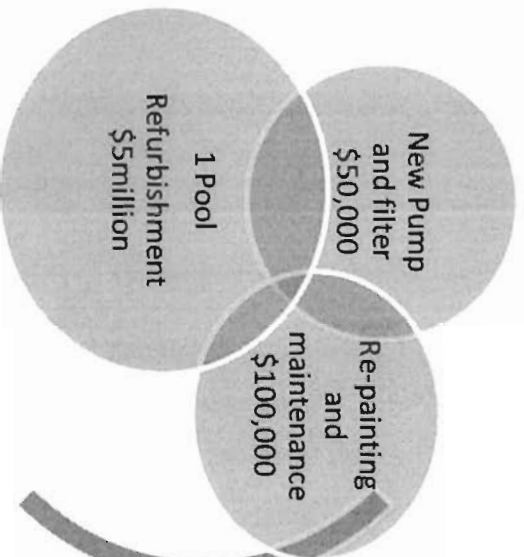
Los Angeles changed municipal recreation in the U.S. in 1904 by creating the nation's first Playground Department. Innovation continued with wading pools installed at playgrounds, swimming holes along the Arroyo Seco, and the first concrete pools built for the equal enjoyment of all residents. By the end of the 1920's the City had 11 municipal pools, 4 pools at camps, and a beach lifeguarding program for Venice and other beaches.

Voters in the City expressed support for recreation programs and pools with passage of bonds in 1923, 1946, 1957, resulting in construction of the majority of the municipal pool system enjoyed by Angelenos today. Now there is a resurgence in municipal swimming program interest, reflected in new programs such as Operation Splash (free swim lessons) and Jr Lifeguard program, sponsored in part by Kaiser Permanente and LA 84 Foundation.

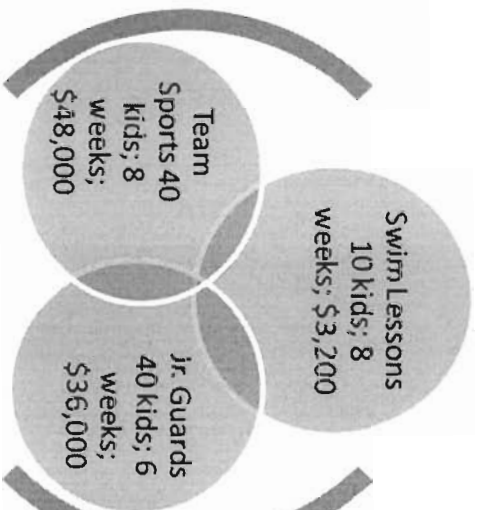
Comedian Lou Costello, who lost his 1-year-old son to accidental drowning in the family pool, raised money to build a public recreational swimming pool (Lou Costello, Jr. Pool) to honor his son's memory by helping other children learn to swim.



Types of Sponsorships



CASH DONATIONS



PROGRAMS AND SCHOLARSHIPS



IN-KIND PRODUCT AND EQUIPMENT DONATIONS

Recognition Opportunities

Sponsorships are tailored to maximize recognition of your organization

Collaborate with a world renowned leader in recreation

- Certificate of Recognition
- Public relation opportunities and community outreach

Work with highly trained professional staff who have connections with local businesses, community leaders and residents

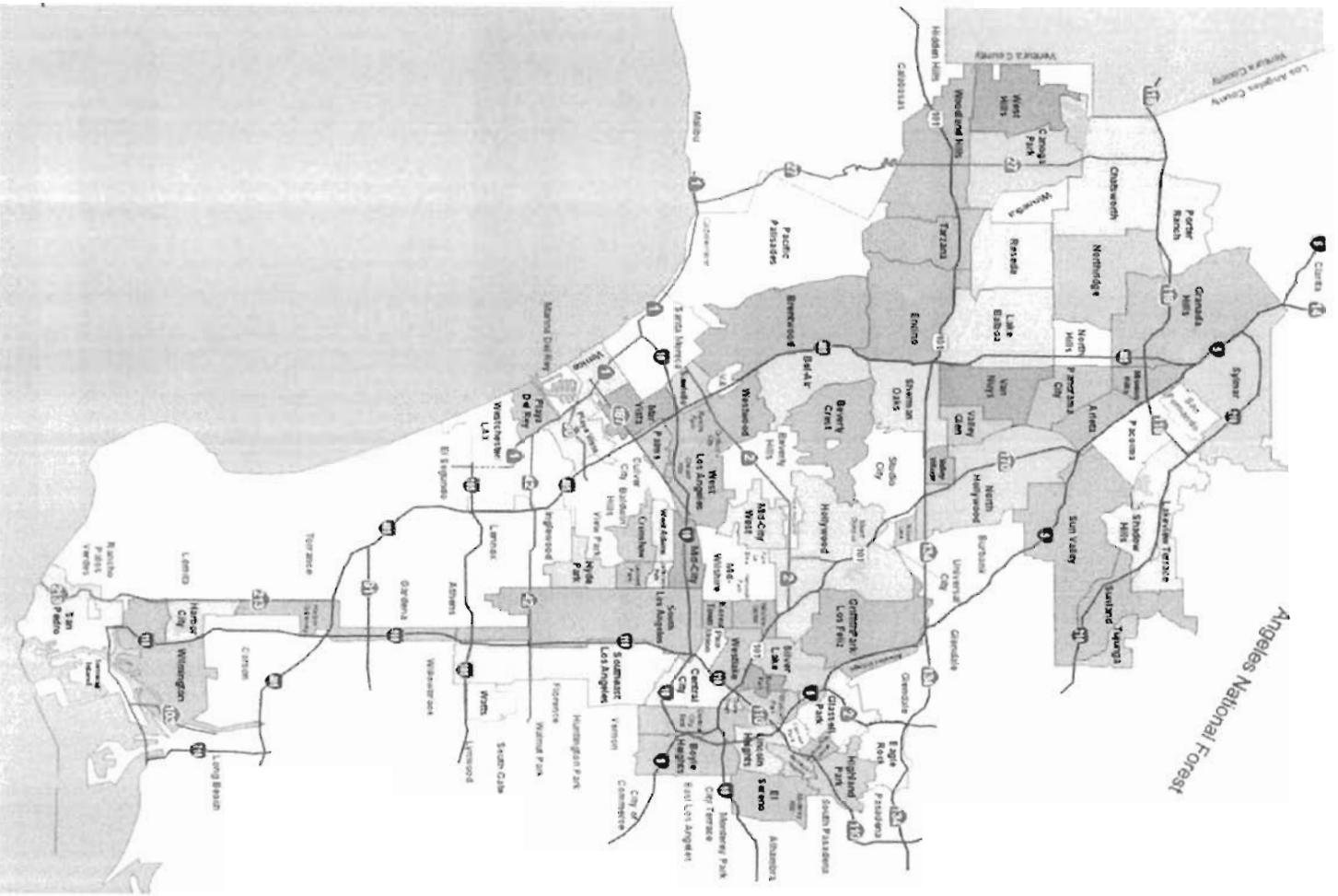
- Invitation to speak at events and ceremonies
- Opportunities to communicate with Department full and part time employees
- Provide exclusive opportunities to Department clientele

Cross promotion to our audience of 1.3 million households

- Communication with potential customers
- Logo featured on participant T-shirts; promotional items
- Logo featured on Department website; center brochures; program flyers
- Collaborative media; social media

Unique benefits can be tailored to your organization

- Exclusive product distribution opportunities
- 10 x 10 Booth space at regional and/or citywide events
- Banners at each participating site during the event/program



Department of Recreation and Parks

Partnership Division

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