

REPORT OF GENERAL MANAGER

APPROVED

NO. 11-324

DATE December 14, 2011

DEC 14 2011

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: KAISER PERMANENTE - OPERATION SPLASH PROGRAM 2012 - RETROACTIVE AUTHORIZATION TO SUBMIT GRANT APPLICATION FOR AQUATICS PROGRAMMING; ACCEPTANCE OF GRANT FUNDS

R. Adams	<input checked="" type="checkbox"/>	K. Regan	<input type="checkbox"/>
H. Fujita	<input type="checkbox"/>	M. Shull	<input type="checkbox"/>
*V. Israel	<input type="checkbox"/>	N. Williams	<input type="checkbox"/>


 General Manager

Approved Disapproved Withdrawn

RECOMMENDATIONS:

That the Board:

1. Retroactively approve the submission of a Kaiser Permanente Operation Splash Program 2012 grant application to Kaiser Permanente to augment funding for the Department's aquatics programming in the amount of approximately \$265,000, subject to Mayor and City Council consideration;
2. Direct staff to transmit a copy of the grant application 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 the Administrative Code Section 14.6 et seq. as may be amended;
3. Authorize the Department's General Manager to accept and receive the Operation Splash Program 2012 grant award, if awarded, in the amount of approximately \$265,000 from Kaiser Permanente for aquatics programming; and a supplemental program for Kaiser Permanente's "Rethink Your Drink" campaign, subject to the approval of the Mayor and City Council;
4. Designate the Department's General Manager, Executive Officer, 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 requests and so on, which may be necessary for the completion of the project(s); and,

REPORT OF GENERAL MANAGER

PG. 2 NO. 11-324

5. Authorize the Department's Chief Accounting Employee to establish the necessary account within "Recreation and Parks Grant" Fund 205 to accept the Operation Splash Program 2012 grant, if awarded, in the amount of approximately \$265,000 for aquatics programming.

SUMMARY:

In October 2011, the Kaiser Permanente (Kaiser), through its Community Benefit Program, released the Operation Splash Program 2012 Grant application to fund programs that provide safe physical activities in low-income neighborhoods up to \$250,000 and the "Rethink Your Drink" campaign up to \$15,000. The application was due by November 23, 2011.

The Kaiser organization seeks to make positive contributions to the communities that they serve by supporting programs that encourage healthy eating and active living. To that end, in 2006, Kaiser partnered with the Department of Recreation and Parks (Department) and launched the Operation Splash Program (Program). The Program's objectives include: 1) to increase opportunities for safe physical activities in low-income neighborhoods where health disparities are greatest and opportunities for safe physical activity are often scarce; 2) to teach children and adults basic water safety and swimming skills in order to prevent drowning; and 3) to promote life-long physical activity. In 2010, Kaiser enhanced the Program by adding the "Rethink Your Drink" campaign designed to promote healthy beverage practices.

Through the generosity of Kaiser over the years, the Department has successfully provided safe physical activities in low-income neighborhoods through the Learn to Swim, Junior Lifeguard, Extended Pool Season programs, which has resulted in providing more than 25,000 lessons to youth, ages 7 to 17, throughout the City of Los Angeles. Youth participating in the Program come away with valuable knowledge and experience in aquatic sports, including the ability to share the information with others; fundamentals of participating in competitive and physical aquatic activities; the ability to demonstrate newly learned skills; a respect for the aquatic dangers and a range of safety skills and knowledge for emergency response; and a better understanding of teamwork and individual goal setting. Moreover, many past participants in the Operation Splash Program have gone on to become program instructors.

The Department is requesting retroactive approval to apply for the Kaiser Permanente Operation Splash Program 2012 Grant in the amount of \$265,000, to supplement funding for the Department's aquatics programming, which includes: Learn to Swim, Junior Lifeguards, Extended Summer Pool Season and a supplemental program for Kaiser's "Rethink Your Drink" campaign. The Department submitted the grant application on November 23, 2011.

REPORT OF GENERAL MANAGER

PG. 3 NO. 11-324

FISCAL IMPACT STATEMENT:

The acceptance of this grant does not require a match. The grant provides needed funding for additional aquatic services to youth. There is no fiscal impact to the Department's General Fund.

This report was prepared by Alexa Esparza, Senior Management Analyst, Grants Administration.