

FOR INFORMATION ONLY

CITY OF LOS ANGELES  
Department of Recreation and Parks

July 1, 2021

TO: Board of Recreation and Park Commissioners

FROM: Michael A. Shull, General Manager 

SUBJECT: Measure A Status Update (October 2020 – June 2021)

MEASURE A - HISTORICAL BACKGROUND

In November 2016, 75% of Los Angeles County (County) voters approved the Los Angeles County Safe, Clean Neighborhood Parks and Beaches Measure (Measure A). Funding through the Measure A grant program will be generated in perpetuity through the collection of a parcel tax, with an estimated total annual funding of \$96.8 million across the County. Measure A provides the City of Los Angeles (City) formula-based annual allocations for capital improvement projects under the Community-based Park Investment Program (Category 1) and Neighborhood Parks, Healthy Communities, & Urban Greening Program (Category 2) as well as additional annual allocations under the Maintenance and Servicing Program to offset Proposition A and Measure A funded capital projects. Furthermore, Measure A provides competitive grants for capital improvement projects under Natural Lands, Local Beaches, Water Conservation and Protection (Category 3) and Regional Recreation Facilities, Multi-use Trails and Accessibility (Category 4); as well as program grants under Recreational Access (Category 3 and 4) and Youth and Veteran Job Training and Placement (Category 5). When funding is available, Regional Park and Open Space District (RPOSD) may announce additional grant opportunities such as innovation grants under the Implementation, Operations and Oversight Category.

MEASURE A – PARK IMPROVEMENT PLAN

On April 2, 2019, City Council approved the Department of Recreation and Parks' (RAP) Park Improvement Plan (PIP). The PIP is a three-year planning tool which enables RAP to effectively manage capital projects receiving the Measure A annual allocations funding under Categories 1 and 2. The PIP identified specific parks within the City's 43 study areas to receive Measure A funding. To effectively develop and complete park projects identified by the PIP, RAP will develop capital projects through a phased approach.

MEASURE A - PROCEDURAL FRAMEWORK

In October 2018, City Council designated the L.A. For Kids Steering Committee (LAFKSC) as the administering entity for Measure A with RAP serving as the Grant Administrator, and

instructed RAP to submit quarterly status updates for the Measure A grant program (Council File 18-0611). Per such instructions, RAP presents this Quarterly Status Update.

**SUMMARY OF CURRENT PROJECTS**

Out of 15 active grants under the Measure A Category 1 and 2 Annual Allocation Program, RAP completed construction for 8 projects: Angeles Mesa Park, Del Rey Lagoon, Hollenbeck Park, Palms Recreation Center, Queen Anne Recreation Center, Sycamore Grove Park, Valley Plaza Park, and Vineyard Recreation Center. RAP is in discussions with RPOSD on the design and installation of the required Measure A park signage for the projects. For future grant applications under Measure A’s Annual Allocation Program, RAP will consult with the relevant council districts, the Mayor’s Office and its stakeholders to update RAP’s Park Improvement Plan.

**SUMMARY OF KEY EVENTS**

<p>November 2020 Measure A Special Funds</p>	<p>On November 12, 2020, Ordinance 186786 became effective (Council File 18-0611). The Ordinance created two Measure A Special Funds: “Projects and Programs Fund” and “Maintenance and Servicing Fund.” The funds enable RAP to administer the receipt and disbursement of funds for Measure A grants. Once the Special Funds were effective, the Controller assisted RAP in creating accounts in the Financial Management System (FMS).</p>
<p>Continuous Community Engagement for First 15 Capital Projects</p>	<p>In fulfilling Measure A’s community engagement and outreach strategies, RAP:</p> <ol style="list-style-type: none"> <li>1) Launched a new Measure A weblink accessible from RAP’s website to share information on the 15 Measure A projects. The weblink was completed in December 2020.</li> <li>2) Posted Measure A flyers (multilingual) and banners at project sites.</li> <li>3) Provided project updates such as grand openings though RAP social media.</li> </ol>
<p>Channel 35 Interviews – 15 Projects</p>	<p>To implement Measure A’s local media outreach requirement, RAP staff coordinated with City of LA’s Channel 35 to provide 2 studio recorded interviews to air on Channel 35. The interviews were recorded on December 18, 2020 and May 26, 2021 to be featured on City of LA Channel 35’s two flagship programs (“LA This Week,” “LA Currents”). Channel 35 Reporter Maria Hall-Brown interviewed RAP’s Chief Management Analyst Bill Jones about the Measure A program and the first 15 Measure A projects. The December 18 interview covered the development of 5 projects: Hollenbeck Park (CD14), Angeles Mesa (CD8), Vineyard (CD10), Queen Anne (CD10), and Valley Plaza (CD2). Channel 35 aired the December 18 interview for approximately 148 times. The second interview on May 26, 2021 covered the remaining 10 of 15 projects and will air in the coming weeks.</p>

<p>LA Parks Portal</p>	<p>Upon RAP's request, RPOSD has extended the deadline to update the LA Parks Portal from May 27, 2021 to December 30, 2021. RPOSD has agreed to extend the deadline for agencies with 100 or more parks to complete their park inventory updates. Agencies that own or manage a park in Los Angeles County must update their park inventory data annually as a requirement of eligibility to receive Measure A funds.</p>
<p>Public Events/ Opening Ceremonies</p>	<p>RAP presented the completed playgrounds and fitness equipment installation during the following in-person ceremonies and events:</p> <ul style="list-style-type: none"> <li>• Hollenbeck Park Fitness Replacement Grand Opening - Monday, March 1st, 2021 @ 1pm</li> <li>• Angeles Mesa Park Ribbon Cutting &amp; Memorial Ceremony - Monday, May 17, 2021 @ 2:30pm</li> <li>• Valley Plaza Recreation Center Ribbon Cutting Ceremony - Friday, June 4, 2021 @ 12 noon</li> <li>• Palms Recreation Center Meet Us at the Park Event - Saturday, June 5th, 2021 @ 11am - 1 pm</li> </ul>
<p>2021 New Competitive Grants</p>	<p>The total funding available is \$33.4 million under 3 funding categories. Under each category, RAP may apply for a grant up to \$1 million for a single project (for a total of \$3,000,000 per grant seeker). A minimum of thirty percent of the funding in every category will be awarded to projects in High or Very High Need Study Areas. Community engagement and outreach are required. The application deadline is October 28, 2021 at 10:00am through RPOSD's online portal. RAP staff will discuss the grant application eligibility requirements such as the deed restrictions with the City Attorney's Office and the City Administrative Officer.</p> <p>Category 3 - Natural Lands, Local Beaches, Water Conservation and Protection Competitive Grant Program. Total funding is \$14.1 million. The goal is to fund projects that improve and protect open space, watersheds, and water resources through planning, acquisition, development, improvement, and restoration of multi-benefit parks. Priority will be given to projects offering the greatest regional benefit or serving the greatest regional need.</p> <p>Category 4 - Regional Recreation, Multi-use Trails and Accessibility (Program) for the 2021 grant cycle - Total funding is \$11.1 million. Greater priority will be given to trail and accessibility projects that connect river, mountain, and urban areas, especially to County Parks, State Parks, the National Forest, the National Recreation Area(s), and the National Monument(s), and that link other canyons and regional and local parks throughout the County.</p> <p>Acquisition - Only - Total funding is \$8.2 million. Acquisitions in High or</p>

	Very High Need Study Areas and/or for trails connections and access, wildlife corridors, and critical habitat will receive additional consideration.
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This Report was prepared by Steven Tran, Senior Management Analyst I, Grants Administration, and reviewed by Bill Jones, Chief Management Analyst, Finance Division, and Noel Williams, Chief Financial Officer, Finance Division.

EXHIBITS

1. Measure A Program Balances
2. Measure A Categories 1 and 2 Study Area Balances
3. Measure A Status of Active Grants and Balances

Measure A - Program Balances  
(through 06/30/2021)

BALANCE OF CATEGORIES 1 & 2 ANNUAL ALLOCATIONS

MEASURE A	FY 2018-19 ALLOCATIONS	FY 2019-20 ALLOCATIONS	FY 2020-21 ALLOCATIONS	TOTAL ANNUAL ALLOCATIONS	GRANT AWARDS RECEIVED	BALANCE
Categories 1 & 2 (Capital Projects)	\$ 18,434,748.17	\$ 19,270,970.77	\$ 20,815,653.52	\$ 58,521,372.46	\$ 7,704,900.00	\$ 50,816,472.46

BALANCE OF MAINTENANCE AND SERVICING PROGRAM

MEASURE A	FY 2018-19 ALLOCATIONS	FY 2019-20 ALLOCATIONS	FY 2020-21 ALLOCATIONS	TOTAL ANNUAL ALLOCATIONS	REIMBURSEMENT RECEIVED	BALANCE
Maintenance and Servicing (M/S) Program	\$ 2,937,252.15	\$ 3,070,489.48	\$ 3,316,607.46	\$ 9,324,349.09	\$ 2,937,252.15	\$ 6,387,096.94

Measure A - Categories 1 and 2 Study Area Balances  
(through 06/30/2021)

Study Area ID	CD	Study Area Name City of LA - 43 Study Areas	Categories 1 & 2 Annual Allocation Received (FY 18-19 thru FY 20-21)	Grant Awards Received (through 6/30/2021)	Study Area Balance
117	6, 7	Arleta-Pacoima	\$ 1,544,941.22		\$ 1,544,941.22
83	8, 10	Baldwin Hills-Leimert-Hyde Park	\$ 1,374,237.64	\$ 500,500.00	\$ 873,737.64
26	4, 5	Beverly Crest-Unin. Hollywood Hills	\$ 309,636.45		\$ 309,636.45
135	14	Boyle Heights	\$ 1,363,737.23	\$ 304,700.00	\$ 1,059,037.23
129	11	Brentwood-Pacific Palisades	\$ 751,000.05		\$ 751,000.05
58	3, 12	Canoga Park-Winnetka	\$ 1,496,643.25		\$ 1,496,643.25
118	1, 9, 14	Central City	\$ 1,508,586.81		\$ 1,508,586.81
59	1, 14	Central City North	\$ 517,286.96		\$ 517,286.96
152	3, 12	Chatsworth-Porter Ranch-Unin. Northridge-Canoga Park-Oat Mt.	\$ 1,177,233.76	\$ 723,400.00	\$ 453,833.76
136	3, 5, 6	Encino-Tarzana	\$ 869,457.79		\$ 869,457.79
164	1, 8, 9	Exposition Park-University Park-Vermont Square	\$ 2,594,980.15	\$ 557,000.00	\$ 2,037,980.15
73	12	Granada Hills-Knollwood	\$ 616,807.60		\$ 616,807.60
43	15	Harbor Gateway	\$ 791,153.67		\$ 791,153.67
103	4, 13	Hollywood, North	\$ 1,092,990.46		\$ 1,092,990.46
104	4, 5, 13	Hollywood, South	\$ 1,804,778.53		\$ 1,804,778.53
130	6, 7, 12	Mission Hills-Panorama City-North Hills	\$ 2,284,771.18		\$ 2,284,771.18
94	2, 4	North Hollywood-Valley Village	\$ 2,361,837.13	\$ 250,000.00	\$ 2,111,837.13
183	1, 13, 14	Northeast LA, North	\$ 1,354,016.01	\$ 466,100.00	\$ 887,916.01
177	1, 14	Northeast Los Angeles, South	\$ 843,692.43		\$ 843,692.43
60	12	Northridge	\$ 1,214,818.12		\$ 1,214,818.12
105	5,11	Palms- MarVista- Del Rey	\$ 1,926,615.16		\$ 1,926,615.16
95	3, 5, 6, 12	Reseda-West Van Nuys	\$ 1,846,547.09		\$ 1,846,547.09
185	15	San Pedro-Port of LA-Unin. La Rambla	\$ 785,456.53		\$ 785,456.53
84	2, 4	Sherman Oaks-Studio City - Toluca	\$ 962,940.20	\$ 619,000.00	\$ 343,940.20
138	1, 4, 13	Silver Lake-Echo Park-Elysian Valley	\$ 667,522.68	\$ 430,000.00	\$ 237,522.68
119	8, 9	South Los Angeles	\$ 1,633,187.41		\$ 1,633,187.41
163	8, 9, 15	Southeast Los Angeles	\$ 2,180,477.34		\$ 2,180,477.34
169	9	Southeast Los Angeles, North	\$ 2,093,746.04		\$ 2,093,746.04
120	2, 6, 7	Sun Valley-La Tuna Cyn.	\$ 1,554,924.81		\$ 1,554,924.81
139	7	Sunland-Tujunga-Lake View Terrace-Shadow Hills	\$ 601,283.46		\$ 601,283.46
96	7	Sylmar	\$ 738,560.73		\$ 738,560.73
61	2, 4, 6	Valley Glen-North Sherman Oaks	\$ 1,379,065.31		\$ 1,379,065.31
44	4, 6	Van Nuys-North Sherman Oaks	\$ 1,401,243.88		\$ 1,401,243.88
106	11	Venice	\$ 696,263.21	\$ 448,600.00	\$ 247,663.21
107	5, 10	West Adams	\$ 1,523,981.03	\$ 480,000.00	\$ 1,043,981.03
146	3, 12	West Hills-Woodland Hills-Unin. Canoga Park-West Hills	\$ 1,074,430.00	\$ 651,600.00	\$ 422,830.00
85	5, 11	West Los Angeles	\$ 1,732,275.58	\$ 495,000.00	\$ 1,237,275.58
67	11	Westchester-Playa del Rey-Los Angeles Int'l Airport	\$ 1,235,317.84	\$ 467,800.00	\$ 767,517.84
147	1, 13	Westlake	\$ 1,769,018.00	\$ 540,900.00	\$ 1,228,118.00
45	5, 11	Westwood-Unin. Sawtelle Veterans Administration Center	\$ 989,324.43		\$ 989,324.43
121	15	Wilmington-Harbor City-Port of Los Angeles	\$ 708,562.43		\$ 708,562.43
68	1, 4, 10, 13	Wilshire-Koreatown	\$ 2,690,311.37		\$ 2,690,311.37
108	4, 5, 10	Wilshire, West	\$ 2,457,711.49	\$ 770,300.00	\$ 1,687,411.49
<b>TOTAL</b>			<b>\$ 58,521,372.46</b>	<b>\$ 7,704,900.00</b>	<b>\$ 50,816,472.46</b>

## Measure A Status of Active Grants and Balances (Cat 1 and 2)

Study Area ID	Study Area Name	CD	Park Projects	Proposed Project Scope	High and/or Very High Needs Study Area	Project Status	Funding Per Study Area Categories 1 and 2 Allocations Available (FY 18-19 to FY 20-21)	Measure A Grant Award - Committed Funds	Study Area Balance - Uncommitted Funds
67	Westchester - Playa del Rey / LAX	11	Del Rey Lagoon	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	Yes	Project Construction Complete	\$ 1,235,317.84	\$ 467,800	\$ 767,517.84
83	Baldwin Hills - Leimert - Hyde Park	8	Angeles Mesa Park	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	Yes	Project Construction Complete	\$ 1,374,237.64	\$ 500,500	\$ 873,738.64
84	Sherman Oaks - Studio City / UI Universal City	2	Woodbridge Park	Demolition and removal of existing play area (the 5-12 Playground only, the 2-5 Playground would remain). Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	No	Project is in the Bid and Award Phase. Construction is scheduled to begin in September and be complete by Fall 2021.	\$ 962,940.20	\$ 619,000	\$ 343,940.20
85	West Los Angeles	5	Palms Recreation Center	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements. Parking lot improvements.	Yes	Project Construction Complete	\$ 1,732,275.58	\$ 495,000	\$ 1,237,275.58
94	North Hollywood - Valley Village	2	Valley Plaza Park	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Installation of new outdoor fitness equipment. Site landscaping and other amenities. Park pathway and path of travel improvements. Parking lot improvements	Yes	Project Construction Complete	\$ 2,361,837.13	\$ 250,000	\$ 2,111,837.13
Study Area ID	Study Area Name	CD	Park Projects	Proposed Project Scope	High and/or Very High Needs Study Area	Status	Funding Per Study Area Categories 1 and 2 Allocations Available (FY 18-19 to 9/30/20)	Measure A Grant Award - Committed Funds	Study Area Balance - Uncommitted Funds
106	Venice	11	Venice Beach - Rose Ave site	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	Yes	On Hold for Coastal Commission	\$ 696,263.21	\$ 448,600	\$ 247,663.21
107	West Adam	10	Vineyard Recreation Center	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Installation of new outdoor fitness equipment. Site landscaping and other amenities. Park pathway and path of travel improvements. Parking lot improvements.	Yes	Project Construction Complete	\$ 1,523,981.03	\$ 480,000	\$ 1,043,981.03

## Measure A Status of Active Grants and Balances (Cat 1 and 2)

108	Wilshire - West	10	Queen Anne Recreation Center	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements. Parking lot improvements. Installation of new outdoor fitness equipment and surfacing.	Yes	Project Construction Complete	\$ 2,457,711.49	\$ 770,300	\$ 1,687,411.49
135	Boyle Heights	14	Hollenbeck Park	Demolition and removal of existing fitness equipment. Installation of new outdoor fitness equipment and safety surfacing. Site landscaping and other amenities.	Yes	Project Construction Complete	\$ 1,363,737.23	\$ 304,700	\$ 1,059,037.23
138	Silver Lake - Echo Park - Elysian Valley	13	Echo Park Recreation Center	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements. Parking lot improvements.	No	In Construction. Site work is 95% complete. Playground construction is estimated to start 7/6/2021 due to shipping delay of play equipment.	\$ 667,522.68	\$ 430,000	\$ 237,522.68
<b>Study Area ID</b>	<b>Study Area Name</b>	<b>CD</b>	<b>Park Projects</b>	<b>Proposed Project Scope</b>	<b>High and/or Very High Needs Study Area</b>	<b>Status</b>	<b>Funding Per Study Area Categories 1 and 2 Allocations Available (FY 18-19 to 9/30/20)</b>	<b>Measure A Grant Award - Committed Funds</b>	<b>Study Area Balance - Uncommitted Funds</b>
146	West Hills - Woodland Hills/ UI Canoga Park	12	Castle Peak Park	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	No	In Construction. Playground is 98% complete. The playground is anticipated to be complete by Summer 2021.	\$ 1,074,430.00	\$ 651,600	\$ 422,830.00
147	Westlake	1	Alvarado Terrace Park	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	Yes	In Construction	\$ 1,769,018.00	\$ 540,900	\$ 1,228,118.00
152	Chatsworth - Porter Ranch / UI Chatworth	3	Parthenia Park	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	No	In Bid and Award Phase. Construction scheduled to start in early August and be complete by Fall 2021.	\$ 1,177,233.76	\$ 723,400	\$ 453,833.76
164	Exposition Park - University Park - Vermont Square	8	Loren Miller Recreation Center	Demolition and removal of existing play area. Installation of new play area and safety surfacing. Installation of new outdoor fitness equipment. Site landscaping and other amenities. Park pathway and path of travel improvements.	Yes	In Construction. 99% Complete.	\$ 2,594,980.15	\$ 557,000	\$ 2,037,980.15
183	Northeast Los Angeles - North	1	Sycamore Grove Park	Demolition and removal of existing play area (the one located adjacent to Ramona Hall). Installation of new play area and safety surfacing. Site landscaping and other amenities. Park pathway and path of travel improvements.	No	Project Construction Complete	\$ 1,354,016.01	\$ 466,100	\$ 887,916.01
<b>TOTAL</b>								<b>\$ 7,704,900</b>	