



# Commission Retreat

DECEMBER 1, 2022



# Discussion Topics

- 01 Naming & Sponsorship Policies
  - 02 Park Signage Standards
  - 03 Sound and Noise Policies
  - 04 Department Goals & Priorities
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# 01 Naming & Sponsorship Policies

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# Naming & Sponsorship Policies - Background

On June 5th, 2013 the Board approved a RAP Naming Policy, Procedures and Guidelines and a Sponsorship Recognition Policy, Procedures and Guidelines.

As a result of various projects involving sponsorships, donations and associated recognition signage, Commissioners and RAP Executive Management have provided staff with the following guidance:

- In its application, the existing sponsorship policy may be too broad;
- Staff should be provided with more specific parameters when developing sponsorship or donor recognition recommendations for the Board's consideration;
- Contributions involving Recognition Signage should meet specific criteria;
- Clarity should be provided regarding recognition involving donor walls / individual donor names;
- Guidance should be more specific regarding duration of time that donor recognition remains in place;
- Specificity should be considered regarding appropriate sizes, types of recognition (signage, plaques, etc), and appropriate locations where such recognition can be placed.



# Naming Policy - Proposed Revision

## Current Naming Policy:

- Naming proposals made on the basis of a major historical event and/or unique significance of a specific place or person (i.e. naming based on merit or historical importance)
- Naming proposals involving a donation, gift, sponsorship and/or other contribution from an outside entity that presents a decisive benefit and shows a direct connection to a Park Asset

## Proposed Revised Naming Policy:

- The Naming Policy would exclusively encompass naming proposals based on merit or historical importance.
- Emphasizes the importance in Naming proposals demonstrating a connection to the Park or to the Park Asset, or to the community within which the Park or Park Asset is located, and having clear community support.
- Naming proposals that involve contributions of any kind would adhere to, and be considered under the Sponsorship Recognition Policy.
- The Sponsorship Policy would be revised to include specific criteria regarding naming proposals involving contributions.
- Provides for QR Codes to be the mechanism for providing additional information related to the project.



# Park and Park Asset Naming - Highlights

- The authority to approve Naming of a Park or Park Asset shall reside with the Board through a recommendation made by RAP staff to the Board.
- The key factor in a Park or Park Asset Naming proposal is the importance of demonstrating a connection to the Park or to the Park Asset, or to the community within which the park is located, and community support.
- The Naming of a Park after an individual or individuals shall be limited to those who are deceased and who have made exceptional contributions to the Park or community within which the Park is located. \*
- The Naming of a Park or Park asset after a major historical event must be based on a direct connection between the Park or Park Asset, or to the community within which the Park or Park Asset is located, and such event.
- RAP reserves the right to limit the duration of time a Name will be in place and/or in effect.
- Standard dimensions of any narrative Naming signage shall be 24” x 18” unless otherwise approved by the Board.
- “Story telling” or excessive narrative statements are prohibited and shall not be including on Naming signage, but may be linked via a QR code.



# Naming Proposals - Procedures

Written Naming proposal application submitted to RAP Board. Application must include:

- Scope, nature and intent of Naming
- Form of proposed display on which the Name will appear
- Explanation of any public outreach performed (type, frequency, and span of such outreach)
- Source of funding for any new signage



Board Office will forward Naming proposal application to PMC to ensure all required information is provided.



PMC staff then present proposed Naming to Facility Repair & Maintenance Task Force for input, guidance and preliminary approval prior to RAP staff conducting additional community outreach.



RAP staff will then evaluate the proposal and provide RAP's GM with recommendations for Task Force and/or Board consideration.



# Sponsorship Policy - Highlights

Topic	Current Policy	Proposed Revised Policy
Minimum Contribution for Recognition Signage	No minimum contribution	\$25k minimum contribution for recognition signage. \$5k minimum for QR code recognition.
Duration of time Recognition Signage Remaining in Place	No guidance on duration of time	\$25k for 1 year; Additional years for every \$25k contributed, up to a max of 10 years limited to the life of the improvement
Recognition Signage Incorporated into Park Asset Design (i.e. logo on soccer field or name on building)	Allowed. No minimum contribution required.	Recognition may be incorporated into design of a park asset for sponsorships equal to or exceeding \$100k.

# Policy Sponsorship - Highlights

Topic	Current Policy	Proposed Revised Policy
Recognition Signage Size Limitations	No size limitations	Standard sign shall be 24" x 18" but in no case shall exceed twelve (12) square feet
Number and Placement of Recognition Signs per capital improvement	No restriction on the number or placement	Max. three (3) signs for capital improvement encompassing an area greater than 20,000 square feet (such as a sports field)

## Additional Proposed Sponsorship Restrictions:

- A Sponsor would be prohibited from soliciting contributions towards a Sponsorship on the basis of specific sponsorship benefits, including but not limited to Recognition Signage, in advance of Board approval.
- "Story telling" or excessive narrative statements are prohibited, but may be linked via a QR code to a separate, private website provided by Sponsor. Must include disclaimer. Limits not intended to restrict QR codes for purposes of education or interpretation.



# Donor Walls - Highlights

Topic	Current Policy	Proposed Revised Policy
<b>Minimum contribution for Recognition Walls associated with Park Assets, excluding buildings</b>	Not specified	\$1,000,000 minimum contribution
<b>Minimum contribution for Recognition Walls associated with certain buildings, such as aquatics centers and recreation facilities</b>	Not specified	\$5,000,000 minimum contribution
<b>Minimum contribution by individual Sponsor for name on Recognition Wall</b>	Not specified	\$50,000 minimum contribution (amount TBD per discussion - Section 6. (v))
<b>Size and Materials</b>	Not specified	Made of bronze and not larger than twelve (12) sq. ft. in size

**Additional Proposed Donor Wall Restriction:** Donor names may be listed in categories that meet or exceed \$50k, such as increments of \$100k, \$500k, and \$1M, but in no case shall the individual amounts be listed for each donor.



# Sponsorship Proposals - Procedures

Written Sponsorship proposal shall be submitted to RAP Staff, which shall include:

- Scope, nature and intent of the Sponsorship
- Form of the proposed Recognition, if any in accordance with the Policy
- Source of funding for the Sponsorship and proposed Recognition



If supported, Staff will prepare a Sponsorship Summary for discussion with the Facility Repair and Maintenance Task Force for input, guidance and preliminary approval, and if approved, staff will prepare a Board Report for the Board's final consideration.

**Note:** When applicable, a Gift Agreement or other contractual document (collectively "Contract") shall be prepared, stipulating the terms and conditions for the Sponsorship. However, Sponsorships may also be accepted without a Contract through a Sponsorship Report documenting the Sponsorship and related actions.

Contingent upon the scope, nature, timing, and value of the Sponsorship, City Council approval may also be required.



# 02 Park Signage Standards

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# Park Signage - Background

Staffed vs. Unstaffed Parks

Current Signage Process

- Job order submitted by staff requesting specific sign
- Standard prefab signs kept in stock at sign shop
  - Restrooms
  - Use of Sports Facility by Permit Only
  - No Camping or Lodging
  - No Animals Allowed in Children's Play Area
  - Park Closed Sunset until Sunrise
- Non-prefab signs that have been made before but not in stock
  - Coyote Warning
  - Fire Danger
- Sign Installed

Typically, new signs are requested due to vandalism, theft and/or rules that need to be enforced.



# Park Signage - Sign Types & Examples

## Various Types of Park Signs

- Park Name
- Rules w/without L.A.M.C.
- Park Specific Amenities
- Cautionary
- Wayfinding
- Grantor Funding and/or Construction Requirements



# Park Signs - Examples



# Park Signage - Next Steps

## Park Signage Standardization Process:

- Park Signage Committee Formed
- Evaluate current signage and review park signage best practices of other park agencies (consider assistance from consultant)
- Categorize signs by sign category, type of park and/or park amenity to ensure consistency
- Produce a “Park Signage Standards & Guidelines” Document
- Increase the number of prefab stock signs to expedite installation
- URL & QR codes usage - consider adding URL and QR codes on signage at unstaffed parks so patrons will know who to contact regarding questions, concerns and/or permits



# 03 Sound & Noise Policies

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# LA City Parks - Sound & Noise

## **Los Angeles Municipal Code: 63.44 (B).4**

*No person shall hold or conduct any musical event or concert in which any sound amplifying system is utilized without first obtaining a written permit to do so from the Board, Department or Commission.*

## **Applicability of Residential Noise Ordinances:**

*City's noise ordinances do not apply to noise emanating from parks in the normal course of park operations and patrons using the park for its intended purpose.*



# Sound & Noise - Background

Examples of Sound Policies in Other Jurisdictions:

## City of Malibu:

For parks, 70 decibels A (dBA) is considered the maximum normally acceptable level.

## City of Sacramento:

The use of Amplified Sound is limited to announcements and/or the use of a boom box, or iPod dock. Amplified Entertainment is prohibited in all City parks except if permitted for a Special Event.

## City of Pasadena:

The ambient noise level in the Old Pasadena section of the city shall be **60 dBA between 6:00 a.m. and 1:30 a.m. of the following day; and 50 dBA between 1:30 a.m. and 6:00 a.m.** 3. Amplified music on private property shall not exceed 15 decibels above the ambient noise level.

## City of Alhambra:

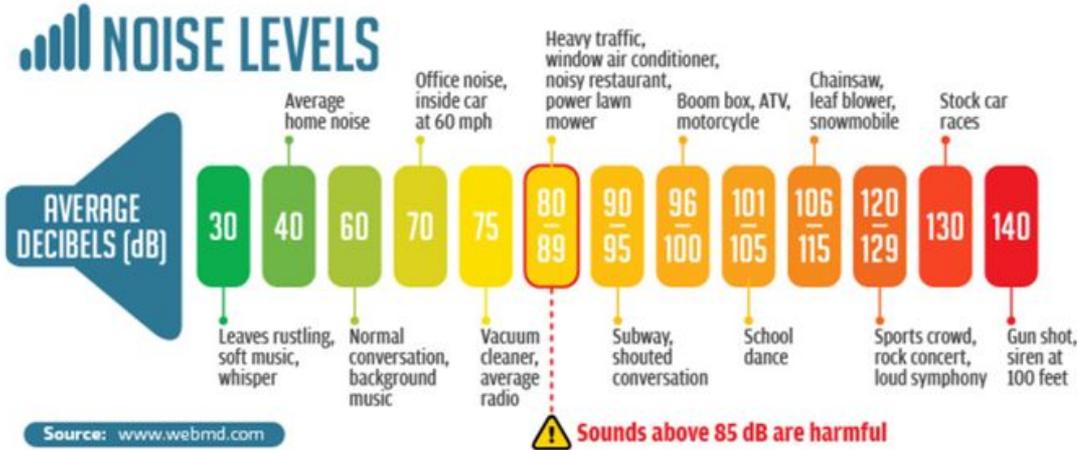
AMC 18.02.060 (F) prohibits amplified sound such as: Mariachis, Speakers, Microphones, DJs, Karaoke. Solar or battery powered radios are permitted in the park as long as the sound is kept at a level that will not disturb other park patrons.



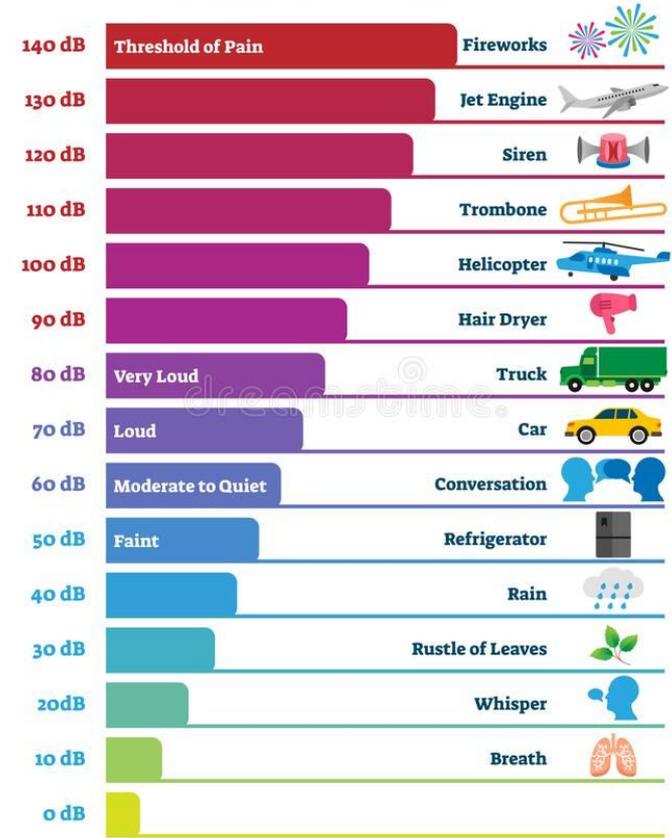
# Sound & Noise - Background

Discussion:

- Location for sound measurement
- Acceptable sound level



## DECIBEL SCALE



# Sound & Noise - Next Steps

- Attempt to mitigate sounds complaints in good faith by implementing measures to address noise concerns. (i.e. sound walls, hedges, trees, etc..)
- Create guidelines on where sounds levels need to be measured (i.e. property line of the home closest to the source of the sound)
- Planning and construction considerations with new or modified park amenities that have the potential to generate noise/sound

# 04 Department Goals and Priorities

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# Department Goals & Priorities

- **RAP Board Adopted a Department 5-year Strategic Plan in 2018**
- **Some Strategic Plan objectives have been accomplished between 2018-2022 while other initiatives were impacted by the pandemic**
- **Many of the Goals and Priorities remain relevant**
- **New challenges and opportunities have emerged that require focus and prioritization moving forward**

## 2018-22 STRATEGIC PLAN GOALS

1. **Provide Safe & Accessible Parks**
2. **Offer Affordable & Equitable Recreational Programming**
3. **Create & Maintain World Class Parks & Facilities**
4. **Actively Engage Communities**
5. **Ensure an Environmentally Sustainable Park System**
6. **Build Financial Strength & Innovative Partnerships**
7. **Maintain a Diverse & Dynamic Workforce**

# Overview of RAP's Proposed FY23-24 Budget

## Projected Sources of Funding – \$339.7M

- Charter Mandated Property Tax Assessment:  
**\$262M** (77% of total funding), an increase of \$16M from 2022-23.
- RAP Self-Generated Revenue:  
**\$46.6M** (14% of total funding), a decrease of \$3.2M from 2022-23 due to projected decrease in Proposition K Maintenance funds and unspent funding at the end of 2022-23.
- City General Funds:  
**\$31.1M** (9% of total funding), including funds for services provided by RAP to other City departments and child care operations.



# Department Goals & Priorities - FY23-24 Budget

## Proposed Budget Requests – \$339.7M & 1728 Positions

### Continuation of Services

- Maintain baseline budget: \$308.3M & 1,590 positions
- Continue/regularize one-time positions: \$5M & 55 positions
- Full funding for facilities partially financed in prior years: \$1.2M
- Obligatory one-time payout to part time employees due to labor contracts: \$8.5M
- Part time budget adjustment due to COLA increases: \$2.6M
- Continue funding for the Jordan Downs Redevelopment Project: \$125,000
- Operation of 13 child care centers: \$4.8M & 35 positions

### New Requests

- Utilities & Sanitation Costs Increase: \$730,000
- Fire, Life and Safety: \$82,000 & 1 position
- Security Camera Maintenance and Repairs: \$122,000
- Human Resources Safety Training: \$297,000 & 1 position
- New and Expanded Facilities: \$3.6M & 11 positions

**Note: All positions referenced are full time positions**



# Department Goals & Priorities - FY23-24 Budget

## New Requests (Cont.)

- Community School Parks Expansion: \$287,000 & 4 positions
- Maintenance of High Use Sites: \$1.4M & 3 positions
- Sustainability Planning and Implementation: \$627,000 & 7 positions
- Michelle and Barack Obama Sports Complex: \$639,000 & 1 position
- Griffith Observatory: \$115,000 & 2 positions
- Equity Focused Public Outreach and Engagement: \$215,000 & 3 positions
- Superintendent for Maintenance Special Programs: \$111,000 & 1 position
- Additional Tree Maintenance Crew: \$433,000 & 8 positions
- Maintenance of Synthetic Fields: \$149,000 & 2 positions
- Asset and Property Management: \$153,000 & 2 positions
- Digital Access and GIS Support: \$191,000 & 2 positions

## Other Requests:

- Vehicles & major equipment funding for Park Ranger's fleet addition, tree maintenance & aquatic youth programs: 2.9M
- Proposition A funding for bus services for youth programs: \$500,000



# Department Goals & Priorities Moving Forward

## High Level Priorities Include:

- Improved Park Safety (for staff and public)
- Enhanced Park, Restroom and Facility Maintenance
- Increased Park Access (walkable access and park acreage per capita)
- Affordable and equitable recreational programs (particularly for low-income youth and children of all abilities)
- Long-Term Capital Improvement Planning & Funding
- Resilient and Sustainable Parks and Park Operations - Decarbonization
- Workforce Training, Hiring and Professional Development
- Community Feedback & Communication
- Transparent and Efficient Operations



# Department Goals & Priorities - Next Steps

- **RAP will be coordinating with the incoming Mayoral Administration on the development of a new Strategic Plan**
- **As part of that effort, RAP will be surveying and gathering input from staff, park users, elected officials and other stakeholders on park priorities throughout the City**
- **This input will inform a new Strategic Plan, future budget requests, and capital improvement priorities**



**Adjourn**

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