

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

Meeting Date: <u>06/02/09</u>		Item Number: <u>A-1</u>
AGENDA ITEM: Consideration of a recommendation to the City Council regarding City participation in the Mayors' Action Challenge for Children and Families.		
Contact Person/Dept.: Bill La Pointe, PRCS Director		Phone Number: (310) 253-6655
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐
Public Hearing: ☐	Action Item: ☒	Attachments: ☒
Public Notification: PRCS Master Notification List (05/28/09).		
Department Approval: Bill La Pointe, PRCS Director (05/26/09)		City Attorney Approval: N/A
Chief Financial Officer Approval: N/A		City Manager Approval: N/A

RECOMMENDATION:

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission consider making a recommendation to the City Council regarding City participation in the Mayors' Action Challenge for Children and Families.

BACKGROUND/DISCUSSION:

At the March 23, 2009 meeting of the City Council during the "Legislation and League of California Cities City Advocate Weekly" verbal report and update, the City Council directed staff to agendize a discussion about the possibility of participating in the Mayors' Action Challenge for Children and Families at a future Parks, Recreation and Community Services Commission meeting.

The Mayors' Action Challenge for Children and Families ("Challenge") is outlined in the League of California Cities City Advocate Weekly edition #9-2009 dated March 6, 2009 and elaborated upon in the Mayors' Action Challenge for Children and Families website (www.mayorsforkids.org). The Challenge is supported by the National League of Cities through its Institute for Youth, Education, and Families and calls on mayors to:

Establish at least one bold, measurable, locally-defined goal in each of the following areas to ensure that every child has, at a minimum:

- *Opportunities to learn and grow;*
- *A safe neighborhood to call home;*
- *A healthy lifestyle and environment; and*
- *A financially fit family in which to thrive.*

By participating in the Challenge, cities further agree to commit to establishing accountability measures, active cross-sectoral collaboration, legislative advocacy and sharing of best practices. A description of the Challenge, including the

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principles and selected examples are included as Attachments A and B. At the writing of this report, 105 mayors in 37 states had committed to participation, including the Southern California cities of Los Angeles and Riverside.

Currently the Parks, Recreation and Community Services Department (PRCS), the Culver City Police Department (CCPD) and the Community Development Department (CDD), among others, provide a wide variety of programs and services that fulfill many of the principles of the Mayors' Action Challenge for Children and Families, including but not limited to:

Opportunities to learn and grow

- PRCS Culver City After School Program
- PRCS Summer, Winter and Spring Day Camps
- PRCS Parks and Playgrounds Drop-in Program
- PRCS Teen Center Facility and Activities
- PRCS Enrichment Classes (including offerings in pre-school, arts, dance, music, health and wellness, martial arts and more)

A safe neighborhood to call home

- PRCS Youth Mentoring Program
- PRCS Youth Making Changes community service and youth leadership group at the Teen Center
- CCPD Neighborhood Watch Programs
- CCPD Citizens Academy Training Classes
- CCPD Juvenile Diversion Program

A healthy lifestyle and environment

- PRCS Youth and Adult Sports Programs
- PRCS Enrichment Classes (including offerings in pre-school, arts, dance, music, health and wellness, martial arts and more)
- PRCS Plan-It Culver City: The Parks and Recreation Master Plan
- PRCS Refurbishment and ongoing maintenance to City parks, playgrounds and facilities
- CDD and Public Works Citywide Bicycle/Pedestrian Master Plan

A financially fit family in which to thrive

- PRCS Social Services Specialist available to assist community members
- CDD Family Self Sufficiency Program

Information about many of the PRCS programs can be found in Culver City Living, a quarterly publication that includes the varied classes and services offered by the PRCS Department. An excerpt of the Summer 2009 Edition of Culver City Living (draft) is provided as Attachment C.

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Options for participating in the Mayors' Action Challenge for Children and Families could include:

1. The establishment or articulation of outcomes, goals and accountability measures for existing City programs and services that fulfill the four areas/principles identified above;
2. The expansion of existing City programs and services to provide more activities to address the four areas/principles identified above; and/or
3. The establishment of new programs and services to provide more of the four areas/principles identified above.

Each of the options would require additional staff support and resources as well as collaboration with other City departments and outside agencies such as the Culver City Unified School District and community or nonprofit organizations. Staff expects option one would require the least amount of additional resources while option three would require the greatest amount of additional resources.

Given the need for additional resources, in the form of staff time and/or funding, staff does not recommend participation in the Challenge at this time. Staff recommends that participation be further considered at a time when the financial resources of the PRCS Department and the City are stronger.

Should the PRCS Commission choose to recommend to the City Council that Culver City participate in the Mayors' Action Challenge for Children and Families, staff encourages the Commission to recommend particular principles and/or programs for which the PRCS Department would bear responsibility. If the Commission were to recommend the expansion of existing programs or establishment of new programs, staff would need to conduct further research into the impact of these recommendations on the PRCS Department Budget and Work Programs and return to the Commission for further discussion and a recommendation.

FISCAL IMPACT:

There is no fiscal impact associated with the discussion of this agenda item. However, should the Commission choose to recommend City participation in the Mayors' Action Challenge for Children and Families, particularly if programs or services are to be expanded or created, additional funds would be needed to carry out additional program directives or current programs would need to be curtailed. The fiscal impact would be dependent upon the recommendation of programs or services to be established or expanded.

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ATTACHMENTS:

- A. The Mayors' Action Challenge for Children and Families Statement of Principles and Call to Action
- B. Selected Examples of Local Targets for the Mayors' Action Challenge for Children and Families
- C. Excerpt from Culver City Living, Summer 2009 Edition (draft)

MOTION:

That the Parks, Recreation and Community Services Commission:

- 1. Recommend to the City Council that Culver City commit to participation in the Mayors' Action Challenge for Children and Families;

AND

- 2. Recommend that the PRCS Department establish at least one "bold, measurable, locally-defined goal" in the following area(s):
 - a. Opportunities to learn and grow;
 - b. A safe neighborhood to call home;
 - c. A healthy lifestyle and environment; and/or
 - d. A financially fit family in which to thrive.

AND

- 3. Recommend that City participation in the Mayors' Action Challenge for Children and Families be achieved through:
 - a. Establishing outcomes, goals and accountability measures for existing City programs and services;
 - b. Expanding existing City programs and services; and/or
 - c. Establishing new programs and services.

OR

- 4. Recommend to the City Council that Culver City not commit to participation in the Mayors' Action Challenge for Children and Families.