COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION
"Parks Make Life Better!"

John Wicker, Director

ADOPTED
BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

47 September 6, 2016

LORI GLASGOW
EXECUTIVE OFFICER

September 06, 2016

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

SAFE, CLEAN NEIGHBORHOOD PARKS AND BEACHES MEASURE OF 2016
APPROVE APPROPRIATION ADJUSTMENT FOR
THE COUNTYWIDE INFORMATION AND EDUCATION OUTREACH PROGRAM
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

Approval of the recommended actions will find the Countywide Information and Education Outreach Program exempt from the California Environmental Quality Act and approve an appropriation adjustment for costs associated with the Outreach Program.

IT IS RECOMMENDED THAT THE BOARD:

1. Find the Countywide Information and Education Outreach Program categorically exempt from the California Environmental Quality Act for the reasons stated herein and the reasons reflected in the records of the program.

2. Approve an appropriation adjustment in the amount of $200,000 for costs associated with the ongoing Countywide Information and Education Outreach Program for the Safe, Clean Neighborhood Parks and Beaches Measure of 2016.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of the recommended actions will approve an appropriation adjustment that will allow the Department of Parks and Recreation (Department) to continue the Countywide Information and Education Outreach Program (Outreach Program) for the Safe, Clean Neighborhood Parks and Beaches Measure of 2016 (2016 Parks Measure).

On July 5, 2016, the Board approved placement of the 2016 Parks Measure onto the November 8, 2016 (Election Day) ballot. The ongoing Outreach Program, as authorized by a Board Motion approved on August 11, 2015, is necessary to effectively disseminate factual information on the identified needs and opportunities in the 2016 Countywide Comprehensive Parks and Recreation Needs Assessment (2016 Needs Assessment) and provide education on the specifics of the 2016 Parks Measure in advance of voting on Election Day.

Upon the Board's approval, the Department will request the Chief Executive Officer, under her delegated authority, to amend the existing agreement with TBWB Strategies (TBWB) to conduct the Outreach Program on behalf of the Department. Under an existing delegated authority agreement, TBWB currently provides overall coordination of the Outreach Program, from planning and development of educational messaging to implementation of programmatic roll-out, including but not limited to management of various sub-consultants.

Implementation of Strategic Plan Goals

The proposed recommendations further the Board-approved County Strategic Plan Goals of Operational Effectiveness/Fiscal Sustainability (Goal 1) and Community Support and Responsiveness (Goal 2) by providing existing budgeted funds to continue information and education efforts on a Countywide measure to be considered by voters on the November 8, 2016 ballot.

FISCAL IMPACT/FINANCING

The estimated cost to continue the Outreach Program is $900,000. Of this amount, $450,000 will be funded in the Los Angeles County Regional Park and Open Space District's (RPOSD) Fiscal Year (FY) 2016-17 Budget using RPOSD Administration Funds. The remaining $450,000 will be funded in the Department's FY 2016-17 Operating Budget using $250,000 of available funds and an additional $200,000 from the Chief Executive Office's (CEO) Provisional Financing Uses Budget, which will be available to the Department upon the Board's approval of the appropriation adjustment. The $250,000 of available funds in the Department's Operating Budget is residual funding from the $3,500,000 that the Board allocated to the Department for the Parks Needs Assessment Project.

Operating Budget Impact

The recommended actions will provide sufficient appropriation in the Department's FY 2016-17 Operating Budget for the Department's share of the costs associated with the ongoing Outreach Program.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On August 11, 2015, the Board, acting as RPOSD's governing body, approved a motion instructing development of the 2016 Parks Measure and corresponding Outreach Program with $2,000,000 from RPOSD's Administration Fund. The $450,000 remaining from the previously approved $2,000,000 allocation will be utilized to continue the Outreach Program.

The recommended actions have been reviewed and approved by County Counsel as to form.

ENVIRONMENTAL DOCUMENTATION

The Outreach Program is categorically exempt from CEQA. The program, which consists of dissemination of factual information on the identified needs and opportunities in the 2016 Needs Assessment and provision of education on the specifics of the 2016 Parks Measure, is within certain classes of projects that have been determined not to have a significant effect on the environment in that it meets the criteria set forth in Section 15322 (a) of the State CEQA Guidelines, and Class 22 (a) of the County's Environmental Document Reporting Procedures and Guidelines, Appendix G, because the program consists of adoption of educational or training programs which involve no physical alteration in the affected area.

CONTRACTING PROCESS

The ongoing Outreach Program is provided under a delegated authority agreement of the CEO, which will be amended upon the Board's approval of the recommended actions.

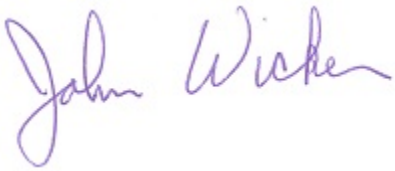
IMPACT ON CURRENT SERVICES (OR PROJECTS)

Ongoing efforts to disseminate factual information fulfill the County's responsibility to educate voters on a measure it has placed onto the November 8, 2016 ballot.

CONCLUSION

Please instruct the Executive Officer-Clerk of the Board to return one adopted copy of this action each to the Chief Executive Office, and one to the Department of Parks and Recreation.

Respectfully submitted,



JOHN WICKER
Director

JW:JB:wro

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

ATTACHMENT I

DEPARTMENT OF PARKS AND RECREATION:
SAFE, CLEAN NEIGHBORHOOD PARKS AND BEACHES MEASURE OF 2016
COUNTYWIDE INFORMATION AND EDUCATION OUTREACH PROGRAM

APPROPRIATION ADJUSTMENT

(SEE ATTACHED)

PINK(1)

BA FORM 05052015

BOARD OF SUPERVISORS
OFFICIAL COPY

September 06, 2016
DEPT NO: 0600

COUNTY OF LOS ANGELES

REQUEST FOR APPROPRIATION ADJUSTMENT

DEPARTMENT OF PARKS AND RECREATION

AUDITOR-CONTROLLER:

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. PLEASE CONFIRM THE ACCOUNTING ENTRIES AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF EXECUTIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

ADJUSTMENT REQUESTED AND REASONS THEREFOR
FY 2016-17
3 - VOTES

SOURCES		USES	
PFU-VARIOUS		**PARKS AND RECREATION**	
A01-CB-2000-13749-13760		A01-PK-2000-27640	
SERVICES & SUPPLIES		SERVICES & SUPPLIES	
DECREASE APPROPRIATION	**200,000**	**INCREASE APPROPRIATION**	**200,000**
SOURCES TOTAL	**$ 200,000**	**USES TOTAL**	**$ 200,000**

JUSTIFICATION

Reflects a transfer of $200,000 from Provisional Financing Uses Budget to the Department Parks and Recreation to fund the Countywide Information and Education Outreach Program for the Safe, Clean Neighborhood Parks and Beaches Measure of 2016 (2016 Parks Measure).

ADOPTED
BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

#47 SEP 06 2016

Malou Rubio
AUTHORIZED SIGNATURE MALOU RUBIO, DEPTL FINANCE MANAGER II

BOARD OF SUPERVISOR'S APPROVAL (AS REQUESTED/REVISED)

Lori Glasgow
LORI GLASGOW
EXECUTIVE OFFICER

REFERRED TO THE CHIEF EXECUTIVE OFFICER FOR---

☐ ACTION
☑ RECOMMENDATION

☑ APPROVED AS REQUESTED
☐ APPROVED AS REVISED

AUDITOR-CONTROLLER BY Lanfam

B.A. NO. 020 DATE August 17, 2016

CHIEF EXECUTIVE OFFICER BY Arthur Mc Ki

DATE 8/17/16

SEND 3 COPIES TO THE AUDITOR-CONTROLLER