

MEASURE
A

IMPLEMENTATION
STEERING COMMITTEE
MEETING #5
OCTOBER 19 2017



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TODAY'S AGENDA

1. Technical Assistance Program
2. Community Engagement Requirements for Potential Grantees
3. RPOSD Outreach and Engagement

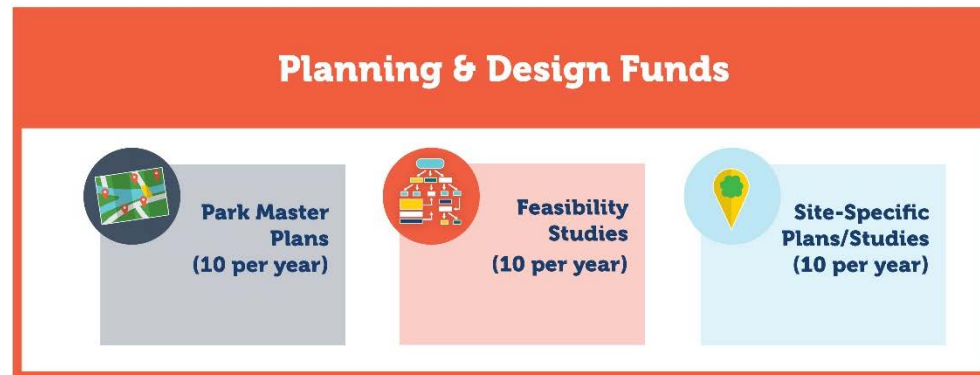


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- Program Elements
 - Program Costs
 - Availability
 - Evaluation

1. TECHNICAL ASSISTANCE PROGRAM

1. TECHNICAL ASSISTANCE

Program Elements



1. TECHNICAL ASSISTANCE

Program Elements: **Technical Assistance Management**

- Technical Assistance Manager
- Countywide survey of technical assistance interest
- Technical Assistance awareness outreach
 - Includes 10 introductory workshops
- Technical Assistance evaluation and effectiveness

- Estimated Year One Cost: \$277,000



1. TECHNICAL ASSISTANCE

Program Elements: Application Assistance

Type of Assistance	Available To	Reach
Introductory Workshops/Webinars	All	2 rounds of 10 workshops (20 total)
Enrollment Guide	All	Unlimited
Grant Writing Workshops/Webinars	H/VH Need SAs	10 workshops/grant category (30 total)
Grant Writing Handbook	All	Unlimited
Professional Grant Writing Services	H/VH Need SAs	40 applicants (60 hours each)
Application Feedback	All	40 applicants (60 hours each)

Estimated Year One Cost: \$804,000



1. TECHNICAL ASSISTANCE

Program Elements: Community Outreach & Engagement

Type of Assistance	Available To	Reach
Outreach & Facilitation Training Workshops	All	10 workshops/year
Resource Toolkit	All	Unlimited
Outreach Services	H/VH Need SAs	10 study areas/year
Facilitation Services	H/VH Need SAs	10 study areas/year

Estimated Year One Cost: \$214,200

- Training workshop attendance may be limited to ensure quality of training
- Toolkit may include: templates, checklists, handbooks, case studies, multilingual/multicultural materials, social media templates, branding materials, other educational resources

1. TECHNICAL ASSISTANCE

Program Elements: Strategic Partnerships and Mentoring

Type of Assistance	Available To	Reach
Partner Directory	All	Unlimited
Online Partner Portal	All	Unlimited
Mentor Program	H/VH Need SAs	Contingent on number of mentors

Estimated Year One Cost: \$152,800

- Directory updated annually
- Interactive online portal will serve to match agencies and partners
- Mentor program will be volunteer based and self-facilitated

1. TECHNICAL ASSISTANCE

Program Elements: Planning & Design Assistance

Type of Assistance	Available To	Reach
Funding (\$2.5 million)	H/VH Need SAs	10 Parks Master Plans - \$150,000 ea. 10 Feasibility Studies - \$50,000 ea. 10 Site-specific plans/studies - \$50,000 ea.
Best Practices Handbook	All	Unlimited
Cost Estimates Catalog	All	Unlimited
Estimated Year One Cost: \$198,000 (does not include funding)		

- Funds for Planning & Design to come from General Category 3 & 4 competitive grants
- Handbook and catalog updated annually



1. TECHNICAL ASSISTANCE

Program Elements: Technical Help Desk

Type of Assistance	Available To	Reach
Webinars	All	2 webinars/year
Online Information Portal	All	Unlimited
Help Desk	High Need SAs	40 hours/week (avg.)

Estimated Year One Cost: \$505,200

- Provides guidance related to technical aspects of park planning: sustainable design, materials selection, best practices in park design, etc.
- Webinars will be archived for future access
- Online portal contains FAQ's, help tickets, training requests, etc.

1. TECHNICAL ASSISTANCE

Program Elements: Grantee Help Desk

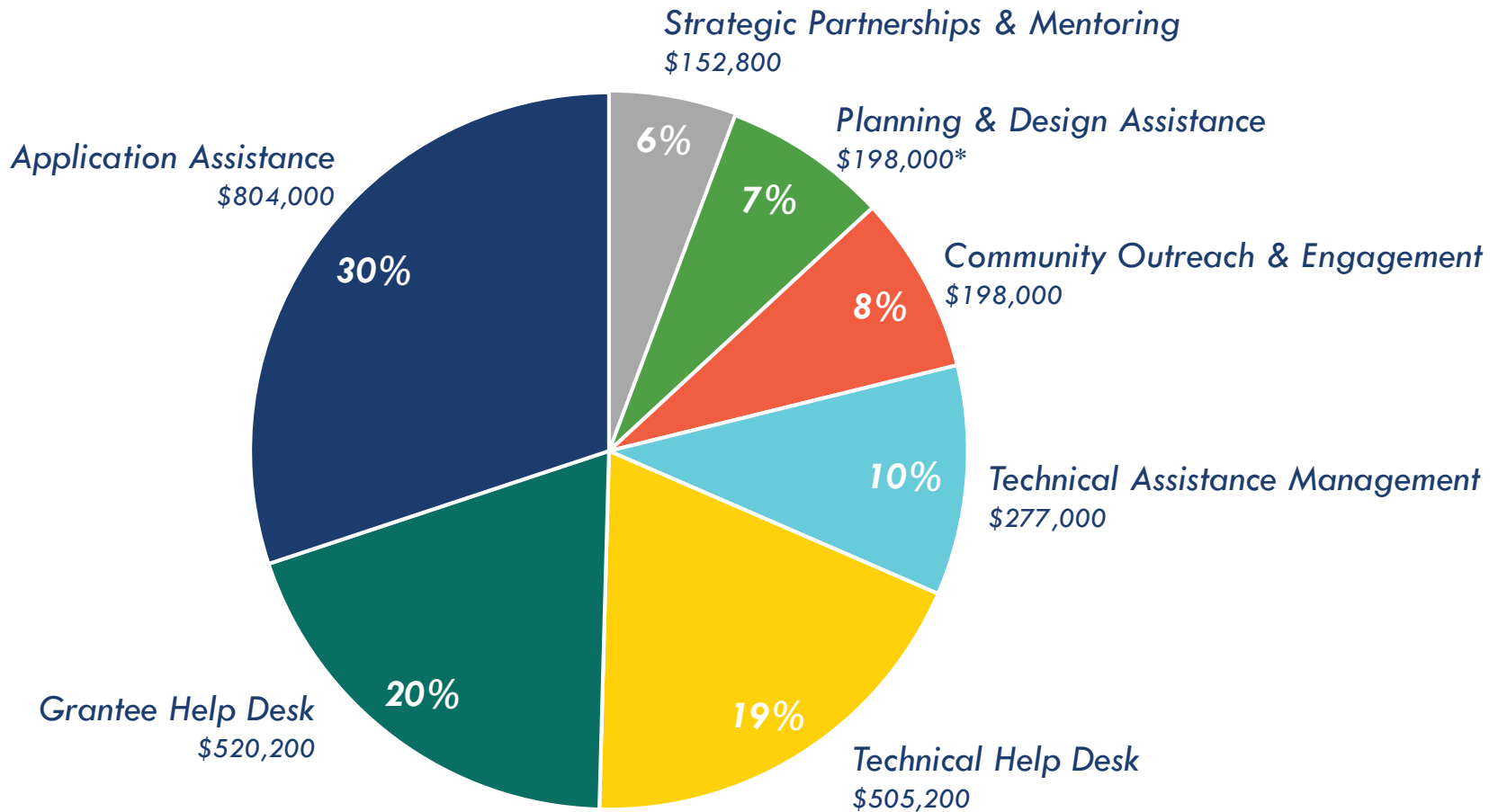
Type of Assistance	Available To	Reach
Webinars	All	2 webinars/year
Online Information Portal	All	Unlimited
Help Desk	High Need SAs	40 hours/week (avg.)
Estimated Cost: \$520,000 per year		

- Provides guidance related to grant administration processes and requirements: project agreements, reporting, reimbursements, etc.
- Webinars will be archived for future access
- Online portal contains FAQ's, help tickets, training requests, etc.

1. TECHNICAL ASSISTANCE

Estimated Year One Costs: \$2,671,400*

*Does not include \$2,500,000 in funding for planning and design projects



1. TECHNICAL ASSISTANCE

Availability

- Some forms of technical assistance will be available to all while other forms will only be available to high and very high need study areas
- Demand for some forms of Technical Assistance, including those forms available only in High & Very High Study Areas, could exceed supply.
- In cases where demand for a given form of technical assistance exceeds supply, RPOSD may need to develop a way to allocate assistance.

1. TECHNICAL ASSISTANCE

Availability

When selecting TA recipients, RPOSD may utilize either a competitive approach or a selective approach based on the following indicators:

1. Park Need level
2. Status of open grants
3. History of completed projects

Competitive Approach:

- Agencies would apply to receive Technical Assistance
- Competitiveness would be demonstrated by the need indicators listed above

Selective Approach:

- RPOSD would review high need study areas and select recipients, based on the need indicators listed above



1. TECHNICAL ASSISTANCE

Program Evaluation

- Program will be evaluated periodically
- Funding for subsequent years will be adjusted to reflect the success or shortcomings of the program and may go up or down
- Additional details regarding program evaluation and oversight will be discussed at the March Steering Committee Meeting



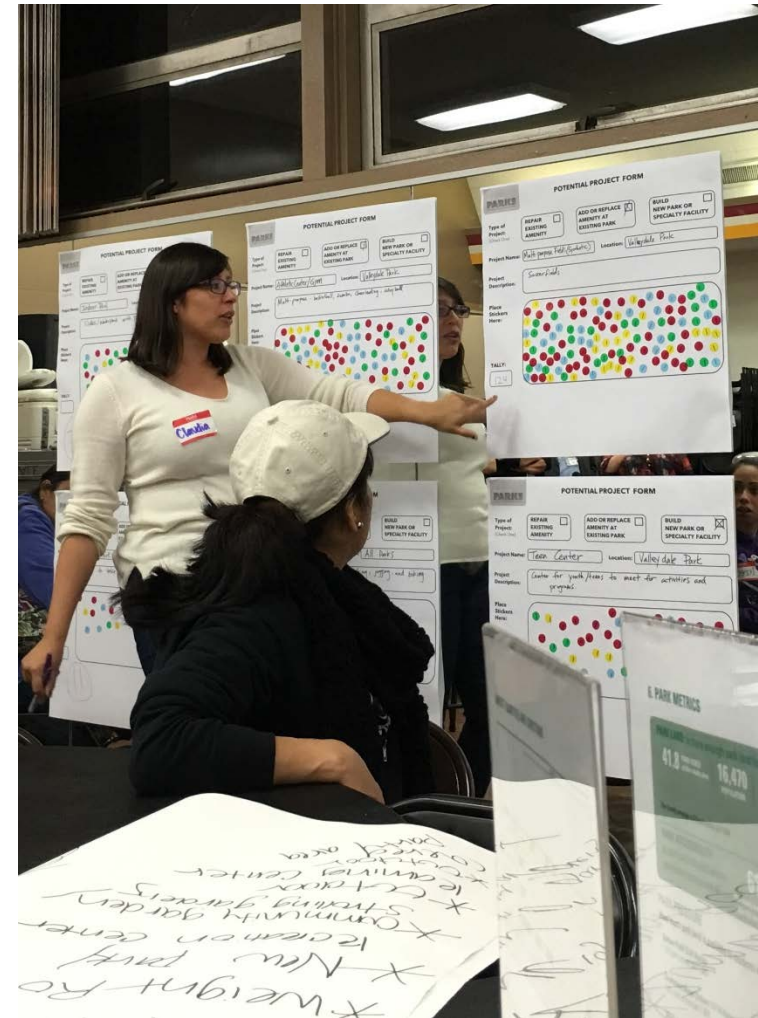
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- Overview
 - Approaches
 - Allocations
 - Competitive Grants

2. COMMUNITY ENGAGEMENT REQUIREMENTS

2. COMMUNITY ENGAGEMENT REQUIREMENTS

Overview

- All projects funded by Measure A must meet a **minimum community engagement requirement**.
- Community engagement requirement is related to award amount, with **larger dollar amounts requiring more engagement**.
- **Competitive grants will be evaluated on community engagement** (planned or completed). Applicants meeting only the minimum requirement will score lower than applicants with a more robust plan.



2. COMMUNITY ENGAGEMENT REQUIREMENTS



Engagement Approaches & Requirements

Approach A

Resolution

This approach is appropriate when agencies are planning to implement a project that previously included robust community engagement, and the agencies do not plan to further engage the community.

Resolutions may be passed by the city council, parks commission, or other elected or appointed body.



City Council Meeting

- City Council Resolution
- Parks Commission Resolution

Approach B

Information Sharing

This approach allows agencies to update their communities on the status of a project or a plan without actively seeking community feedback.

This approach is most appropriate when agencies have previously engaged the community and seek to provide updates throughout the duration of the project.

Information sharing methods should be appropriate in accessibility and visibility to the particular community.

This approach may be required at various stages of the grant administration process.



Facebook Advertisement

- Social Media
- Newsletters

Approach C

Concurrent Engagement

This approach allows agencies to discuss Measure A-funded projects and plans in conjunction with other community meetings.

This may include meetings scheduled around community plans, regularly scheduled council meetings, or other events that aim to engage the community and solicit feedback pertaining to spending priorities within a Study Area.

Concurrent engagement methods should be appropriate in scale and type to the particular community.

Depending on project cost, this approach may be required before or after submission of the grant application.



Pop-up Outreach

- Community Events
- City/Neighborhood Council Meetings

Approach D

Participatory Engagement

This approach includes meetings, workshops, and other events that solely discuss priority spending of Measure A funds. These events focus entirely on parks and recreation priorities and how Measure A funds should be directed to those priorities.

Meetings must intentionally engage the community and solicit meaningful feedback. Participatory engagement methods should be appropriate in scale and type to the particular community.

Depending on project cost, this approach must be used either before and/or after submission of the grant application.



Community Workshop

- Workshops
- Town Hall Meetings



2. COMMUNITY ENGAGEMENT REQUIREMENTS

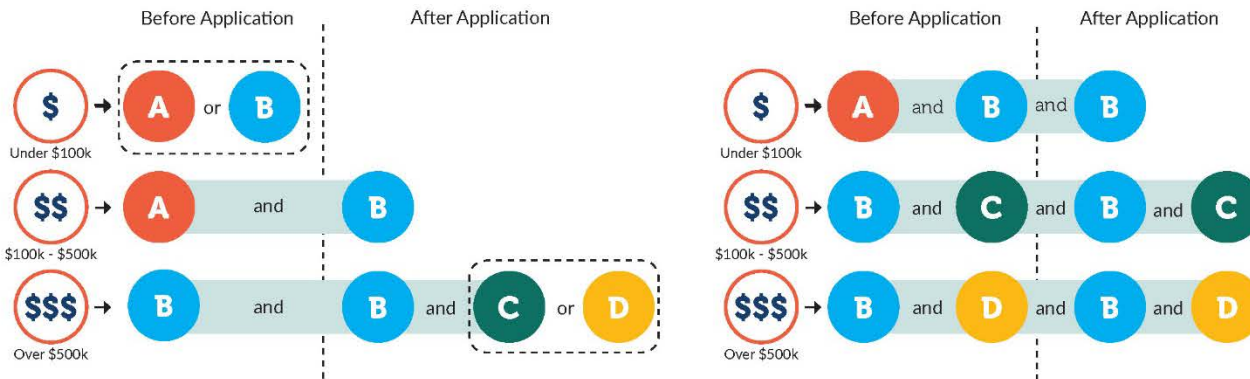
Find your grant type and cost to determine minimum engagement requirements:

Annual Allocations*

Is the project on the Parks Needs Assessment (PNA) List or consistent with an adopted community planning document?

Yes

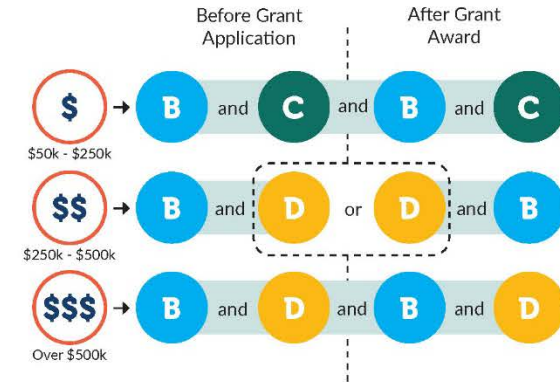
No



*Applies to all annual allocations, including Categories 1 and 2, as well as Category 3 Department of Beaches and Harbor (DBH) and Category 4 Department of Parks and Recreation (DPR).

- A Resolution Approach
- C Concurrent Engagement Approach
- Project Cost
- B Information Sharing Approach
- D Participatory Engagement Approach

Competitive Grants**



**Shovel-ready projects with completed construction drawings at time of application do not require Participatory Engagement after grant award.

Maintenance & Servicing (M&S) Funds



- 
- A group of people are playing soccer on a green field. In the background, there is a large, forested hill. The scene is bright and sunny. A semi-transparent white box is overlaid on the image, containing a list of bullet points.
- Park Funding 100 Series
 - Additional Agency Outreach
 - Community Meetings
 - Social Media Initiative
 - Technical Assistance Awareness

3. RPOSD OUTREACH & ENGAGEMENT UPDATE

3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Park Funding 100 Series Update

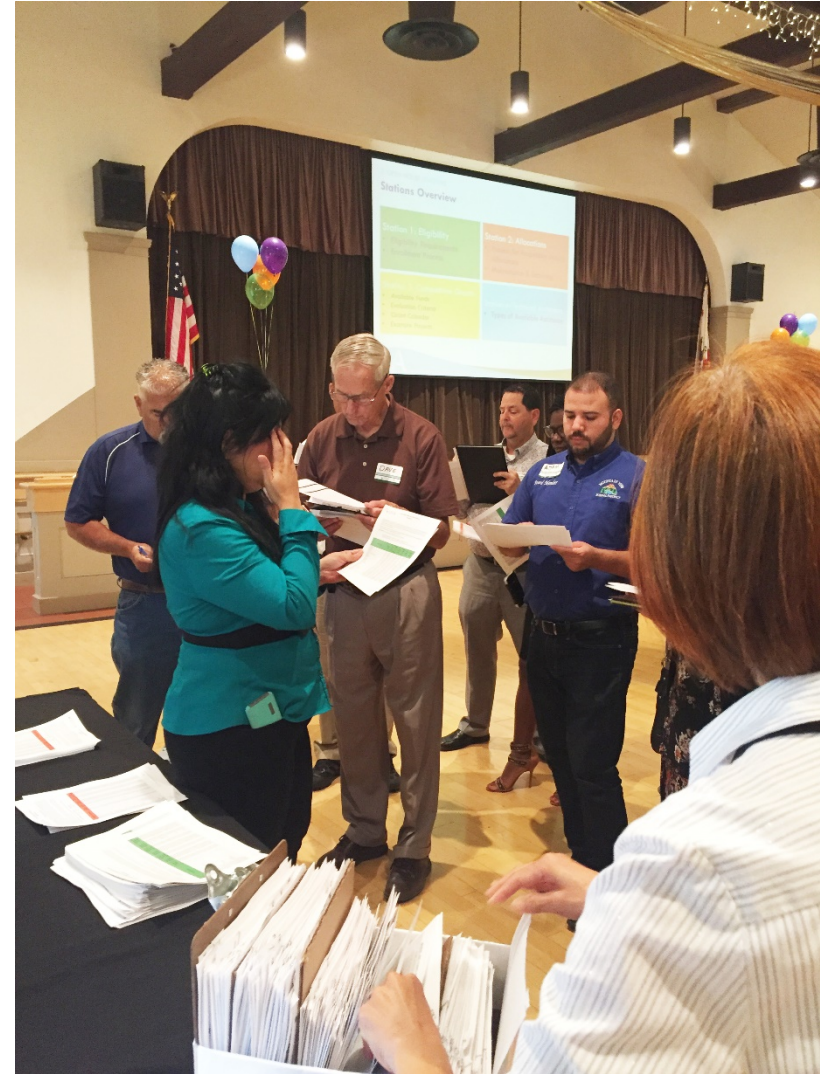
- Park Funding 101 Meetings
 - 197 attendees
 - 61 cities, 13 other government agencies, 27 nonprofit/ community organizations
 - City of Los Angeles, and LA County DPR, representing 42 High and Very High Need Study Areas attended
 - Of the remaining 30 cities with High or Very High need Study Areas, 19 attended



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Park Funding 100 Series Update

- Park Funding 102 Meetings:
 - 194 attendees
 - 55 cities, 8 other government agencies, 32 nonprofit/ community organizations
 - City of Los Angeles, and LA County DPR, representing 42 High and Very High Need Study Area attended
 - Of the remaining 30 cities with High or Very High need Study Areas, 18 attended
- Final Park Funding 102 meeting scheduled on October 27th



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Park Funding 100 Series Update

- **18 cities have not attended** a Park Funding meeting
- Of these, **6 are High or Very High need Study Areas**
- RPOSD is conducting **individual outreach** to these cities



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Additional Focused Outreach

- Focused outreach to agencies that can provide insight into special circumstances and needs. May include:

Description	Purpose
Stakeholder groups requesting information (COGs, unincorporated town councils, etc.)	Answer questions
Agencies with multiple study areas	Assess barriers to participation by large jurisdictions
Agencies with High and Very High need Study Areas	Assess barriers created by high need
Key Prop. A grant recipients	Potential improvements in granting process

3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Community Meetings

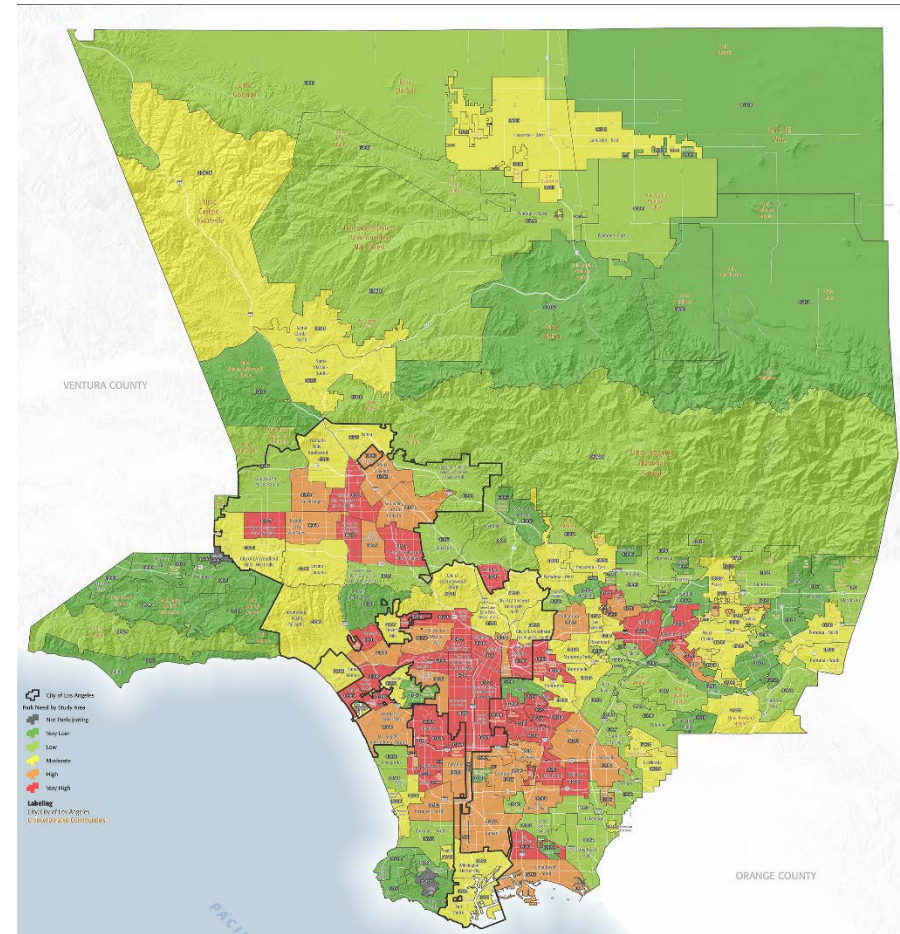
- Provide the following information to the general public:
 - What Measure A is and how it may affect their communities
 - How to get involved with their local park agencies as these agencies prepare to apply for and spend Measure A funds



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Community Meetings

- Six meetings in each Supervisorial District
 - At least two meetings in each District to be held in High or Very High need Study Area
- Meetings will be scheduled for Spring 2018
- RPOSD will work with CBOs to facilitate meetings. A stipend of up to \$5,000 is available for each meeting



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Community Meetings

- RPOSD will create a list of potential CBOs by:
 - Contacting CBOs that participated in Parks Needs Assessment meetings
 - Soliciting additional CBOs who may be interested
- Once all CBOs are identified and meeting locations are secured, RPOSD will match CBOs with meetings, with the following goals:
 - All selected CBOs should have an established relationship with the community in which the meeting will be held
 - All qualified CBOs should receive at least one assignment



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Social Media Initiative

- Raise general awareness of Measure A and RPOSD
- Drive traffic to RPOSD website so people can learn more
- Serve as a catalyst for local-level community engagement
- Launch anticipated in early 2018, to support spring meetings



3. RPOSD OUTREACH AND ENGAGEMENT UPDATE

Technical Assistance Awareness

- Countywide survey of interest
- 10 introductory workshops to be held in High or Very High need Study Areas
- Online webinar available once workshops conclude
- Active social media outreach



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Public Comment

QUESTIONS?

Onamia Bryant



MEASURE A

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Upcoming Meetings

Steering Committee Meeting #6: Draft Grant Guidelines, Bonding and Forwarding Strategy Policy

December 7th 9:30 am-12 noon

Kenneth Hahn Hall of Administration

Note: This meeting date is not the last Thursday of the month

Steering Committee Meeting #7: Variable Funds, Innovation & Oversight Policy, Agency Allocation from M&S; Grant Guidelines

January 25th 9:30 am-12 noon

Kenneth Hahn Hall of Administration





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Do not delete slides below –
these are section dividers for
longer presentations!



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- A photograph of a large tree with prominent, thick, buttressed roots extending across the ground. The tree is situated in a park-like area with other trees and a paved path in the background. The scene is brightly lit, suggesting a sunny day. A semi-transparent white box with a dark blue dot and the word 'placeholder' is overlaid on the image.
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1. PLACEHOLDER

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