

FOR INFORMATION ONLY

CITY OF LOS ANGELES  
Department of Recreation and Parks

August 14, 2002

TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM: MANUEL A. MOLLINEDO, General Manager

SUBJECT: GIRLS PLAY L.A. PROGRAM – RECIPIENT OF 2002 PRODUCTIVITY  
IMPROVEMENT AWARD

On April 11, 2002, the Girls Play LA (GPLA) program, established by the Department's Municipal Sports Section, received a 2002 Productivity Improvement Award in the category of "*Serving Communities and People*" from the Quality & Productivity Commission. This award is bestowed to City Departments whose programs exemplify outstanding performance and productivity improvements within the City of Los Angeles.

The GPLA program was established in 2000 as a complement to the Raise the Bar Program. Both programs address gender equity as it relates to the availability of sports league opportunities for girls. GPLA provides girls in low-income communities, ages 13 to 15, the opportunity to participate in organized sports leagues.

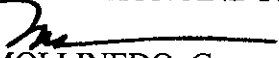
An integral component of the program is the fee subsidy, which was developed to provide girls in these low-income communities the same sports opportunities as girls who reside in other areas of the City. In addition, eligible recreation centers received subsidies to hire qualified sports-specific instructors and staff to run professional trainings and clinics, buy the necessary equipment, and provide transportation.

The program continues to grow steadily in its number of participants, and, to date, GPLA has provided more than 3,500 girls invaluable lessons in teamwork, discipline, focus and self-esteem building through active participation in the program - regardless of their economic status.

This Informational Board Report was prepared by Vicki Israel, Special Services Division.

**CITY OF LOS ANGELES**  
Department of Recreation and Parks

August 14, 2002

TO: BOARD OF RECREATION AND PARK COMMISSIONERS  
FROM:   
MANUEL A. MOLLINEDO, General Manager  
SUBJECT: NFL FOOTBALL GRANT APPLICATION

**SUMMARY:**

On July 19, 2002, the Department submitted a grant proposal to the National Recreation and Park Association (NRPA) to receive funding for the development of a girls' flag football program. Subsequent to a successful award, staff will submit an action Board Report requesting approval of the resulting agreement, and authority to submit the agreement through Council in accordance with Executive Directive No. 26. The proposal requests the amount of \$174,540 to fund the entire program.

**FINDINGS:**

The NRPA partnered with the NFL Youth Football Fund is offering a Local Agency Grant which recognizes local agencies for their creative strategies in the development of youth football as well as innovative methods of using youth football programming as an effective teaching tool and positive motivator of young people. The NFL offered funds of \$300,000 to be distributed by the NRPA to local member agencies.

Staff review of the NRPA's grant opportunity indicated that this grant would benefit the Department's programs and offer the ability to enhance the existing Raise the Bar program. Award of a grant that funds additional part-time staff and materials would enable the Municipal Sports section to implement a girls' flag football program that would help meet the priority of offering girls' sports opportunities.

This report was submitted by Vicki Israel, Principal Recreation Supervisor II.