



**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**

**DEPARTMENT:** Community Services

**MEETING DATE:** September 10, 2019

**PREPARED BY:** Nathalie Wilcox,  
Recreation Coordinator

**AGENDA LOCATION:** CC-4

**TITLE:** 2019 Friday Night Teen Scene Overview

**OBJECTIVE:** To provide an update on statistics and activities related to the 2019 Friday Teen Scene program.

**BACKGROUND:** The Friday Night Teen Scene began several years ago in partnership with the City of Monrovia, Monrovia Unified School District, Santa Anita Family YMCA, members from the faith based community, and City of Duarte. The original goal of the program was to provide teens with a safe space to gather on Friday nights. The Old Town Merchants had expressed the need for a productive and safe environment for the teens, separate from the Friday Night Street Fair. The original program included a leadership component, where participating teens learned about leadership and developed communication and job skills. Program participants attended the leadership classes and worked together to provide eight (8) weeks of activities for their peers in Library Park during the summer.

Over the years, the program and partners have evolved. In 2018, the City collaborated with Raw Inspirations, the Friday Night Street Fair operator, to provide the Friday Night Teen Scene as a feature in the Street Fair. In addition, to enhance the Youth Employment Services (YES) Program, staff suggested a YES Intern take the lead on the event programming. Coordination of the activities were planned in partnership with Raw Inspirations and the program was held on Colorado Boulevard, east of Myrtle Avenue. Although Raw Inspirations were great partners, hosting the Friday Night Teen Scene on the street as a part of the Fair created new challenges. Unfortunately, the teens did not respond positively to the changes and the participation decreased significantly.

This year, once again staff identified a YES Intern to assist with the planning, promotion and execution of the Friday Night Teen Scene. The program was held in Library Park from 5:30 p.m. – 8:30 p.m. for eight weeks beginning on Friday, June 28 and ending on Friday, August 16. The YES Intern worked with staff, various community service groups, and non-profit organizations to provide a safe and engaging environment for teens to spend time with their friends listening to music, playing sports, engaging in art activities, and enjoying a weekly free meal.

**ANALYSIS:** The Friday Night Teen Scene was the capstone project for the YES Intern assigned to the program. The YES Intern worked with staff to schedule activities such as a Cell Phone Public Art Photo Scavenger Hunt, Basketball Shootout and teen bands. Food, craft supplies and in-kind donations were secured from the City Council, City of Monrovia Administrative Services Department, Monrovia Fire Department Explorers, the Monrovia Police Department Explores, the Monrovia Area Partnership Youth Leadership Program, the Monrovia Youth Commission, Old Town Merchants, Monrovia Association of

Fine Arts, Volunteer Center of San Gabriel Valley, Canyon Park Naturalists, and the Monrovia Teen Advisory Board.

Relocating the program back to Library Park provided a centralized location for teens to spend their Friday nights. The YES Intern assigned to the program developed innovative programs and assisted with social media promotions. Attendance increased each week with the highest attendance on July 26, August 9, and August 16 when live music was provided by teen bands. Staff also observed an increase in weekly attendance later in the evening when the weather was cooler.

The following table provides weekly demographics and attendance.

SUMMER 2019 TEEN SCENE DEMOGRAPHICS							
Week	Teen Scene Weekly Attendance Totals						
1	June 28	89					
2	July 5	90					
3	July 12	104					
4	July 19	112					
5	July 26	185					
6	August 2	78					
7	August 9	149					
8	August 16	172					
	<b>TOTAL</b>	<b>979</b>					
Week	Teen Scene Age Average						
		12 and under	13-14 yrs old	15-16 yrs old	17-18 yrs old	19 and over	No Response
1	June 28	12%	36%	30%	16%	1%	5%
2	July 5	5%	27%	31%	17%	15%	5%
3	July 12	11%	39%	30%	9%	3%	8%
4	July 19	32%	22%	19%	5%	12%	10%
5	July 26	24%	22%	27%	9%	10%	8%
6	August 2	NA	NA	NA	NA	NA	NA
7	August 9	16%	20%	15%	19%	35%	1%
8	August 16	14%	33%	18%	12%	20%	3%
	<b>TOTAL</b>	<b>16.3%</b>	<b>28.4%</b>	<b>24.3%</b>	<b>12.4%</b>	<b>13.7%</b>	<b>5.7%</b>
Week	Teen Scene Location						
		Monrovia Residents	Non-Residents				
1	June 28	54%	46%				
2	July 5	41%	59%				
3	July 12	68%	32%				
4	July 19	53%	47%				
5	July 26	56%	44%				
6	August 2	NA	NA				
7	August 9	46%	54%				
8	August 16	47%	53%				
	<b>TOTAL</b>	<b>52.1%</b>	<b>47.8%</b>				

**2020 PROGRAM SUGGESTIONS:**

1. Assign a YES Intern to assist with the planning, promotion and execution of the Friday Night Teen Scene.
2. Continue to offer the program in Library Park.
3. Continue to partner with service groups, City departments and non-profit organizations for food donations, art and craft activities, and in-kind donations.
4. Schedule more teen bands to perform each week.
5. Shift the program time from 5:30 p.m. – 8:30 p.m. to 6:00 p.m. – 9:00 p.m.

**FISCAL IMPACT:** Staff costs for the Friday Night Teen Scene were included in the Community Services operating budget

**RECOMMENDATION:** Staff recommends the Community Service Commission move to receive and file CC-4, 2019 Friday Night Teen Scene Overview.

**COMMISSION ACTION REQUIRED:** If the Community Service Commission concurs, the appropriate action would be a motion to: Receive and file CC-4, 2019 Friday Night Teen Scene Overview.