



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



DEPARTMENT: Community Services

MEETING DATE: October 14 , 2014

PREPARED BY: Memo Chavez,
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AGENDA LOCATION: AR-1

TITLE: 2014 Summer Extravaganza Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2014 Summer Extravaganza program.

BACKGROUND: The Summer Extravaganza program began in 1995, and was developed to provide a variety of activities to entertain and educate youth, ages 6 to 16 during the summer months. The eight-week program is made possible through the federally funded Community Development Block Grant (CDBG). Funding secured through CDBG requires that the program be offered free of charge to youth from Monrovia with low to moderate income. Community Services worked in cooperation with agencies such as the Santa Anita Family YMCA, Boys & Girls Club of the Foothills, and the Monrovia Unified School District to offer the following program components:

- Self-esteem enhancement through social activities and interactive discussions
- Interactive programs and activities focusing on teamwork and character building
- Health and wellness education through exercise and nutrition
- A fun, educational and safe place to play during summer months
- Cultural programs designed to celebrate diversity
- An incentive program to encourage and reward positive behavior

ANALYSIS: The following information outlines Summer Extravaganza program operations:

Program Dates: June 23 - August 15
Times: 12:00 a.m. - 5:00 p.m.
Location: Recreation Park
Ages: 6 -16 years (age groups include 6 and 7, 8 -10 and 11 -16)
Registration Date: April 28 (open until filled)
Maximum Enrollment: 200 youth

AR-1

Budget Reduction:

January 2014, staff was notified of a 5 percent reduction in federal funding through the CDBG Grant. As a result, the program was limited to 200 participants compared to 250 participants in the 2013 program. The number of program supplies and equipment was also reduced including sports, arts and crafts, and incentives. Daily program development included activities that required minimal supplies and equipment. Previous end of the year excursions to Knott’s Berry Farm were replaced this year with a free trip to the Cabrillo Marine Aquarium. Entrance to the Cabrillo Marine Aquarium was free provided the Summer Extravaganza program brought in one large bag of aluminum cans recyclables for each group of 30 participants. A total of six large bags were taken to the Cabrillo Marine Aquarium.

Registration:

Parents were required to complete a registration packet which included program rules and regulations, on-site waiver, excursion waiver, swimming ability, photography permission form, and Income Verification Form (required per CDBG) for each child they enrolled. A wait list was developed due to the number of interested parents who were not the first 200 registered. Of the 200 youth who registered, only 170 were attending the program on a daily basis so Community Services was able to take all 30 participants off the wait list and enroll them in Summer Extravaganza. The City of Monrovia offered registration on Monday, April 28 at 9:00 a.m. at the Mary Wilcox Youth Center. There were multiple stations which consisted of paperwork and waiver check-in, proof of income, and proof of residency. The following information is CDBG’s Income Household and Resident Criteria:

Program Qualifications:

Household Income Maximums

Household Size: 1 Maximum Income \$45,651	Household Size: 2 Maximum Income \$52,201
Household Size: 3 Maximum Income \$58,701	Household Size: 4 Maximum Income \$65,201
Household Size: 5 Maximum Income \$70,451	Household Size: 6 Maximum Income \$75,651
Household Size: 7 Maximum Income \$80,851	Household Size: 8 Maximum Income \$86,101

Proof of Income: (one of the following documents)

1. Copies of three most recent pay stubs
2. Copy of most recent Social Security or SSI check or a copy of most recent benefit notification
3. Copy of most recent welfare check or copy of most recent award letter stating the amount of benefit
4. Copy of most recent pension check or most recent award letter stating the amount of benefit
5. Copy of most recent unemployment check or most recent award letter stating the amount of benefit

Proof of Residency: (one of the following documents)

1. Monrovia address on California driver license or identification card
2. Utility bill with name of person registering child
3. Copy of property taxes
4. Eligibility for a non-resident child attending a Monrovia school ~ requires a copy of the school registration or a recent report card

Attendance:

The following information compares program attendance from 2013 to 2014:

Age Group	2013	2014
6 and 7	71	66
8 to10	112	116
11 to16	67	48
Total	250	230

The decrease in attendance is directly attributed to budget reductions.

Demographics: The following chart compares the participant demographic of the 2013 and 2014 Summer Extravaganza Program. Overall, ethnic percentages remained fairly consistent.

	2013 Demographics		2014 Demographics	
	Participants	Percentage	Participants	Percentage
Hispanic	89	36%	83	34%
African American	76	30%	60	28%
Caucasian	48	19%	47	21%
Asian	31	12%	35	14%
Other	6	3%	5	3%
Total	250	100%	230	100%

According to CDBG income verification forms, approximately 75% of participants came from low socio-economic and single parent families with the remaining 25% coming from moderate income families

Programming:

Weekly activities for Summer Extravaganza included arts and crafts, movies, active and passive games, board and card games, tournaments, nature activities, dance, water games, swimming, educational programs, and health and wellness programs. Participants also enjoyed excursions to the Monrovia Fire and Police Department, the El Monte Aquatic Center, Canyon Park, Monrovia Krikorian Premier Theatre and the Cabrillo Marine Aquarium.

Summer Extravaganza youth participated in the incentive program which gave participants the chance to earn up to three incentive points each day. Points were earned for attendance, good behavior and participation. The number of incentive points determined each participant's eligibility to attend weekly excursions. The youth also received daily rewards for good behavior including stickers, gift certificates, books, and novelties.

Summer Extravaganza offered an End of the Summer Celebration. The carnival themed event offered ten game booths, snacks, face painting, and music provided by 97.1 AMP Radio. AMP Radio also distributed giveaways such as water bottles, stickers and hats. Canyon Park hosted a booth to educate the youth on wildlife.

Library staff offered the Summer Reading Club at Summer Extravaganza. Participants were encouraged to check out books and complete a book report (verbal or written depending on the age of the youth.) Over 450 books were read as part of the program.

Volunteer Support:

Over 18 Youth Commissioners volunteered each day at the Summer Extravaganza program for a total of 2,500 hours. Their assignments included supervision of participants, set-up/cleanup, and organization of supplies. Youth Commission's volunteer efforts equated to \$22,500 in staff cost savings. This amount is calculated using the following formula: 2,500 volunteer hours X \$9/per hour = \$22,500.

Agency Support:

Participating network agencies contributed to Summer Extravaganza in various ways. The Monrovia Unified School District (MUSD) Food Services Program provided daily lunches for participants, whether they were at Recreation Park or traveling off-site for a field trip. Monrovia Reads donated \$1,000 in books used as incentives and giveaways.

The Boys & Girls Club of the Foothills offered a Monday - Friday 7:00 a.m. – 12:00 p.m. enrichment program for parents who needed supervised activities for their child before the noon start time of Summer Extravaganza. The Club also offered a fee based day camp for those participants who did not qualify for the Summer Extravaganza program under the CDBG requirements.

Disciplinary Action Procedures:

Staff implemented, and reinforced discipline procedures to ensure all participants had a positive, enjoyable, and safe experience. The following outlines the procedures:

First Occurrence: Warning to participant.

Second Occurrence: Time out (period of time to be determined by incident, and age of the Child), and a Discipline Form was sent home.

Third Occurrence: Time out (period of time to be determined by incident, and age of the Child), a second Discipline Form was sent home.

Fourth Occurrence: Time out. A meeting with Parents, Recreation Leader, and Program Supervisor is held before the child is able to return to site and/or is subject to possible dismissal from the program.

Survey Results: Parents and participants completed a program survey (see Attachment A and B). The following is a summary of both surveys.

Parents: Over 150 surveys were distributed and 75 were returned. Parents indicated that they were pleased with the variety of activities their child enjoyed including sports, and the summer reading club. Similar to last year, there was concern over the limited variety of excursions, though parents understand the budget restrictions.

Youth: Over 150 surveys were distributed and 120 were returned. The youth most enjoyed water games, sports, arts and crafts, the summer reading club, and the end of the Summer Celebration. The activity they enjoyed least was the year end excursion to the Cabrillo Marine Aquarium. The youth requested more indoor activities at the Mary Wilcox Youth Center, and would like to go to Disneyland, Raging Waters, or Knott's Berry Farm for the year-end excursion.

Overall, parents and participants were very pleased with the Summer Extravaganza program, and hope to return next year. See attachment A and B for the full survey results.

ENVIRONMENTAL IMPACT: Summer Extravaganza participants and staff supported the City’s Green Accords, by using recycled paper, and craft products such as crayons and beads. Staff also spoke with participants weekly about the importance of recycling, and the resulting benefits to the community. Participants received extra incentive points for recycling their drink and food containers. Staff and participants also attended a free excursion to the Cabrillo Marine Aquarium by taking six large bags of aluminum cans to the aquarium.

FISCAL IMPACT: As previously noted, CDBG funds the Summer Extravaganza program including equipment, supplies, excursions and staff salaries. A recap and cost comparison from 2013 to 2014 is outlined below:

Expenditures	2013	2014
Maintenance & Operations (Supplies, Equipment and Excursions)	\$ 5,400	\$ 4,900
Salaries (Recreation Specialist, Recreation Leader I & II)	\$26,555	\$20,570
Program Total	\$31,955	\$25,470
Cost per Participant	\$128	\$111

The program cost per participant is determined by taking the total amount of the program and dividing it by the number of participants.

PROGRAM COMMENTS:

1. Investigate offering an affordable ‘End of the Year’ excursion that will be more rewarding for the youth who earned enough incentive points throughout the summer. Most youth would like an all day excursion rather than a two hour field trip such as the Cabrillo Marine Aquarium.
2. Pending available funding, staff will investigate bolstering the art program component. Arts and Crafts are already a part of weekly activities but the proposed art program would be more extensive and enriching. One staff would be responsible to come to the camp weekly and teach the lessons. This program would add a greater educational component to the camp.
3. Pending available resources, staff will investigate offering other special events as part of the program including a skate demonstration and basketball tournament.

RECOMMENDATION: Staff recommends that the Community Services Commission move to receive and file AR-1 2014 Summer Extravaganza Evaluation.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to: Receive and file AR-1 2014 Summer Extravaganza Evaluation.