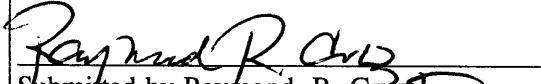
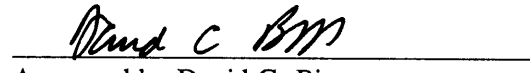


Report to Mayor and City Council

February 7, 2012
New Business Consent

SUBJECT: AUTHORIZATION TO APPLY TO BE DESIGNATED A PLAYFUL CITY USA


Submitted by Raymond R. Cruz
Public Services General Manager


Approved by David C. Biggs
City Manager

I. SUMMARY

The Parks and Recreation Services Division have been given the opportunity to apply to be designated a Playful City USA (Exhibit No. 1). This program is sponsored by KaBoom, a national organization that builds playgrounds for children. It honors communities across the country for proactively building an infrastructure that promotes, creates, and sustains an abundance of time and space for play for all children. Should the city receive this designation, the city will be provided the opportunity to apply for future playground/play area renovation funding from KaBoom through this program. Tonight the City Council is asked to authorize staff to apply for a Playful City USA designation.

II. RECOMMENDATION

AUTHORIZE staff to apply for a Playful City USA designation.

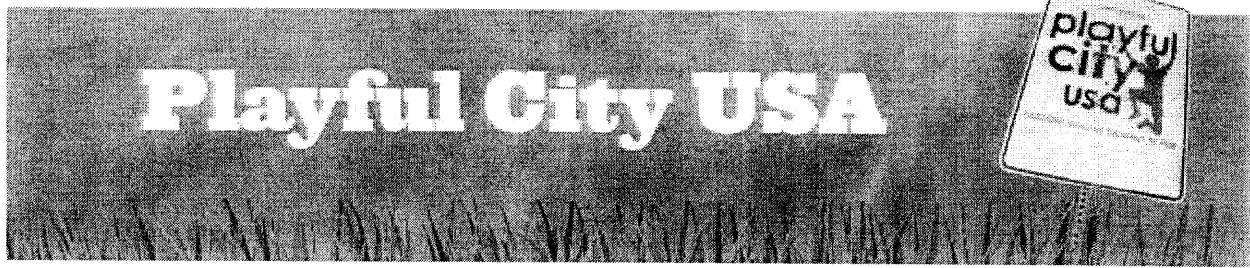
III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Launched in 1995, KaBOOM is a national nonprofit organization that develops, manages, and coordinates community-built playground construction projects. KaBOOM has raised more than \$10 million for community playgrounds through partnerships with corporate, foundation and individual donors. The organization is now recognizing communities through its Playful City USA Program for their efforts to build an infrastructure that promotes, creates, and sustains an abundance of time and space for play for all children.

The city of Carson has worked with KaBoom to renovate two park sites with new playground equipment: Friendship Mini Park in 2003 and Walnut Mini Park in 2010. There are city playgrounds presently identified that need to be renovated or replaced. The Playful USA designation by KaBoom will allow the city to apply for funds to pay for these playground projects.



Playful City USA Program Details

What is Playful City USA?

Playful City USA is an application-based national recognition program honoring cities and towns that make play a priority and use innovative programs to get children active, playing, and healthy. Playful City USA communities make a commitment to play and physical activity by developing unique local action plans to increase the access to play in their community. In doing so, some of the most innovative concepts and cost-effective programs are being developed in Playful City USA communities.

In the fifth year of the annual program (2011), 19 Playful City USA communities received recognition for the fifth consecutive year, while 24 earned honors for the fourth time, 29 for the third time, 30 for the second time and 49 claimed their first Playful City USA designation.

The 2012 Playful City USA application will be available online this fall. Sign up, at right, to receive notification from us. For additional questions email MJ or Tia of our Playful City USA Team.

How does your city qualify?

Playful City USA designees map local playspaces, complete a needs assessment, and develop an action plan that identifies a minimum of three policies, programs, or initiatives aimed at increasing access to play at school, in neighborhoods, and through community engagement.

- **Map Local Playspaces**

Learn more about the number, quality, and location of playspaces in your city by conducting a playspace audit. Use this research to identify Play Deserts—child rich, playspace poor areas.

- **Complete a Needs Assessment**

Evaluate existing play policies and initiatives in the community and determine areas that could be strengthened or where new programs can be developed.

- **Share Best Practices**

Highlight three best practices based on your needs assessment that provide the framework to implement a minimum of three policies or programs. Improve access to play at school, in neighborhoods, and through community engagement.

Benefits of being a Playful City USA community

- Exclusive access to 103 Let's Play Grants worth \$2.1 million between 2011–13.
- Inclusion in national publications spotlighting your city's best practices in play.

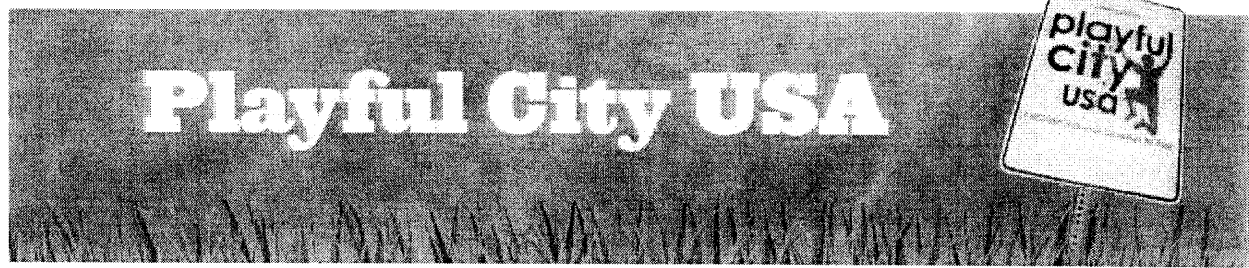
Playful City USA



- Street signs identifying your community's commitment to children.
- Customized marketing kit and online tools to celebrate the Playful City USA recognition.
- Access to free instructional trainings led by experts that feature replicable programs and policies.
- Connections to a network of city and municipal leaders.
- Competitive advantage for state and national grant opportunities.
- Inclusion in national advertising and public relations campaigns.
- Financial support to attend conferences focusing on play policies, city and state leadership, health, and urban planning.
- Recognition status embraced by realtors, visitor bureaus, developers, and investors to highlight your community as a great place to raise healthy and happy children.

Read what mayors had to say about the recognition from some of our Playful City USA communities.





List of 2011 Playful City USA Communities

KaBOOM! recognized 151 Playful City USA communities in 2011. Each of the communities demonstrated creative commitments to addressing the Play Deficit. Use the map and list below to explore which cities and towns were honored.

Download the list of 2011 Playful City USA communities.

City	State	Years Honored
Alamo	TX	1
Albany	GA	2
Albermarle	NC	2
Allentown	PA	3
Alvin	TX	1
Ankeny	IA	5
Arlington	TX	4
Aspen	CO	1
Atlanta	GA	5
Auburn	WA	3
Baldwin Park	CA	3
Bethlehem	PA	2
Birmingham	AL	1
Bloomington	IN	4
Brentwood	CA	4
Casa Grande	AZ	3
Cerritos	CA	4
Chandler	AZ	5
Chevy Chase	MD	2

Playful City USA



City	State	Years Honored
College Park	GA	2
Columbia	IL	3
Columbus	OH	3
Commerce City	CO	3
Coolidge	AZ	4
Coral Gables	FL	3
Coventry	CT	1
Creedmoor	NC	5
Danville	VA	4
Davenport	IA	2
DeRidder	LA	4
Doral	FL	2
Dothan	AL	5
Durham	NC	3
East Point	GA	2
Encinitas	CA	4
Evans	CO	3
Fargo	ND	1
Ferguson	MO	1
Fishers	IN	3
Fort Wayne	IN	2
Fountain Hills	AZ	2
Franklin	IN	2



Playful City USA



City	State	Years Honored
Gilbert	AZ	5
Glendora	CA	1
Grand Prairie	TX	4
Grand Rapids	MI	1
Greenbelt	MD	5
Greenville	NC	3
Greenville	SC	1
Gypsum	CO	1
Hamilton	NJ	3
Hartford	CT	1
Henderson	NV	4
Hernando	MS	4
Hickory	NC	1
Holly	MI	1
Hopewell	VA	1
Horn Lake	MS	2
Huntsville	AL	3
Indianapolis	IN	3
Kenmore	WA	2
Kenner	LA	5
Kerman	CA	5
Killeen	TX	3
Kissimmee	FL	1

Playful City USA



City	State	Years Honored
La Mesa	CA	4
Lake Worth	FL	5
Lakewood	CA	2
Laramie	WY	3
Las Cruces	NM	3
Lauderhill	FL	2
Laurel	MD	3
Longview	WA	5
Lyerly	GA	1
Marion	SC	1
McAllen	TX	1
Mercer Island	WA	4
Meriden	CT	1
Mesa	AZ	3
Miami Gardens	FL	2
Miami Lakes	FL	3
Missoula	MT	3
Moorhead	MN	1
Moraine	OH	1
Mount Holly	NC	1
Mount Juliet	TN	2
Murray	KY	4
Nampa	ID	4



Playful City USA



City	State	Years Honored
New Port Richey	FL	3
New Roads	LA	5
Niagara Falls	NY	3
Norfolk	VA	5
North Charleston	SC	1
North Port	FL	2
Northglenn	CO	4
Oak Park Heights	MN	2
Oldsmar	FL	2
Orlando	FL	4
Oro Valley	AZ	1
Ottawa	KS	2
Palm Bay	FL	4
Palmetto Bay	FL	2
Parkland	FL	4
Parsons	KS	1
Petal	MS	1
Phoenix	AZ	5
Pico Rivera	CA	1
Pikeville	KY	1
Pittsburgh	PA	1
Rancho Cucamonga	CA	1
Redwood City	CA	2

Playful City USA



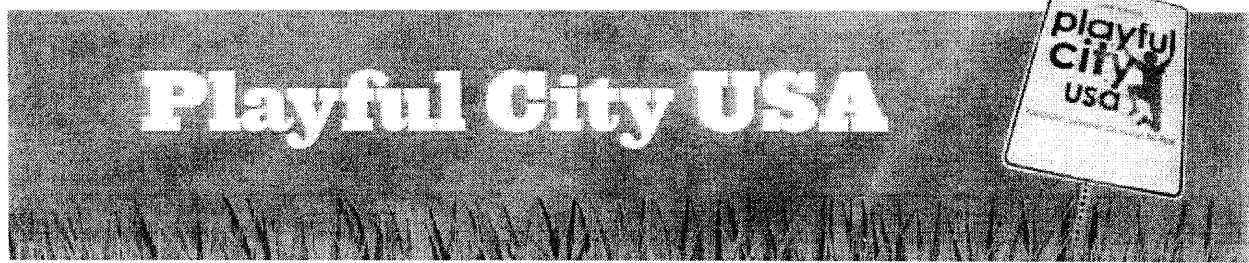
City	State	Years Honored
Richmond Hill	GA	2
Riverside	CA	4
Rockledge	FL	1
Rowlett	TX	2
Saco	ME	1
Safety Harbor	FL	4
San Antonio	TX	3
San Bernardino	CA	2
San Francisco	CA	5
San Juan	PR	1
Savannah	GA	2
Scranton	PA	2
Senatobia	MS	1
Shinnston	WV	1
Shirley	MA	5
Spartanburg	SC	5
Springdale	AR	4
Starkville	MS	1
Sunrise	FL	2
Sweetwater	TN	1
Takoma Park	MD	3
Tamarac	FL	2
Tempe	AZ	3

Playful City USA



City	State	Years Honored
The Colony	TX	1
Thornton	CO	3
Trenton	NJ	1
Tucson	AZ	5
Union City	GA	1
Waterloo	IL	1
West Fargo	ND	1
West Park	FL	1
Wichita	KS	3
Williamstown	KY	1
Winona	MN	1
Winter Park	FL	1
York	PA	4
Yorkville	IL	4
Yuma	AZ	5





Playful City USA Grants

A total of 103 Let's Play Grants worth \$2.1 million are available to Playful City USA recognized cities and towns between 2011–13. Grants range in values of \$30,000, \$20,000 and \$15,000 and will be awarded to existing Playful City USA communities as well as communities receiving Playful City USA recognition for the first time. Communities can receive more than one grant.

\$20,000 Construction Grants

The \$20,000 grants will be awarded to cities using the community playground build process. The community-build process engages citizens and organizations, while relying on volunteers for construction, which significantly lowers the cost of building playgrounds.

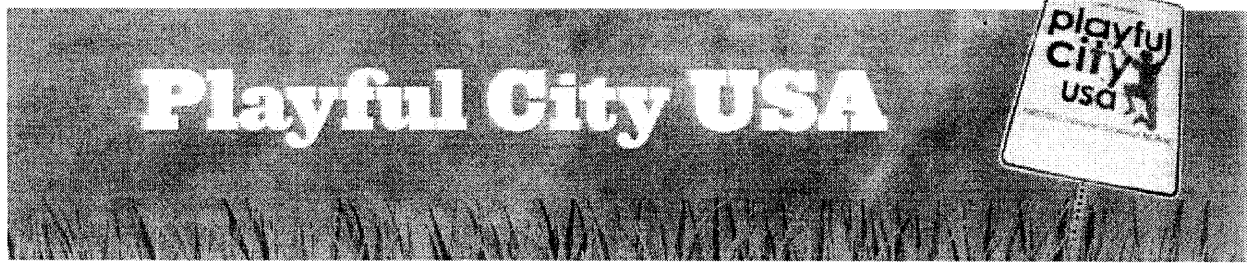
Playground Construction Grants of \$20,000 are available to Playful City USA communities. The \$20,000 Construction Grants will be used towards the purchase of playground equipment that will be built using the KaBOOM! community-build model.

The 2012 Playful City USA Construction Grant application is available now! Note: You must complete the 2012 Playful City USA recognition application to become eligible for these exclusive grants.

2011 Construction Grant Recipients

Congratulations to the 2011 Playful City USA Construction Grant recipients:

Auburn, Washington	Oak Park Heights, Minnesota
Columbus, Ohio	Ottawa, Kansas
Dothan, Alabama	Richmond Hill, Georgia
Hickory, North Carolina	Rockledge, Florida
Kenner, Louisiana	Scranton, Pennsylvania
Meriden, Connecticut	Senatobia, Mississippi
Miami Lakes, Florida	Shirley, Massachusetts
Moraine, Ohio	Trenton, New Jersey
Mount Juliet, Tennessee	Williamstown, Kentucky
Niagara Falls, New York	York, Pennsylvania



\$15,000 or \$30,000 Access Grants

The \$30,000 and \$15,000 grants are available for projects relating to joint-use agreements. Joint-use agreements are partnerships with local school districts to open school recreation facilities to the public during non-school hours.

Playground Access Grants of \$15,000 and \$30,000 are available to Playful City USA communities. The \$15,000 Access Grants will support the opening of at least four playgrounds and are available to cities with populations of less than 100,000 people. The \$30,000 Access Grants will support the opening of at least eight playgrounds and are available to cities with populations of 100,000 people or more.

The 2012 Playful City USA Access Grant application is available now! Note: You must complete the 2012 Playful City USA recognition application to become eligible for these exclusive grants.

2011 Access Grant Recipients

Congratulations to the 2011 Playful City USA Access Grant recipients:

Bethlehem, Pennsylvania

Davenport, Iowa

Glendora, California

Missoula, Montana

A National Partner of KaBOOM!, Dr Pepper Snapple Group has made a \$15 million, three-year commitment to the organization as part of the company's Let's Play initiative. Let's Play is a community partnership led by Dr Pepper Snapple Group designed to get kids active nationwide. Together through Let's Play, DPS and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America. For more information about Let's Play, visit www.letsplay.com