

APPROVED

MAY 15 2019

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 19-089 Revised

DATE May 15, 2019

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AQUATICS DIVISION BRIGHTGUARD SUNSCREEN INITIATIVE - APPROVAL OF SPONSORSHIP RECOGNITION SIGNAGE

AP Diaz	_____	V. Israel	_____
R. Barajas	_____	S. Piña-Cortez	_____
H. Fujita	_____	* N. Williams	<u> <i>N.W.</i> </u>



 General Manager

Approved X Disapproved _____ Withdrawn _____

RECOMMENDATIONS

1. Approve the proposed Brightguard, Inc. (Brightguard) sunscreen program sponsorship recognition signage attached hereto as Attachment 1 to this Report and as described herein, to be displayed on sunscreen dispenser stations installed at approximately fifty-four (54) Department of Recreation and Parks (RAP) pool centers Citywide at the sites set forth in Attachment 2 to this Report, through a sponsorship provided by Brightguard at no cost to RAP in accordance with the RAP Sponsorship Recognition Policy; and,
2. Authorize staff to issue a Right-Of-Entry permit for the fifty-four (54) proposed RAP sites to Brightguard stipulating the terms and conditions for the installation, sunscreen replenishment, and maintenance of the various sunscreen dispensers in coordination with and under the oversight of the RAP Aquatics Division.

SUMMARY

RAP's Aquatic Division, in collaboration with Brightguard, Inc., proposes to provide sunscreen lotion to park patrons at no cost to RAP or the public over the 2019 summer swim season. While RAP already promotes a healthy body through existing recreational opportunities, this initiative will help preserve that healthy body through free access to sunscreen to help prevent against skin damage from overexposure to the sun. Brightguard has committed to installing sixty-four (64) sun-safety dispenser stations at fifty-four (54) pool center locations in Los Angeles. Bright Guard will manufacture, deliver, install, maintain and replenish the sun-safety stations at the pool locations included on the Aquatics Center list attached hereto as Attachment 2. Brightguard will also be responsible to remove the sun-safety stations upon conclusion of the summer swim season. The sturdy, colorful, high capacity, and covered sunscreen dispensers include an unbreakable mirror, and an infrared sensor and battery powered drip system.

Brightguard was established in California in 2014. Since then, they have expanded services to municipal facilities, parks and beaches, K-12 school districts, and various universities across the United States. They have had a successful partnership throughout New York City which has

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existed for the last three (3) years. This year, they will install nearly three hundred (300) dispensers and seven (7) towers throughout the New York City boroughs. Brightguard dispensers are also being used at beaches in Tampa Bay and Orlando, Florida; Santa Monica, and certain areas of Orange County, California.

The primary purpose of this collaboration is to support the overall effort of Brightguard and associated sponsors to combat skin cancer caused by over exposure to the sun through the provision of free to the public SPF 30 sunscreen. In exchange for their contributions to this initiative, RAP will recognize and acknowledge Brightguard and associated sponsors for their contributions through the display of sponsorship recognition signage on the sunscreen dispensers, which may include the sponsor's company name and logo and RAP messaging in accordance with the RAP Sponsor Recognition Policy and compliance with City of Los Angeles sign regulations. The design of the dispenser displaying the proposed sponsorship recognition signage is attached to this Report as Attachment 1 and is hereby submitted to the Board of Recreation and Park Commissioners (Board) for approval. RAP will authorize Brightguard's access to the pools to perform dispenser installations, periodic maintenance and as needed product replenishment, through a temporary, revocable Right-of-Entry Permit (ROE) stipulating the terms and conditions for ingress-egress, staging and storage, and specified periods of operation in coordination with RAP Aquatics staff.

This temporary program initiative will launch with a kick-off event in late May 2019, pending Board approval, and will end upon conclusion of the 2019 Summer swim season. The proposed Signs will be installed and remain in place until the conclusion of the summer season at which point they will be removed by Brightguard, subject to evaluation of the program initiative and discussion with RAP regarding any potential future collaboration between RAP and Brightguard. Should RAP and Brightguard wish to continue this collaboration under the same or modified manner, such action will be documented through a formal agreement or permit amendment to extend the term, subject to the Board's approval, and address any modifications or additional elements to the working collaboration.

FISCAL IMPACT STATEMENT

The Board's approval of this Report will have no fiscal impact on RAP's General Fund, as all initiative costs will be paid by Brightguard.

This Report was prepared by Joel Alvarez, Sr. Management Analyst II, and Edneisha Lee, Management Assistant, Partnership Division.

LIST OF ATTACHMENTS

- 1) Sponsorship Recognition Signage
- 2) List of Participating Aquatics Centers

Department of Recreation and Parks
Brightguard Sunscreen Initiative

Safety Station Sponsor Recognition



**Department of Recreation of Recreation and Parks
Aquatics Facilities for Brightguard Sunscreen Initiative**

#	Facility Name	Address	Seasonal Y/N (36)	Year-round Y/N (19)
1	109th Street Pool	1500 E. 109th St., Los Angeles 90059	Y	
2	Algin Sutton Pool	8800 S. Hoover St., Los Angeles 90044	Y	
3	BANNING	1450 N. Avalon Blvd., Wilmington, CA 90744		Y
4	CABRILLO BEACH	3720 Stephen M. White Dr., San Pedro, CA 90731		Y
5	Camp Seely	250 N. Hwy 138, P.O. Box 3372, Crestline 92325	Y	
6	CELES KING III	5001 Rodeo Rd., Los Angeles, CA 90016		Y
7	Central Pool	1357 E. 22nd St., Los Angeles 90011	Y	
8	Cheviot Hills Pool	2693 Motor Ave., Los Angeles 90064	Y	
9	CLEVELAND	8120 Vanalden Ave., Reseda, CA 91335		Y
10	Costello Pool	3121 E. Olympic Blvd., Los Angeles 90023	Y	
11	Downey Pool	1775 N. Spring St., Los Angeles 90031	Y	
12	E.G.ROBERTS	4526 W Pico Blvd., Los Angeles, CA 90019		Y
13	ECHO DEEP	1419 Colton St., Los Angeles, CA 90026		Y
14	Fernangeles Pool	8851 Laurel Canyon Blvd., Sun Valley 91352	Y	
15	FREMONT	7630 S. Towne Ave., Los Angeles, CA 90003		Y
16	Granada Hills	16730 Chatsworth St., Granada Hills, CA 91344	Y	
17	GLASSEL	3704 Verdugo Rd., Los Angeles, CA 90065		Y
18	Green Meadows Pool	431 E. 89th St., Los Angeles 90003	Y	
19	Griffith Park Pool	3401 Riverside Dr., Los Angeles 90027	Y	
20	HANSEN DAM	11802 Foothill Blvd., Lake View Terrace, CA 91342	Y	
21	Hansen Dam Swim Lake	11798 Foothill Blvd., Lake View Terrace 91342		Y
22	Harbor Park Pool	1221 N. Figueroa Pl., Wilmington 90744	Y	
23	HEY ROOKIE	3601 S. Gaffey Street, San Pedro, CA 90731		Y
24	Highland Park Pool	6150 Piedmont Ave., Los Angeles 90042	Y	
25	Hollywood Pool	1122 Cole Ave., Los Angeles 90038	Y	
26	Camp	3200 Canyon Dr., Los Angeles 90028	Y	
27	HUBERT HUMPHREY	12560 Filmore St., Pacoima, CA 91331		Y

Department of Recreation of Recreation and Parks
Aquatics Facilities for Brightguard Sunscreen Initiative

28	STADIUM	3980 Bill Robertson Lane, Los Angeles, CA 90037		Y
29	Pool	6120 Denker St., Los Angeles 90047	Y	
30	L.A.C.E.S.	5931 West 18th St., Los Angeles, CA 90035		Y
31	LAKE BALBOA	6300 Balboa Blvd., Van Nuys, CA 91406		Y
32	Lanark Pool	21817 Strathern St., Canoga Park 91304	Y	
33	Lincoln Park Pool	3501 Valley Blvd., Los Angeles, CA 90032	Y	
34	Mar Vista Pool	11655 Palms Blvd., Los Angeles 90066	Y	
35	North Hollywood Pool	5301 Tujunga Ave., North Hollywood 91601	Y	
36	Northridge Pool	10088 Reseda Blvd., Northridge 91324	Y	
37	Pan Pacific Pool	141 S. Gardner St., Los Angeles 90036	Y	
38	Pecan Pool	120 S. Gless St., Los Angeles 90033	Y	
39	Reseda Pool	5525 Vineland Ave., North Hollywood 91601	Y	
40	RICHARD ALATORRE	4721 E. Klamath St., Los Angeles, CA 90032		Y
41	Ritchie Valens Pool	10731 Laurel Canyon Blvd., Pacoizma 91331	Y	
42	ROOSEVELT	456 S. Mathews St., Los Angeles, CA 90033		Y
43	Rustic Canyon Pool	601 Latimer Rd., Pacific Palisades 90272	Y	
44	Sepulveda Pool	8737 Kester Ave., Panorama City 91402	Y	
45	South Park Pool	345 E. 51st St., Los Angeles 90011	Y	
46	Stoner Park Pool	1835 Stoner Ave., Los Angeles 90025	Y	
47	Sun Valley Pool	8123 Vineland Ave., Sun Valley 91352	Y	
48	Sylmar Pool	13109 Borden Ave., Sylmar 91345	Y	
49	OAKS	14201 Huston St., Van Nuys, CA 91423		Y
50	VENICE	2490 Walgrove Ave., Los Angeles, CA 90066		Y
51	Verdugo Hills Pool	10654 Irma Ave., Tujunga 91042	Y	
52	Westchester Pool	9100 Lincoln Blvd., Los Angeles 90045	Y	
53	WESTWOOD	1350 S. Sepulveda Blvd., Los Angeles, CA 90025		Y
54	YOSEMITE	1840 Yosemite Dr., Los Angeles, CA 90041	Y	