



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

Date: November 7, 2013

To: Recreation and Park Commission
Operations Committee

Through: Philip A. Ginsburg, General Manager

From: Lisa Bransten, Director of Partnerships

Subject: Mobile Rec Program

Agenda Item Wording

Discussion and possible action to accept a grant of \$95,000 from the San Francisco Parks Alliance to support the Department's Mobile Recreation program, which brings recreational equipment to RPD parks and recreation centers across the City.

Background

The Mobile Recreation program is a high priority project of the San Francisco Recreation and Parks Department that brings recreational equipment such as skateboard ramps, a mobile rock-



climbing wall and BMX bikes to RPD parks and recreation centers across San Francisco on Saturdays. A second important piece of the Mobile Rec program rotates kayaking, disk-golf and mountain biking excursions through all 12 of the Department's after-school programs on Wednesdays. Saturday Mobile Rec is free to the public and the Wednesday program is offered at no additional cost to after-school program participants.

In the 2012-13 fiscal year, the department exposed 1,835 children and youth to Mobile Rec activities and staff hope to increase that number to more than 2,500 youth this year.

Coca-Cola jump-started the Mobile Rec program in 2011 with a grant to the Parks Alliance that was used in part to purchase kayaks, bikes and a climbing wall. In 2012 and 2013 the Coca-Cola Foundation has provided grants to the Parks Alliance to support Mobile Rec programming.

A primary goal of the Mobile Rec program is to expose San Francisco youth to high-energy, cutting edge recreational activities in the hopes that these young people find activities they enjoy and that



help them lead healthy lifestyles. While the program is city-wide, there is an emphasis on San Francisco's underserved neighborhoods. Of the anticipated 50 Saturday Mobile Rec visits, more than 20 are planned for the three supervisorial districts with the lowest per capita incomes.



Grant funds will be used to fund some of the staff costs involved in bringing the recreational equipment around the city. These funds will also cover equipment and maintenance that allow the department to continue and expand the program. For example, the department will use the funds to purchase life-jackets, rock-climbing harnesses and to cover the cost of parts and service for bicycle repairs. Some of the grant funds will also be used to cover the cost of publicizing the free program in San Francisco neighborhoods and youth in San Francisco schools.

In these days of increasing inactivity among the nation's youth, programs such as Mobile Rec that expose youth to cutting-edge outdoor activities are increasingly important. A 2010 study by the Outdoor Foundation found a downward slide in outdoor recreation among 6 to 12 year olds. There are certainly many reasons for this but one is a lack of exposure to exciting activities, particularly in dense urban neighborhoods. Research by Susan Zieff of San Francisco State University finds that residents in six low-income areas in San Francisco had difficulty being physically active because their surroundings

are lacking in safe affordable activities.

Providing safe, affordable Mobile Rec activities help ensure that all San Franciscans have access safe, affordable activities right in their own neighborhoods to that will help San Francisco's youth "get out and play

Financial Impact

\$95,000

Recommendation

Department management and staff recommend that the Commission accept this gift.

Attachment

Letter from San Francisco Parks Alliance

Supported by

San Francisco Recreation and Park Department

Opposed By

No known at this time

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