

APPROVED
JUL 23 2008

REPORT OF GENERAL MANAGER

NO. 08-222

DATE July 23, 2008

**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CLEAN AND SAFE SPACES (CLASS PARKS) PROGRAM - REQUEST FOR PROPOSAL FOR FILM PRODUCTION INSTRUCTION

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
* V. Israel _____	M. Shull _____



General Manager

Approved

Disapproved

Withdrawn

RECOMMENDATION:

That the Board:

1. Approve the Film Production Instruction Request for Proposal (RFP) for a one-year contract with two (2) one-year renewable options exercisable at the City's sole discretion, substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP forthwith to the City Attorney for review and approval as to form; and,
3. Authorize staff, subsequent to City Attorney approval of the RFP as to form, to advertise and release the RFP.

SUMMARY:

The Department of Recreation and Parks is seeking a qualified contractor to provide professional film production instruction services to participants in the Department's Clean and Safe Spaces (CLASS Parks) Program through the Youth Employment Internship Program (YEIP). YEIP is an integral part of the CLASS Parks Program, providing job and life skills training for at-risk youth ages 13-18. YEIP activities have been funded over the past seven years through State Assembly Bill 1913 and the Juvenile Justice Crime Prevention Act (JJCPA) of 2000, which are allocated to the Department by the Los Angeles County Probation Department under the provisions of a

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Memoranda of Understanding (MOU). The Board approved the MOU for the current Fiscal Year at its meeting of May 7, 2008 (Board Report No. 08-121).

The purpose of this grant funding is to provide enhanced services for at-risk youth during specified hours of peak juvenile crime occurrences. The MOU allows the Department to advance funds to provide the negotiated services, and then submit requests for reimbursement. YEIP typically offers vocational training in Film Production, as well as Camp Counselor Leadership Training, Sports Officiating, Theatre Arts, and Crime Scene Investigation at selected recreation centers on an annual basis. The average YEIP intern group consists of about 25 youths per an eight week program session.

The Department has prepared an RFP with the goal of identifying the best proposal to develop and implement a film production instruction program for YEIP participants. It is the intent of the Department to award a Personal Services Contract to a qualified film production instruction provider for a term of one (1) year for an amount not to exceed \$100,000, with an option to renew for two (2) additional one-year terms, for an amount not to exceed \$100,000 per year. The program budget allots no more than \$100,000 for the Film Production Program. Under the guidance of the Director of CLASS Parks Program, the successful proposer (Contractor) shall plan, coordinate, supervise, and be responsible for the execution of a total of two (2) twelve-week instruction sessions in film production to be held on Saturdays for up to 100 participants at two (2) separate YEIP film instruction sites. The objective of each YEIP Film production instruction session is to have each participant create and produce a three to five-minute finished film that will be screened and viewed at a film festival, to be coordinated and implemented by the Contractor, at the end of each session. In addition, the Contractor shall produce one (1) three to five-minute video of highlights from each session. The highlights will feature video footage of the instruction process and participant interviews.

Upon approval by the Board, a RFP will be released soliciting proposals for the provision of film production instruction for YEIP participants. The RFP will be advertised in local periodicals, on the Los Angeles Business Assistance Virtual Network (BAVN), and on the Department's website. The proposals will be evaluated based on the following criteria and their weightings:

- Experience and qualifications of the firm and key personnel (weighted 40%);
- Proposed services that will be provided in accordance with the services listed under Scope of Services (weighted 30%);
- Proposed cost of services to the Department (weighted 30%).

An Evaluation Panel will consist of at least two (2) representatives from the CLASS Parks Program, one (1) from the Administrative Services Section, and one (1) evaluator from outside of the

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Department. The Evaluation Panel will review all proposals submitted in response to this RFP, interview proposers to further clarify proposal items, and prepare its findings and recommendations to the Board for approval.

Due to the protracted length of time inherent in the City's RFP development and contract execution processes, the Assistant General Manager, Operations East, and CLASS Parks staff recommends release of this RFP as soon as possible in order to award a contract and offer this positive educational opportunity to youth in communities troubled by gang violence by spring 2009. Such action will ensure that JJCPA grant funds will be expended in a timely manner under the terms and conditions of the City's current MOU with the Los Angeles County Probation Department.

FISCAL IMPACT STATEMENT:

Releasing this RFP has no impact to the Department's General Fund. The subsequent Contract will incur cost, up to \$100,000 per year, which will be reimbursable through the Fiscal Year 2008-09 MOU and subsequent annual MOUs with the Los Angeles County Probation Department.

This report was prepared by Ann Vollmer, Acting Principal Recreation Supervisor II, CLASS Parks Program.