

APPROVED
JUL 08 2009

REPORT OF GENERAL MANAGER

NO. 09-195

DATE July 8, 2009

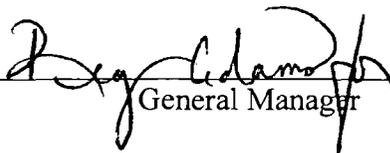
**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GOLF YOUTH INSTRUCTOR – REQUEST FOR PROPOSALS

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	*F. Mok	<u>SM</u>
S. Huntley	_____	K. Regan	_____
V. Israel	_____	M. Shull	_____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the Request for Proposals (RFP) for Golf Youth Instructor, for a one (1) year contract, with two (2) one-year options to renew exercisable at the sole discretion of the General Manager, substantially in the form on file in the Board Office, subject to the review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP to the City Attorney for approval as to form;
3. Find, in accordance with Charter Section 1022, that the Department does not have personnel available in its employ with sufficient expertise to undertake these specialized professional tasks and that it is more feasible to secure these services by contract; and,
4. Authorize staff to advertise the RFP and conduct the RFP process, subsequent to City Attorney review and approval of the RFP as to form.

SUMMARY:

In July 2000, the Golf Division began the operation of the Tregnan Golf Academy (TGA) in Griffith Park. Since the opening of the facility, over 4,000 youths have participated in the golf youth and family program. Participants acquire the skills, knowledge and ability to compete in various golf tournaments and learn to play the game at an advanced level. Satellite programs were developed at the Westchester Golf Course in 2007 and at the Penmar Golf Course in 2008.

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The Golf Division expects to expand the program to other golf courses throughout the City with the assistance of a Golf Instructor.

On February 14, 2008, Letter of Agreement (LOA) No. E826 with Paula Olsen, in the amount of \$20,000, was executed to provide professional golf instruction and coordinate and implement a golf youth and family program. On May 7, 2008, the Board approved Supplemental Agreement to LOA No. E826 to extend the term of the Agreement and to increase the contract ceiling to \$60,000 (Board Report No. 08-119). On December 11, 2008, the Board approved an additional extension of the term until December 31, 2009, and increased the total contract ceiling to \$120,000 in order to allow time for staff to develop and release an RFP (Board Report No. 08-335).

Staff has developed and is now ready to release, at the direction of the Board, an RFP to continue and expand the golf youth and family program. This will include the development and implementation of a golf class curriculum for various age groups and ability levels, in accordance with Professional Golfers' Association of America guidelines. With this RFP, the Department will seek a qualified and experienced contractor who will meet or exceed the Department's expectations.

Evaluation Process

Proposals submitted in response to the RFP will be evaluated in two Levels. Level I will be a check and review for required compliance and submittal documents. Level II will be a comprehensive evaluation of the proposals by a panel composed of City employees, though the Department reserves the right to use outside individuals to assist with or perform the evaluation. Proposers must successfully pass Level I to proceed to Level II.

For the purpose of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Experience and Qualifications (40 points);
- 2) Proposed Curriculum (30 points);
- 3) Proposed Compensation and Facility Use Reimbursement (30 points).

Recommendation

The best proposer will be recommended for a one (1) year contract, with two (2) one (1) year options to renew exercisable at the sole discretion of the General Manager, in an amount not to exceed \$62,400 per year and \$187,200 over the term of the contract.

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The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached. The contract awarded through this RFP shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts (Rev. 3/09).

The RFP documents will be advertised in several periodicals, available on the Department's website, and posted on the Los Angeles Business Assistance Virtual Network (BAVN). In addition, a letter inviting bids will be mailed to interested parties from a mailing list maintained by the Service Contracts Group. The anticipated time of completion for the RFP process is approximately eight to twelve months.

Interested parties will be invited to a pre-proposal conference to be held approximately one month after the release of the RFP in order to provide potential proposers with a review of the submittal documents and compliance documents.

Funding for service will be provided from the Department's Municipal Recreation Program, Fund 302, Department 89, Account 850K-00 (Automated Golf Reservation Account).

Charter Section 1022 Determination

On April 18, 2008, the Personnel Department completed a Charter Section 1022 review (Attachment A) and determined that there are currently no City employees that can perform the services being proposed for contracting. The Department does not have personnel with the necessary knowledge and expertise to provide for the development and implementation of golf class curriculum or specialized instruction that is critical to the program's development; including the requirement of maintaining a Class "A" Professional Golfers' Association of America (PGA) teaching card certification during the term of the contract. These skills are beyond City staff's abilities or experience, and therefore, it is more feasible to secure these services through a personal service contract.

FISCAL IMPACT STATEMENT:

Releasing the Request for Proposals has no impact on the Department's General Fund.

This report was prepared by Raymond Chang, Senior Management Analyst I, Finance Division, Administrative Resources Section, Service Contracts Group.

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Recreation and Parks

2. Contacts

Department: Karen Freire Phone | (818) 243-6488 Fax No. (818) 243-8451
 CAO: Veronica Salumbides Phone | (213) 473-7561 Fax No. (213) 473-7614

3. Work to be performed:

The Department of Recreation and Parks is seeking a contractor to assist in the development, implementation, and expansion of a Citywide golf program located at Tregnan Golf Academy (Academy) and additionally on an as-needed basis at various Department facilities. The services to be provided are as follows:

1. Develop and implement Golf class curriculum by providing a written curriculum for various age groups in accordance with the Professional Golfer's Association of America (PGA) guidelines, subject to the approval of the Academy Director or his/her designee, which includes golf playing rules, etiquette, safety regulations, specialized instructions, etc.; implement golf class programs, including supervising the implementation of curriculum by instructors; assist with managing Academy planning and operations through daily planning, organizing, and conducting golf classes and clinics; and provide as-needed professional one-on-one instructions at the Academy for youth not involved in the traditional Academy program.
2. Develop and implement golf tournaments and special events for Academy participants to take place at various Department facilities, including the development of tournament schedules.
3. Maintain a Class A PGA teaching card certification during the term of the contract, and
4. Assist with securing sponsorship and partnership opportunities.

4. Is this a contract renewal? Yes No

5. Proposed length of contract: 3 years Proposed Start Date: 1/1/09

6. Proposed cost of contract (if known): \$180,000

7. Name of proposed contractor: Unknown

8. Unique or special qualifications required to perform the work:

Possession of a Class A PGA teaching card certification and the knowledge and expertise of providing junior and family golf instruction, including curriculum development and project management.

9. Are there City employees that can perform the work being proposed for contracting?
 Yes No

If yes,

- a. Which class(es) and Department(s): _____
- b. Is there sufficient Department staff available to perform the work? Yes No
- c. Is there a current eligible list for the class(es)? Yes No Expiration Date _____
- d. Estimated time to fill position(s) through CSC process? Unknown
- e. Can the requesting department continue to employ staff hired for the project after project completion? Yes No
- f. Are there City employees currently performing the work? Yes No