

REPORT OF GENERAL MANAGER

NO. 15-214

DATE October 07, 2015

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RESCISSION OF BOARD REPORT NO. 15-196 AND CONSIDERATION OF A REVISED PERSONAL SERVICES CONTRACT WITH HUGO E. PÉREZ FOR MARKETING, COMMUNITY OUTREACH AND OTHER SERVICES IN RELATION TO THE IMPLEMENTATION OF A DEPARTMENT-OPERATED YOUTH SOCCER PROGRAM AT VARIOUS RECREATION AND PARK FACILITIES

R. Barajas _____
H. Fujita _____
V. Israel _____

*K. Regan KR
N. Williams _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Rescind its action of September 16, 2015 that approved Board Report No. 15-196;
2. Authorize the City of Los Angeles Department of Recreation and Parks (RAP) to enter into a Personal Services Contract with Hugo E. Pérez, for soccer instruction, marketing, community outreach, consulting, and other services to assist RAP in improving its current self-operated recreational soccer program through the establishment of new or expanded RAP soccer programs designed primarily to provide low-income youth with opportunities for advanced player development;
3. Approve the proposed Personal Services Contract between RAP and Hugo E. Pérez, substantially in the form on file in the Board Office, for a term not to exceed twelve (12) months with two (2) one-year options to extend at the sole discretion of RAP's General Manager, and for an amount not to exceed One Hundred Thousand Dollars (\$100,000.00) per year, subject to the approval of the Mayor and of the City Attorney as to form;

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4. Find, that in accordance with Los Angeles City Charter (Charter) Section 1022, the City does not have personnel in its employ with the unique skill set and expertise necessary to provide name recognition in the program's targeted communities, high-level instruction to players and coaches, and to plan, organize, and market an advanced soccer program targeting youth in the City's underserved communities, subject to the Los Angeles City Personnel Department's determination of such findings;
5. Find, in accordance with Charter Section 371(e)(2), that the use of a competitive bidding process would not be practicable or advantageous for procuring the professional, specialized and temporary services sought by RAP and proposed by Mr. Pérez;
6. Authorize RAP's Chief Accounting Employee to encumber funds from Municipal Recreation Program Fund 301, Department 88, Account 88012M (PS3), for the payment of professional and specialized services to assist RAP in the development, implementation, and marketing of a RAP soccer program in an amount not exceed One Hundred Thousand Dollars (\$100,000.00) per year;
7. Direct the Board Secretary to transmit the Personal Services Contract to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for approval as to form;
8. Authorize RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report; and,
9. Authorize the Board President and Secretary to execute the Personal Services Contract upon receipt of necessary approvals.

SUMMARY:

RAP's youth sports recreational programs provide excellent value, quality, and participant experience, with an emphasis on the equitable distribution of resources in communities throughout the city. These programs positively impact the lives of thousands of children.

The purpose of the proposed contract is directly in line with RAP's vision of providing affordable recreational opportunities with a focus on families, youth development, and building healthy communities. It is anticipated that the contract with Mr. Pérez will assist RAP in executing its youth sports mission. Participants will gain confidence as they improve their basic playing skills, learn team work and cooperation, and increase their physical activity and fitness levels.

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Currently, RAP provides soccer programs at seventy-two (72) recreation facilities across the City, serving over 16,000 youth. However, many facilities, specifically those located in low income communities, have had difficulty in expanding or developing their recreational programming. The intent of the contractual agreement with Mr. Pérez is to assist these facilities in attracting young players from these communities via a renowned soccer figure whose name and face is readily identifiable to these youth, with the goal of expanding upon the existing soccer programs operated by Department staff at Department facilities.

By focusing its activities in communities where challenging conditions and numerous barriers to achievement exist, the proposed program hopes to provide these underprivileged children with opportunities to excel. In a June 6, 2012 article written for ESPN.com, author Tom Farrey writes about girls' soccer, citing the disparity in opportunities and its correlation with socioeconomic status. He highlights the experiences of a young girl named Maria, who lives in a South Los Angeles neighborhood pervaded by gangs; she attends a middle school where drug dealing is common and interscholastic sports are nonexistent, "...But soccer has given her confidence to take on whatever challenges she might face... And no matter how far soccer takes her, there are transferable lessons that will help her live her life." Mr. Farrey goes on to write, "Organized sports for children require the three P's: people (to coach and administrate), places (to play) and programs (appropriate to age, gender and income). But the experience of Maria and her teammates highlights the value of a fourth P: partnerships. Because that's what it takes to coax out the first three P's in a community as barrier-laden as South Central."

By taking advantage of the opportunity to procure Mr. Pérez's services, RAP is employing a strategic approach to increase youth sports participation in low-income, underserved communities such as the one previously mentioned. Staff believes Mr. Pérez is ideal for this endeavor because of his international prominence and technical proficiency as a World Cup player and a respected youth coach for the US Men's National team, as well as his name recognition in the very communities this program intends to serve.

Hugo Ernesto Pérez is a former soccer mid-fielder, who played professionally in the United States, France, Sweden, Saudi Arabia and his native El Salvador during the span of his career. He gained his U.S. citizenship as a youth and went on to earn 73 caps (a "cap" is earned every time a player plays for his or her national team). He was a member of the U.S. Team at both the 1988 Summer Olympics, and the 1994 FIFA World Cup. In 1991, Mr. Pérez was named U.S. Soccer Athlete of the Year, and in 2008, he was inducted into the National Soccer Hall of Fame. He has served as an Assistant Head Coach for U.S. Men's adult National Teams and as Head Coach of U.S. Men's youth National Teams, and has served as the West Coast Technical Advisor for U.S. Soccer. In his role as Technical Advisor, Mr. Pérez was responsible for scouting and evaluating players and coaches, and organizing and operating various U.S. Soccer Training Centers.

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The prospect of working with Mr. Pérez has afforded RAP an opportunity to provide an enhanced soccer experience for youth participants, volunteer coaches, and staff, which includes player development as well as coach and referee training opportunities at recreation facilities in some of the least privileged areas of the City of Los Angeles.

Permits for Existing Soccer Organizations

A number of soccer organizations are currently issued permits to conduct youth soccer league activities at Department sites throughout the City. Collectively, these organizations have made impressive strides in creating, organizing and administering youth soccer programs for boys and girls at all levels. One such organization is the American Youth Soccer Organization (AYSO), a non-profit, volunteer-run organization providing soccer instruction to children regardless of race, gender, the ability to pay or the level of soccer proficiency.

RAP vows to uphold its commitment to these organizations and will continue to maintain its current procedures and protocols for issuing permits at all facilities. The permits and schedules of these existing soccer and recreational programs will not be displaced, disrupted or denied as a result of the contract. Furthermore, any soccer-related activities in connection with Mr. Pérez's contract will not receive preferential treatment or priority status, nor will Mr. Pérez's contractual activities take place at any Department facility on an "exclusive use" basis.

Staff wishes to reiterate that Mr. Pérez will not conduct activities as part of a private or quasi-private league, but will deliver services under the direction of Department staff to provide an enhanced soccer experience to youth participating in the proposed Department-operated soccer program. This program, to be administered by Mr. Pérez, will not compete with or displace any of the existing permitted soccer leagues.

Program Description/Scope of Work

The contract with Mr. Pérez will serve as a program enhancement tool for Department management to use in developing or enhancing youth soccer programs at various Department facilities throughout the City. This contract will focus directly on facilities in lower income, underserved communities where programs are in need of increased performance or may need to be developed.

The following list of Recreation and Parks sites are proposed as the first sites to be addressed in the proposed contract. Additional sites may be added from time to time as needed. However, this contract program will always focus on facilities that may be underperforming for a variety of reasons, and are in need of assistance.

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The facilities that have been initially identified as potential sites for the proposed program are: Banning, Chevy Chase, Culver-Slauson, Denker, Downey, Msgr. Ramon Garcia, Jim Gilliam, David M. Gonzales, Green Meadows, Hazard, Hoover, Lemon Grove, Montecito Heights, Mt. Carmel, Reseda, Slauson, South Park, State Street, and Trinity Recreation Centers. Soccer participation will be closely monitored by staff to determine if additional Department-operated programs at other facilities can be included in the list.

Mr. Pérez will be responsible for the planning, organization, and implementation of two (2) seasons of league soccer play, lasting a total of seven (7) months in duration: a summer league operating from June 1, 2016 through August 31, 2016 and a fall league operating from September 1, 2016 through December 31, 2016. During the five (5) months in which there is no league play (January 1, 2016 through May 31, 2016), pre-season activities, such as trainings, program development, and clinics will take place. Marketing and promotional activities will take place year round.

During the pre-season, players', parents', and coaches' meetings will be held to explain the program and its objectives. Throughout the seasons of league play, Mr. Pérez will oversee league games, provide weekly skills clinics on select days, and make guest appearances at RAP-organized youth soccer league events.

In accordance with the provisions of the proposed contract, Mr. Pérez will utilize office space at EXPO Center and work 30 to 40 hours per week, Monday through Saturday, reporting directly to the facility's Principal Recreation Supervisor I. Mr. Pérez will work in collaboration with existing staff of the recreation centers in which program activities will operate to conduct trainings, clinics, and assist with special events. A monthly work schedule will be provided that adheres to the scope of work, and will include program locations and projects.

Contract Terms

The term of the contract is for one year, beginning January 1, 2016 through December 31, 2016, with two (2) one-year options to extend at the sole discretion of the RAP General Manager. The total compensation is in an amount not to exceed One Hundred Thousand Dollars (\$100,000.00) per year, to be paid on a monthly basis in the amount of Eight Thousand Three Hundred Thirty-three Dollars and Thirty-three Cents (\$8,333.33) upon the satisfactory completion of tasks as detailed in the scope of work and monthly work schedule. Funds have been appropriated for payment of the contract.

Gender Equity

In its Gender Equity Policy, RAP has expressed its hope that all youth may aspire to and have the opportunity to participate in Department sports programs that meet their interests and capabilities, and identifies the Policy's ultimate goal as one of developing a youth sports program representative

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of the community it serves. In regards to the proposal presented in this report, the goal is applicable not only as it relates to gender, but to socioeconomic status as well.

Regarding the issue of gender equity specifically, it is RAP's belief that girls who play sports have higher self-esteem, greater physical fitness and make healthier life decisions. Many studies have shown that girls who are involved in team sports are significantly more likely to be actively engaged in high school and to continue their academic pursuits at a college or university. In Fiscal Year 2014-15, girls ages 5 to 15 comprised 20% of total staff-organized youth soccer league participation. One of RAP's gender equity goals is to move the percentage of girls' participation in sports programs upwards to 31% in the next year and 35% by July 2017. Adding a soccer professional to augment the Department's efforts in youth soccer training and league coordination will help further the goal of increasing girls' participation while creating an opportunity to effect a positive growth cycle in regards to gender equity.

Therefore, RAP will continue to make every good faith effort to uphold the objectives of the Gender Equity Policy, striving for equal representation in all youth sports programs, including the program currently under consideration. Such efforts include: addressing the under-representation of one gender or another, by providing encouragement and opportunities for participation; this objective is memorialized in the contract with Mr. Pérez, which will require outreach and recruitment with the goal of increasing girls' participation at each targeted facility's soccer program by a minimum of 5%. When creating these soccer programs, Mr. Pérez will be required to utilize equal employment opportunity methods to increase the number of female coaches, referees, instructors, mentors and other role models.

1022 Determination

A Personnel Department 1022 Information Form will be submitted to the City's Personnel Department for determination regarding Charter Section 1022, and to confirm that no existing City personnel possess the requisite expertise and experience to provide the services proposed under Mr. Pérez's contract. The City Attorney, City Administrative Officer (CAO) and Mayor's Office will perform their respective oversight functions, including the Board's Charter Section 371(e)(2) findings, which provides exception to the competitive bidding process in relation to contracts for the performance of professional, scientific, expert, technical, or other special services of a temporary and occasional character for which the contracting authority finds that competitive bidding is not practicable or advantageous. The proposed services are of a professional and specialized service which meet these exceptions since Mr. Pérez provides: 1) name recognition within the targeted youth population; 2) expertise in coaching players and training coaches and referees at a highly competitive level; 3) knowledge of soccer program development to assist RAP in the implementation and promotion of its soccer program; and, 4) firsthand experience in playing for and coaching high-level, internationally recognized soccer teams. The combination of Mr. Pérez's background and

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experience will assist players, coaches and referees in developing and perfecting their skills so they may reach their highest potential in the sport of soccer.

FISCAL IMPACT STATEMENT:

The contract is to be paid from Municipal Recreation Program (MRP) funds and poses no impact to RAP's General Fund.

Report prepared by Michael A. Shull, General Manager, and Kevin Regan, Assistant General Manager, Operations Branch.