

# APPROVED

FEB 06 2019

## BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 19-025

DATE: February 06, 2019

C.D. Various

### BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GIRLS PLAY LA PROGRAM AND WOMEN OFFICIALS RECRUITMENT AND CERTIFICATION (WORC) PROGRAM SUPPORT – AGREEMENT WITH THE LOS ANGELES PARKS FOUNDATION AND NIKE USA, INC. (NIKE) FOR THE IMPLEMENTATION OF A VOLUNTEER FEMALE COACH DEVELOPMENT AND RECRUITMENT INITIATIVE THROUGH FUNDING PROVIDED BY NIKE TO INCREASE THE NUMBER OF FEMALE COACHES AVAILABLE TO COACH GIRLS AND INCREASE THE PARTICIPATION OF GIRLS IN YOUTH SPORTS AND THE PROVISION OF ADDITIONAL FUNDING TO SUPPORT THE EXPANSION OF THE WORC PROGRAM

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

  
 \_\_\_\_\_  
 General Manager

Approved   X                        Disapproved \_\_\_\_\_                      Withdrawn \_\_\_\_\_

### RECOMMENDATIONS

1. Approve a proposed partnership agreement (Agreement) with the Los Angeles Parks Foundation (LAPF), a California nonprofit organization, and Nike USA, Inc., an Oregon registered corporation, stipulating the terms and conditions for the planning and implementation of a recruitment and training program for female coaches and sports officials (Program) under the auspices of the “Girls Coach LA Initiative” and “Women Officials Recruitment and Certification Program”, with the objective of increasing the number of available female coaches and sports officials to participate and serve girls sports programs operated by the Department of Recreation and Parks (RAP), as well as increase the number of girls participating in girls sports programs;
2. Accept the charitable contributions provided by LAPF and Nike, including but not limited to Program planning, female participant recruitment and training, provision of equipment, materials, and supplies in furtherance of the Program, and funding provided to LAPF for specific purposes described in the proposed Agreement and herein, collectively valued up to approximately Two Hundred Thousand Dollars (\$200,000);
3. Direct Staff to work cooperatively with Nike and the LAPF to implement the female coach recruitment and training program and subsequent placement of certified female coaches and sports officials at RAP recreation centers in furtherance of RAP’s Girls Play Los Angeles Program (GPLA) and other girls sports activities;

## BOARD REPORT

PG. 2 NO. 19-025

4. Direct the Board of Recreation and Park Commissioners (Board) Secretary to transmit the proposed Agreement to the City Attorney for review and approval as to form;
5. Authorize RAP's General Manager or Designee to make any necessary technical changes consistent with the Board's intent in approving this Report and proposed Agreement; and,
6. Authorize the Board President and Secretary to execute the approved Agreement subsequent to all necessary approvals.

### SUMMARY:

In the year 2000, RAP introduced directives mandating gender inclusion for all RAP organized sports leagues and programming. In an effort to address the physical inactivity and sport participation gap for girls in Los Angeles, RAP created the "Girls Play LA" initiative in 2002 with funding allocated to subsidize registration fees for girls of ages twelve (12) to fifteen (15) at forty-two (42) recreation centers in underserved communities. In 2016, the LA84 Foundation published "An Overview of Youth Sports Participation in Los Angeles County". The study revealed that low-income minorities and girls were significantly more likely to be inactive. The Girls Play Los Angeles (GPLA) program is focused on increasing girls' sports participation, especially in historically underserved communities in Los Angeles. The program strives to get and keep girls involved in sports and living a healthy lifestyle, while making friends, building self-esteem and having fun. The GPLA program is subsidized so that all girls can participate, regardless of economic inequalities or cultural barriers. With the help of additional monetary and administrative support provided by the Office of Mayor Eric Garcetti and the First Lady, coupled with contributions from additional partners in 2016, RAP was able to expand the GPLA program to what it is today. Currently, one hundred twenty-one (121) staffed recreation centers offer gender-specific sport and fitness programs, with ninety-nine (99) of them are designated as "GPLA Centers" and offering subsidized programming for girls.

With the understanding that the majority of individuals who volunteer as coaches are male, Nike, with the intent of boosting female participation in sports, approached RAP and the LAMP with an offer to provide funding and contributions of items and services valued in the amount of up to approximately Two Hundred Thousand Dollars (\$200,000) to support female participation in youth sports, which directly aligns with the "Girls Coach LA" (GCLA) initiative and "Women Officials Recruitment & Certification Program" (WORC). In coordination with RAP and LAMP, the Nike funding and contributions are essentially being provided to implement a program with the objective to recruit and train adult women from the public, as potential volunteer coaches to increase the current number of women coaches available to coach girls teams in RAP sports programming (the "Program"), which will also potentially increase the participation rate of girls in youth sports in general. As part of the Program, Nike's funding will also expand the WORC program which will provide more opportunities for women from the pool of Program participants (Trainees) to participate in the expanded WORC Program, which will train and certify women as

## BOARD REPORT

PG. 3 NO. 19-025

sports officials, with the intent of utilizing such certified female sports officials in RAP operated girls sports programs. The proposed Agreement stipulates the terms and conditions for the collaborative implementation of the Program, with the Program's goals, activities, intended outputs and outcomes, and roles of Nike, LAPF, and RAP listed in the Scope of Program attached to this Report as Attachment No. 1, and included in the proposed Agreement as Exhibit A.

Research shows that girls respond best to female mentors and coaches. This has been demonstrated through RAP's collaboration with the Natasha Watley Foundation which provides funding and in-kind coaching and mentorship support for the RAP operated Natasha Watley Girls softball League, which utilizes only female coaches and includes a coach-mentor program. When a girl has a female coach, she has a role model to look up to in both sport and in life, and this has historically proven to be a factor in keeping young girls interested in sports and other positive aspects in life, such as a focus on school, community giving, and career development. Nike and the City believe that the Program will provide an opportunity to increase the number of women coaches available to coach girls, and over time will also lead to a growth in girls' participation in sports and other physical activities in Los Angeles.

A portion of the funding, approximately One Hundred Five Thousand Dollars (\$105,000.00) will be used by Nike for the purchase and provision of recruitment and event training materials, supplies, equipment, and product distribution at the training sessions. Thirty Thousand Dollars (\$30,000) will be used by Nike to pay the professional training instructors, and Sixty-Five Thousand Dollars (\$65,000.00) will be provided to the LAPF to pay WORC program related costs that are incurred as a result of the expansion of the WORC program.

Training teens and adult women as sports officials through the WORC Program can also benefit young girls. The WORC program is designed to recruit, train and certify young women to become independent contractors, serving as referees or umpires in both youth and adult sports leagues with an emphasis on girl's and women's sports league divisions. WORC increases the amount of qualified female independent contractors interested in working for RAP sponsored sports league events and acts as a work source opportunity for girls who graduate from playing but still wish to have a role in gender inclusive activities.

Providing coach training to women interested in coaching complements the existing efforts of the Girls Play Los Angeles program to increase accessibility to sports and fitness activities for girls living in Los Angeles as well as RAP's efforts to train and involve volunteer coaches in City sports and physical activity programs. All female coaches certified through the Program will still be required to go through the RAP Volunteer Program background check process, including Live-Scan fingerprinting and a Department of Justice review.

### FISCAL IMPACT STATEMENT:

The Board's acceptance of the public benefit derived from the charitable contributions provided by Nike through a monetary donation to LAPF and non-financial contributions received by RAP associated with the Program, will have no negative fiscal impact to RAP's General Fund.

BOARD REPORT

PG. 4 NO. 19-025

This report was prepared by Joel Alvarez, Senior Management Analyst II, and Raymond Chang, Management Analyst, of the Partnership Division.

LIST OF ATTACHMENT(S)

1. Partnership Agreement

**PARTNERSHIP AGREEMENT**  
**by and among the City of Los Angeles,**  
**Los Angeles Parks Foundation and NIKE USA, Inc.**

Effective Date: \_\_\_\_\_-, 2019

This Partnership Agreement dated \_\_\_\_\_, 2019 (“Agreement”), is made by and among NIKE USA, Inc., an Oregon registered NIKE entity corporation, located at One Bowerman Drive, Beaverton, Oregon 97005 (“NIKE”), the City of Los Angeles, a municipal corporation (“City”), acting through its Department of Recreation and Parks (“RAP”), and Los Angeles Parks Foundation, a California 501(c)(3) corporation, located at 2650 N. Commonwealth Avenue, Los Angeles, CA 90027 (“LAPF”). NIKE, LAPF and RAP may each be referred to as a “Party” and collectively as “Parties.” LAPF and RAP together may be referred to as “Partner”, which implies joint obligations of both LAPF and RAP.

Pursuant to this Agreement, NIKE, is donating funds (“Partnership Funds”), items and services to LAPF and RAP in accordance with the Program Scope attached hereto as Exhibit A and incorporated herein by this reference (the “Partnership”). The Partnership is further described in the Program Scope and involves the Girls Coach LA (“GCLA”) initiative and the expansion of RAP’s Women Officials Recruitment and Certification Program (“WORC”). NIKE will partner with RAP and LAPF to develop a sustainable coach training program to recruit, train, place and reward approximately 400 female coaches. NIKE will provide gender-inclusive training curriculum development, training execution and provide supporting product. The coach training experience, delivery approach and delivery partner selection will be done in partnership with RAP and LAPF in order to achieve Partnership goals and objectives as further described in the Program Scope. Additionally, the Partnership will help scale the existing WORC program to 12 sessions from one session per year. The total value of the funds, items and services donated by NIKE for this Partnership shall not exceed \$200,000.00.

In consideration of the above, NIKE, the City and LAPF each agree as follows:

1. Purpose and Use of Partnership Funds. The Program Scope states the specific purpose(s) of the Partnership and describes the program it will support (“Program”), and Partner agrees to use the Partnership Funds exclusively for such Program. Whether or not Partner maintains a separate bank account, the Partnership Funds should be treated as a “restricted fund,” and no part of it shall be used for purposes other than those designated in this Agreement and the Program Scope. In addition, LAPF represents and warrants to NIKE that:

(a) LAPF is a non-profit charitable organization that qualifies under Section 501(c)(3) of the Internal Revenue Code or, if it is not a U.S. organization, it is a foreign organization with classification and charitable purpose similar to an organization described under IRC §501(c)(3);

(b) LAPF will expend Partnership Funds solely for qualified charitable or educational purposes as defined by the Internal Revenue Code or similar international requirements; and

(c) LAPF will not use Partnership Funds for administrative or overhead costs unless such use has been approved in writing by NIKE. LAPF acknowledges that even if such approval is obtained, no more than 15% of direct project costs may be allocated by LAPF for overhead and administrative expenses. LAPF further represents and warrants that any approved expenses for administrative or overhead costs will be solely for charitable or educational purposes under the Internal Revenue Code or similar international requirements.

## 2. Program Data & Evaluation.

(a) While implementing the Program, Partner may gather or otherwise obtain information directly related to the Program including, but not limited to, monitoring and evaluation data (collectively, the "Program-Related Data"). Upon NIKE's request, Partner shall provide NIKE with all Program-Related Data in a form to be mutually agreed-upon by the parties. Partner acknowledges and agrees that NIKE may use the Program-Related Data solely for the purpose of monitoring and evaluating the effectiveness of the Program.

(b) NIKE, by itself or through a third party, may evaluate and monitor the Program. Such evaluation and monitoring may include meeting with Partner staff and/or site visits to review the Partner's systems, operations and accomplishments related to the Program. Partner shall cooperate and assist with any such reasonable evaluations and monitoring.

3. Accounting and Records. Partner shall maintain accurate books and records of all receipts and expenditures directly related to use of Partnership Funds. NIKE will maintain all receipts and expenditures and other documentation necessary to determine the value of any services and items contributed to the Partner as part of this Program and provide such documentation upon request by the Partner.

4. Reports. Partner will provide an Interim and Final Report as set forth in the Program Scope. Partner understands that failure to provide NIKE with these reports will cause Partner to become ineligible for future funding for other programs.

5. Non-Use of Partnership Funds. Partner shall notify NIKE of the amount of any Partnership Funds Partner has not spent for the Program. Upon NIKE's written approval, Partner may receive an extension of time by which to spend the remaining Partnership Funds. If Partner does not receive such an extension, Partner shall, as directed by NIKE, expend the funds for another qualified educational or charitable purpose designated by NIKE, pay the funds over to a charitable organization designated by NIKE or return the funds to NIKE.

6. Termination. Any Party may terminate this Agreement with an advance thirty (30) day notice, in writing, and cancel the Program and/or any unpaid disbursements if:

(a) the Party determines, in its sole, reasonable discretion, that another Party (i) is not making satisfactory progress toward the goals of the Program, or there has been a development that significantly affects the operation of the Program or a Party (including but not limited to the changes referenced in Section 8) and the terminating Party determines that satisfactory progress toward the goals of that Program is unlikely; (ii) has changed the relevant Program in any material respect without the prior written consent of the other Party; or (iii) has violated the terms of this Agreement in any material respect; or

(b) a Party (i) disburses any portion of the Partnership Funds for purposes not included in the terms of this Agreement; or (ii) LAPF ceases to be a charitable organization under Section 501(c)(3) of the Internal Revenue Code or, if LAPF is not a U.S. organization, ceases to be a charitable organization under the relevant foreign regulation.

Notwithstanding the foregoing, this Agreement shall terminate automatically with no additional obligations to any Party in the event that a Party (i) dissolves, (ii) ceases to operate or do business on a regular basis, or (iii) becomes insolvent, bankrupt or generally fails to pay its debts as such debts become due. If it is not already terminated, this Agreement shall automatically terminate June 30, 2020.

Within 30 days after receiving notice from NIKE of termination, or from the date of termination if such termination occurs automatically, Partner shall, at NIKE's election, pay any unused funds to a charitable organization designated by NIKE or return the funds to NIKE.

7. Amendment. Any Party shall notify the other Parties in writing of any changes proposed by the notifying Party regarding its purposes, goals, population served, timing, activities, or expenditures described in this Agreement or Program Scope, and the other Parties may accept or reject such changes in its sole discretion. No change or amendment to this Agreement or Program Scope shall be effective unless made in writing and duly executed by the Parties.

8. Notice of Changes. Partner shall promptly notify NIKE in writing within 30 days after the occurrence of any of the following:

- Change in the key personnel of a Project or the Partner;
- Change in address or phone number;
- Change in name of the Partner (and submit to NIKE a letter from the IRS noting the change);
- Change in the non-profit or tax status of the Partner; or
- Any other development that significantly affects the operation of the Partner or the use of the Partnership Funds.

9. Use of Name.

(a) Partner authorizes NIKE to use the name of Partner as part of press releases, brochures, newsletters, web sites and other publications for the sole purpose of announcing and describing the Partnership and subject to the prior written approval by each Partner.

(b) Partner is permitted to reference NIKE and the Partnership in annual reports and financial accounts covering the period of a Program. All other public statements, media communications or references to NIKE (including but not limited to use of the NIKE's name, marks, logos and tagline) in publicly available documents (i.e., websites, fundraising brochures, advertisements, marketing, publicity, etc.) require prior written approval from NIKE. NIKE encourages Partner to inquire about referencing NIKE prior to publication.

10. Intellectual Property. For any copyright, patent, trade name, trademark or service mark created solely in connection with and as a result of the Program ("Intellectual Property"), NIKE, City, and LAPF is each hereby granted a royalty free, non-exclusive worldwide license to use any or all of the Intellectual Property in perpetuity for any purpose or purposes that furthers the Program Scope during the term of this Agreement, including republication or sublicensing of such Intellectual Property with prior written approval. Notwithstanding the foregoing, any Intellectual Property that is created by a LAPF or RAP shall remain the exclusive property of those entities. Additionally, for any copyright, patent, trade name, trademark or service mark created solely in connection with and as a result of the Program by NIKE ("NIKE Intellectual Property") LAPF and RAP are hereby granted a royalty free, non-exclusive worldwide license to use any or all of the NIKE Intellectual Property for any purpose or purposes that furthers the Program Scope during the term of this Agreement, including republication or sublicensing of such Intellectual Property with prior written approval. Notwithstanding the foregoing, any NIKE Intellectual Property shall remain NIKE's exclusive property including but not exclusive to Made to Play and training program and curriculum developed for this project and not yet named. The Parties agree that the terms "Girls Coach LA" and "Girls Coach Los Angeles" is owned by the City.

11. Communications. Each notice, consent, request, or other communication required or permitted under this Agreement will be in writing, will be delivered personally or sent by certified mail (postage prepaid, return receipt requested), by email (with electronic confirmation of receipt and a confirmation hard copy sent by regular mail no later than the following business day) or by a recognized overnight courier, and will be addressed as follows:

If to NIKE:                      community.impact@nike.com

If to LAPF:                      Carolyn Ramsay, Executive Director  
Los Angeles Parks Foundation  
2650 N. Commonwealth Avenue  
Los Angeles, CA 90027

carolyn@laparksfoundation.org

If to RAP                              City of Los Angeles  
Department of Recreation and Parks  
Attn: Partnership Section Head  
221 N. Figueroa Street, Suite 180  
Los Angeles, CA 90012

rap.partnerships@lacity.org

Each notice, consent, request, or other communication will be deemed to have been received by the party to whom it was addressed (a) when delivered if delivered personally; (b) on the fifth business day after the date of mailing if mailed; (c) on the first business day after the email transmission if delivered by email; or (d) on the date officially recorded as delivered according to the record of delivery if delivered by overnight courier. Each party may change its address for purposes of this Agreement by giving written notice to the other party in the manner set forth above.

12. Indemnification. Each Party shall indemnify and hold the other Parties harmless from and against any claim, liability, loss, damages, fines, penalties, and expenses (including but not limited to reasonable legal fees and costs) arising out of the Partnership, any breach by the indemnifying Party of this Agreement, or any act or omission of indemnifying Party in connection with such Party's activities.

13. Entire Agreement. This Agreement represents the entire agreement between all the Parties with respect to the matters set forth herein. This Agreement may be amended only as provided for in this Agreement. All parties have had the opportunity to have this Agreement reviewed by their attorneys.

14. Waiver. Each Party's delay or failure to enforce or insist on strict compliance with any provision of this Agreement will not constitute a waiver or otherwise modify this Agreement. Each Party's waiver of any right granted under this Agreement on one occasion will not (a) waive any other right; (b) constitute a continuing waiver; or (c) waive that right on any other occasion.

15. Applicable Law; Jurisdiction. This Agreement shall be governed by and construed in accordance with the laws of California, without regard to principles of conflict of laws. Any action or proceeding with respect to this Agreement may only be brought in a federal or state court situated in County of Los Angeles, California, and by execution and delivery of this Agreement, such party irrevocably consents to jurisdiction and venue in each such court.

17. Exclusivity. During the term of this Agreement, all Parties agree to adhere to this clause of Exclusivity. For purposes of this Section the term "Customer Competitor" means a person or entity which, directly or through an Affiliate, designs, manufactures, markets or distributes: (a) sports, athleisure or casual apparel; (b) sports-related equipment or accessories, including but not limited to balls and inflatables, bags, headbands, wristbands and protective pads; (c) sunglasses and other eyewear; (d) sports timing and other electronic devices; (e) athletic or athletically-inspired or derived footwear; or (f) products that bear any of the brand names listed in Exhibit B; provided, however, that a bona fide retailer which derives less than twenty percent (20%) of its revenues from the sale of such products will not be deemed to be a "Customer Competitor". During the term of this Agreement, Parties will not, directly or through any of its Affiliates, accept any engagement or partner in any way for any program that is substantially similar to this initiative with any Customer Competitor.

IN WITNESS WHEREOF, NIKE and Partners have executed this Agreement as of the date first included above.

**NIKE:**  
**NIKE USA, Inc.**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**LAPF:**  
**Los Angeles Parks Foundation**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**RAP:**  
**CITY OF LOS ANGELES**  
**Department of Recreation and Parks**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**APPROVED AS TO FORM**  
**MICHAEL N. FEUER, City Attorney**

By: \_\_\_\_\_

\_\_\_\_\_  
Deputy City Attorney

Date: \_\_\_\_\_

## EXHIBIT A

### PROGRAM SCOPE

This Program Scope sets forth the relative obligations of the Parties. All capitalized terms that are not in this Program Scope still have the meanings assigned to those terms in the Partnership Agreement.

#### 1. Commitment Summary

**1.1. Name:** Girls Coach LA (GCLA) and Expansion of Women's Official Recruitment Certification (WORC) Program

**1.2. Term:** 01/16/2019 – 06/30/2020

**1.3. Total Value:** USD \$200,000.00

**1.3.1. Cash:** USD \$65,000.00 (For WORC Expansion), including \$7800 LAPF fiscal admin fee, as required by the LAPF Board of Directors.

**1.3.2. Product:** USD \$105,000.00 (GCLA)

**1.3.3. Training Partner:** USD \$30,000.00 (GCLA)

#### 2. Description:

In 2016, the LA84 Foundation published "An Overview of Youth Sports Participation in Los Angeles County". The study revealed that low-income minorities and girls were significantly more likely to be inactive. In an effort to address the physical inactivity and sport participation gap for girls in Los Angeles, the City of Los Angeles RAP created the Girls Play LA initiative. The Girls Play Los Angeles (GPLA) program is focused on increasing girls' sports participation, especially in historically underserved communities in Los Angeles. The program strives to get and keep girls involved in sports and living a healthy lifestyle, while making friends, building self-esteem and having fun. The GPLA program is subsidized so that all girls can participate, regardless of economic inequalities or cultural barriers.

Research shows that girls respond best to female mentors. When a girl has a female coach, she has a role model in sport and in life, and a factor in keeping her playing. The Parties believe that there is an opportunity to increase the pool of women who are interested and will benefit from coaching trainings, especially in coaching girls, and that this will lead to improved retention and, over time, growth in girls' participation in sports and physical activities in Los Angeles.

Providing coaching trainings to women interested in coaching complements the existing efforts of Girls Play LA to increase accessibility to sports and fitness activities for girls living in Los Angeles as well as the efforts of RAP to train and involve volunteer coaches in the City sports and physical activity programs.

## **Project Goal:**

Promote gender equity in sports through increasing the pool of trained female coaches who are available to coach gender inclusive teams, leading to increased participation of women in coaching and improved participation and retention of girls in target underserved communities.

The Program will also include funding to increase the Women's Official Recruitment Certification (WORC) from 3 sessions to 12 sessions annually.

## **Assumptions:**

- The Program as designed assumes that all parties are interested in creating depth in the coach pool.
- Significant numbers of women from communities with gender inclusive programs are interested in and available to serve as volunteer coaches.
- A baseline number of females trained to coach will be agreed upon.

## **Proposed Activities & Outputs:**

This Program will support the following activities:

- **Marketing and recruitment.** Recruitment efforts targeting women who live, work, study, and/or play in underserved neighborhoods/regions. Efforts could include inspirational marketing materials, events and social media outreach. Materials and messaging may fall under umbrella and/or align with Nike Women's and/or Girls Play LA messaging focused on a call to action to coach girls' teams.

All marketing and recruitment efforts will be in compliance with City and RAP regulations, rules and policies.

- **One orientation and five training events for the pool.** A kick-off orientation and training event will be held in March. Additionally, based on lessons learned, it is easiest to sustain momentum with volunteers if they are able to sign up during or directly after a training. Thus, there will be four half-day sport-specific trainings for 100-150 women each in June, September, December and March (2020). The actual dates will be coordinated with RAP and dependent on the sports' seasons, before the soccer, volleyball, basketball and softball seasons, respectively. Each half-day training will cover the following:

- o Basics of coaching girls (gender-inclusive training)

- o Sport-specific training
- o Onsite Background Checks

The trainings will be highly participatory, energizing, and inspirational. NIKE shall contribute the services of a training partner for these trainings. Participants will be rewarded with Nike product which shall be donated by NIKE. At each training, participating women will be invited to sign up to coach for the following season.

Proposed timeline pending open registration and/or enrollment periods:

- Early March 2019 - Orientation / Kick-off
- June 2019 - Soccer Training (August 2019 - Beginning of Soccer season)
- September - Volleyball Training (October 2019 - Beginning of Volleyball season)
- December - Basketball Training (January 2020 - Beginning of Basketball season)
- Late March 2020 - Softball Training (June 2019 - Beginning of Softball season)

- **Coaching pool and placement.** Coaches will be recruited leading up to the kick-off event as well as the four sport-specific coach trainings. The coaches will register online through the RAP website at each event to create an online pool of coaches, complimentary to the Volunteer Section of the website. RAP will be able to connect with the pool of coaches electronically to announce coach trainings, coaching opportunities, and place coaches in coaching and/or assistant coaching roles for girls' teams.

This Program will focus on placing female coaches in Girls Play LA and gender-inclusive sports leagues within the City of Los Angeles RAP programs; however, female coaches will be able to coach in any sports leagues and/or teams throughout the City.

Placement strategies could include the following:

- o Updating the RAP website to register, monitor, track, communicate with and place participants in this program
- o Engagement, training and/or additional resources for Site Directors

All women in the pool may be invited to attend special Nike-hosted events during the course of the Program period to maintain energy and excitement. RAP and LAPF shall not be obligated to participate in these Nike-hosted events as part of this Partnership.

- **Coaches supported and rewarded.** Coaches newly recruited to the pool through this Program who complete a season will be rewarded with additional Nike product contributed by Nike. Nike will create resources to support any trained female coach in the form of guidance or a playbook.
- **Monitoring and Evaluation.** Building out monitoring and evaluation systems are important first steps in this Partnership. Process evaluation will help partners understand what is and isn't working about the approach.
- **Women Officials Recruitment and Certification Program (WORC).** The WORC Program is designed to recruit, train, and certify young women to become independent contractors to serve as referees or umpires in both youth and adult sports leagues with an emphasis on girl's and women's sports. Nike will provide the LAPF with a charitable contribution in the amount of Sixty-Five Thousand Dollars (\$65,000) to expand the number of training sessions from the current three (3) to twelve (12) annually.

### **Roles and Responsibilities:**

#### RAP Will:

- Manage and execute the WORC referee program
- Provide information and feedback to effectively execute recruitment strategies and materials designed by/supported by Nike
- Provide training sites
- Manage the pool of potential coaches through the Department's website
- Coordinate implementation strategies with Site Directors
- Share coach trainings and coaching opportunities with the coaching pool
- Coordinate with the Department's IT team to implement strategies
- Manage volunteer placement
- Perform the fingerprint and background check process for volunteer coach applicants
- Track and provide monitoring data on the pool, placement, participation and retention of female coaches and the girls they coach

#### Nike will:

- Design of recruitment, communication and marketing materials
- Develop and execute recruitment strategies
- Implement orientation and trainings, including selecting training partner with the City, developing training content based on research-informed best practices, and event execution
- Provide product (could include t-shirts, sports bras, etc.) to women who participate in trainings
- Provide additional product (ex. a bag) to women from the pool who complete a coaching season
- Share Nike-led events with the coaching pool
- Support with the improvement of the online platform for coach pool and data tracking and monitoring
- Support process evaluation
- Create and provide resources to support any trained female coach in the form of guidance or a playbook

### 3. Objectives and Outputs:

OBJECTIVES	OUTPUTS
<ul style="list-style-type: none"> <li>• Increased placement of female coaches in target sites/neighborhoods/regions.</li> <li>• Increased number of girls participating in the City's sports and fitness program as compared to 2017-2018.</li> <li>• Increased number of girls coached by female coaches.</li> </ul>	<ul style="list-style-type: none"> <li>• 400 women from target communities and diverse backgrounds are provided gender inclusive coach training and specific sports training.</li> <li>• 400 women join the pool of available volunteer coaches.</li> <li>• 50% of the trained female coaches are placed as either head or assistant coach for a gender inclusive program over the course of the year.</li> <li>• Baseline levels for girls' participation in gender inclusive teams established.</li> <li>• Baseline levels for number of trained female coaches and number of trained female coaches placed on a gender inclusive team established.</li> <li>• Baseline retention rate of girls participating in the City's sports program.</li> </ul>
<ul style="list-style-type: none"> <li>• Increased number of female referees and umpires.</li> </ul>	<ul style="list-style-type: none"> <li>• Expand the WORC program from 3 sessions to 12 sessions annually.</li> <li>• Recruit, train, and certify women to become referees or umpires for sports leagues.</li> </ul>

### 4. Reporting, Measures & Evaluations

#### 4.1. Reporting

**4.1.1. Interim Report.** The Interim Report will be submitted to Nike on 02/1/2020, using Nike's template, which includes information on reach, outputs, additional impact and required attachments.

**4.1.2. Final Report.** The Final Report will be submitted to Nike on 07/1/2020 using Nike's template, which includes information on reach, outputs, additional impact and required attachments, including the Final Financial Report.

#### 4.2. Measurement & Evaluation

##### 4.2.1. Metrics:

Reach:

- Number of youth enrolled in Girls Coach LA at the start of the program, by gender and age 6-8; 9-12; and 13-15)
- Number of youth who participated in Girls Coach LA to the end of the program, by gender and age (6-8; 9-12; and 13-15)
- Number of coaches trained
- Number of coaches involved at each location
- Number of project locations

#### 4.2.2. Methodology

Girls Coach LA will develop an M&E plan that includes a sampling plan, data collection schedule and use of

Where possible, data collection will be integrated into the program design, e.g. routine site visits, existing monitoring systems, etc.

#### 5. Disbursement Schedule

<i>Disbursement Date</i>	<i>Disbursement Type</i>	<i>Disbursement Value</i>	
		<i>Currency</i>	<i>Amount</i>
02/01/2019	Cash	USD	\$65,000.00
02/01/2019	Product	USD	\$105,000.00
02/01/2019	Training partner	USD	\$30,000.00

## EXHIBIT B

### BRAND NAMES OF CUSTOMER COMPETITORS

- Adidas
- Anta
- Asics
- Billabong
- Brooks
- Champion
- Fila
- Keds
- LA Gear
- Li Ning
- Lululemon
- Mizuno
- New Balance
- O'Neill
- PF Flyers
- Pony
- Puma
- Quicksilver
- Reebok
- Rip Curl
- Russell
- RVCA
- Saucony
- Skechers
- Toms
- Under Armour
- Vans
- Volcom