

REPORT OF GENERAL MANAGER

NO. 02-234

DATE June 5, 2002

CD _____

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF PERSONAL SERVICE AGREEMENTS - CLASS PARKS PROGRAM

J. Combs	<u> </u>	H. Fujita	<u> </u>
*T. Coroalles	<u> </u>	J. Kolb	<u> </u>
J. Duggan	<u> </u>	M. Tamuri	<u> </u>

Margie Matthews

 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

It is recommended that the Board:

1. Enter into personal service agreements (attached) for services to the CLASS Parks Program with each of the following providers, subject to approval by the Mayor in accordance with Executive Directive No. 16, and review by the City Attorney as to form:
 - A. Cecile Michaelis to develop a marketing program to inform the public of its CLASS programs, through the internet, on video, DVD and in print. The contract will be retroactive from May 20, 2002 through May 16, 2003, services not to exceed \$64,000.
 - B. Tim Makoto Yoshitake to research and write grant proposals; assist in program enhancement, curriculum development, and staff training; prepare budgetary documents; act as a liaison with governmental agencies and community organizations; from July 1, 2002 through June 30, 2003, services not to exceed \$55,520.
2. Find that the services to be provided by the contractor are temporary and of a professional nature and can be provided more feasibly and economically by a contractor than by City employees.

REPORT OF GENERAL MANAGER

PG. 2

NO. 02-234

3. Authorize the Board President and Secretary to execute the personal service agreements upon receipt of the necessary approvals.

SUMMARY:

The Clean and Safe Spaces (CLASS) Parks program increased from 37 to 47 recreation facilities in fiscal year 2001 - 2002. The youth employment internship program was launched in May 2002 serving 400 additional youth, and the Mayor has proposed including 50 additional parks for renovation in fiscal year 2002-03. In order to meet the needs brought on by expansion of the program and to continue providing youth at risk with positive alternatives to gangs, crime, and other negative pursuits; and to continue involving the community in program planning, CLASS Parks needs outside expertise in several areas. Notably, we need a program of marketing to reach prospective participants and grants administration and program development to pursue additional resources to support operations. It is unrealistic to assign these responsibilities to existing CLASS staff since they are already taxed with the duties of everyday program management and administration and do not have the professional expertise.

In providing financial resources to the Department for full execution of the CLASS program, funds for such purposes as information technology, marketing and outreach, training, consultants, and evaluation were provided to the Department in the Contractual Services account 304. The Mayor and City Council contemplated, and the Department also expected, that many of these services would be needed only in the first few years of the program start-up; the need would not be on-going, so that use of personal services contracts rather than hiring full-time employees was the most efficient way for the Department to fulfill these aspects of the Class Program.

Cecile Michaelis is a graphic design and marketing specialist. She has worked for the past four years as a production and marketing manager with Nickelodeon Studios. She will develop and initiate a marketing campaign to inform the public of CLASS programs; she will work with the graphics design consultant to create, and then design and manage a web site to promote programs specifically geared toward teenagers; she will develop program promotion of teen centers via media other than the Internet, including video, DVD, and print. She will be responsible for the development,

REPORT OF GENERAL MANAGER

PG. 3

NO. 02-234

production, oversight, and dissemination of all CLASS Parks advertising and public relations. The total cost for Mrs. Michaelis' services through May 16, 2003, as needed, is not to exceed \$64,000.

Tim Makoto Yoshitake has a research, legislative, political, teaching, and coaching background. His expertise in state government and legislature fills the need for CLASS Parks to employ an individual to research, pursue, and write grant proposals for much needed funding to continue and expand the program. Having taught Behavioral Science, U.S. History, World History, American Problems, and U.S. Government, in addition to teen sports coaching qualifies him to provide consultation services for curriculum development and staff training, and to provide recommendations for program enhancement and expansion through research of governmental and private agencies' existing and proposed programs nationwide. Additionally, Mr. Yoshitake will provide and support informational briefings before governmental agencies and community organizations; analyze and prepare budgetary statistics and documents; and provide recommendations to management on program modifications and related fiscal impacts. The total cost for Mr. Yoshitake's services through June 30, 2003, as needed, is not to exceed \$55,520.

Principals are not employees or officials of the City; are free to make recommendations or perform services specified in the contract independent of the control of City officials; and have no authority with respect to the City's decisions relating to the project, beyond fulfilling the provisions of the contract.

The contractors have agreed in writing to comply with the requirements outlined in the Standard Provisions for Personal Service Contracts.

This report was prepared by Robert Lennox and Judy Yoshino.