

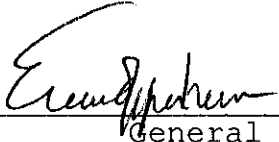
DATE March 6, 2002

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: Approval of Personal Services Agreements - CLASS Park Program

J. Combs _____
*A. Corrales _____
J. Duggan _____
H. Fujita _____

J. Kolb _____
M. Tamuri _____
M. Matthews _____



General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board approve and enter into personal services agreements (on file in the Board office) with Robert T. Lennox, and with Rex Llevares, for services to the CLASS program between February 1, 2002, and June 30, 2003, as described in the body of this report, subject to approval of the Mayor, in accordance with Executive Directive No. 16, and review by the City Attorney as to form; and,

That the Board find that the services to be provided by the contractors are temporary and of a professional nature and can be provided more feasibly and economically by a contractor than by City employees.

SUMMARY:

Programming at Clean and Safe Spaces (CLASS) Parks is accelerating and the responsibilities of expanding this program as a model for Department renewal and community involvement is growing accordingly. During this initial growth stage, the CLASS program remains in need of outside expertise in several areas, notably data gathering, program evaluation, and benchmarking, and in production of outreach materials to promote current success and bring additional participants and resources. It is unrealistic to assign these responsibilities to a Recreation Center Director, Recreation Coordinator, or any CLASS Parks staff, because they are a part of the program being evaluate or, in the case of design, simply do not have time and the professional expertise. In providing financial

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resources to the Department for full execution of the CLASS program, funds for such purposes as Information Technology, Marketing and Outreach, Training, and Evaluation were provided to the Department in the Contractual Services account, as the City contemplated, and the Department also expected that many of these services would be needed only in the first year or two of 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.

Robert T. Lennox was previously (June-August 2001) on a personal services agreement with the Department, and an additional agreement period is sought by CLASS to complete projects underway. His duties have been and will include: research; assembling, analyzing, and interpreting data; preparing correspondence and reports; and making recommendations to management regarding administrative, budgetary, legislative, and managerial issues or concerns. Furthermore, Mr. Lennox, who was originally brought into the program through the Coro Foundation, will operate evaluation procedures for CLASS program effectiveness, and report on suggestions for CLASS direction and expansion based on analysis of evaluations. He will evaluate achievement of CLASS staff and programming to ensure accountability and accuracy. He shall continue efforts to collect statistics on crime and demographics of surrounding communities, an effort which is currently reaching a new stage of success with the Los Angeles Police Department, and use the data to assess the direction and effectiveness of management goals. He will research effective recreation programming ideas from outside sources and formulate new programming based on that research. And lastly he will provide in-depth statistical support for grant writing opportunities. His reports have met, and will continue to meet, the City Administrative Officer requirements for regular, detailed reporting under the Operation Healthy Neighborhoods program. The total cost for Mr. Lennox's continued services through June 30, 2003 (as needed) is not to exceed \$87,000 in salary and expenses.

Mr. Rex Llevares has provided initial support in a part-time capacity, but full-time dedication is required to complete all necessary work and materials in a timely fashion. His duties will encompass design and maintenance of the Internet and Intranet pages, including design and creation of overall look of sites, animated gifs, banners, photo enhancements/effects, site navigation, uploads, CLASS facility homepage designs, creation of animated gifs, java script password links, java cursor effects, and

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addition of departmental pages as requested and approved. Mr. Llevares will design and maintain input screens for applications providing internal tracking of program expenses, maintenance and recreation benchmarks, program personnel, and capital resources. He will create presentation materials and assemble raw data into charts, graphs and imagery, along with designing flyers, posters, and handouts for recreation center activities, events, classes and programs, generally, but not exclusively, in connection with web page design. The total cost for Mr. Llevares's services through June 30, 2003 (as needed) is not to exceed \$75,000 in salary and expenses.

Report prepared by Linda Barth