

REPORT OF GENERAL MANAGER

**APPROVED**  
MAY 17 2010

NO. 10-127

DATE May 17, 2010

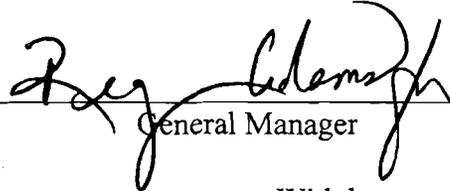
BOARD OF RECREATION  
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GOLF YOUTH INSTRUCTOR - AWARD OF PROFESSIONAL SERVICES  
CONTRACT TO JEFFREY T. BARBER

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

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

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. For the reasons stated herein, allow Paula Olsen to withdraw her proposal to provide golf instruction and related services for development and implementation of a golf program for youth and families, and authorize staff to return her proposal deposit;
2. Approve the proposed Professional Services Contract between the City of Los Angeles and Jeffrey T. Barber, to provide professional golf instruction and to continue the development and implementation of a golf program directed at youth and families, in an amount not to exceed \$62,400 per year, for a term of one year, with two (2) one-year options to renew, exercisable at the sole discretion of the General Manager, subject to approval of the Mayor and of the City Attorney 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 services and that it is more feasible to secure these services by contract;
4. Find, in accordance with Charter Section 371(e)(10) and Los Angeles Administrative Code Section 10.15(a)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best continue the development and implementation of a golf program for youths and families. In order to select the best proposer for this service, the Board finds it was necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in the Request for Proposals (RFP). The Board also finds that the narrower and more specialized competitive sealed proposal process

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authorized but not required by Charter Section 371, subsection (b), would not meet the Department's needs and therefore opts to utilize the standard request for proposals process;

5. Direct the Board Secretary to transmit the proposed Professional Services Contract to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form; and,
6. Authorize the Board President and Secretary to execute the Contract upon receipt of the necessary approvals.

### SUMMARY:

The Department of Recreation and Parks began operation of the Tregnan Golf Academy (TGA) in Griffith Park in July 2000. Participants receive instruction in the necessary skills, knowledge, and abilities in order to compete in golf tournaments or to play the game at a higher level. Satellite programs were developed at the Westchester Golf Course in 2007 and the Penmar Golf Course in 2008.

On July 8, 2009, the Board approved the release of a Request for Proposals (RFP) for Golf Youth Instructor in order to secure a multi-year term agreement with a responsible contractor to provide professional golf instruction and to continue the development and implementation of a golf program directed at youth and families in accordance with Professional Golfers' Association of America (PGA) guidelines (Board Report No. 09-195).

On August 14, 2009, the RFP was advertised in the Daily Journal, posted on the Los Angeles Business Assistance Virtual Network (BAVN) and made available on the Department's website. On September 16, 2009, a Pre-Proposal Conference was held to provide potential proposers with a review of the submittal documents and compliance documents. On October 27, 2009, the Department received two proposals:

- Paula Olsen
- Jeffrey T. Barber

As stipulated in the RFP, evaluation of the proposals would occur in two levels. Level I would be a check and review for required compliance and submittal documents and Level II would be a comprehensive evaluation of the proposals by a panel of City employees. Proposers must successfully pass Level I to proceed to Level II. Staff performed a Level I review of the following required documents:

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### Compliance Documents:

- 1) Proposer's Signature Declaration and Affidavit
- 2) Disposition of Proposals
- 3) Affirmative Action Plan
- 4) Contractor Responsibility Ordinance Statement
- 5) Equal Benefits Ordinance Statement
- 6) Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance
- 7) Minority Business Enterprise (MBE) / Women Business Enterprise (WBE) / Other Business Enterprise (OBE) Subcontractor Outreach Program
- 8) Bidder Certification – CEC Form 50

### Submittal Documents:

- 1) Cover Letter
- 2) Proposal Deposit
- 3) Experience and Qualifications
- 4) Proposed Curriculum
- 5) Proposed Compensation and Facility Use Reimbursement

Level I Proposals are found either Responsive (pass) or Non-Responsive (fail). Both proposers passed the Level I submittal requirements (Attachment A).

On November 30, 2009, an evaluation panel composed of two Department employees and one County of Los Angeles Parks and Recreation Department employee interviewed both proposers and evaluated the proposals for the Level II evaluation. Each proposal was scored in the areas of Experience and Qualifications, Proposed Curriculum, and Proposed Compensation and Facility Use Reimbursement. The evaluation panel scores are as follows:

Proposer	Experience and Qualifications	Proposed Curriculum	Proposed Comp. and Facility Use Reimbursement	FINAL TOTAL
Paula Olsen	119	89	87	295
Jeffrey T. Barber	116	85	90	291

Paula Olsen scored higher in two of three areas and was initially the proposer to be recommended for award of the contract. In December 2009, Paula Olsen informed the Golf Division that she had accepted a full-time golf instructor position in Orange County and would be withdrawing her proposal. On February 18, 2010, staff received a signed letter from Ms. Olsen stating that she was formally withdrawing her proposal. The Golf Division and the Service Contracts Group reviewed the remaining proposal and found that the proposal submitted by Jeffrey T. Barber was a close second and met the needs of the Department.

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Jeffrey T. Barber has worked as a teaching professional at the Tom Barber Golf Center in Moorpark, California since April 2000, and has developed and implemented a junior golf program at that facility. The proposal includes a sample golf class curriculum which includes family golf, junior golf, and group classes, including classes for women and for seniors. Jeffrey T. Barber proposed a compensation of \$25.00 per hour for the first year of the contract, \$27.50 per hour for the second year, and \$30.00 per hour for the third year.

Staff recommends that the contract be awarded to Jeffrey T. Barber for a term of one (1) year, with two (2) one-year options to renew, exercisable at the sole discretion of the General Manager, in an amount not to exceed \$62,400 per year. Staff also recommends that Paula Olsen be allowed to withdraw her proposal and that her proposal deposit be returned.

Charter Section 1022 Finding

Los Angeles City Charter Section 1022 prohibits contracting out work that could be done by City employees unless the Board determines it is more economical and/or feasible to contract out the service.

On August 28, 2008, the Personnel Department completed a Charter Section 1022 review (Attachment B) and determined that there are no City classifications that could provide professional golf instruction services. It is therefore more feasible to secure these services through an independent contractor.

FISCAL IMPACT STATEMENT:

Funding for this contract will be provided from Fund 302, Department 89, Automated Golf and Tennis Reservation Account 850-00. There is no impact to the Department's General Fund.

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

**DEPARTMENT OF RECREATION AND PARKS  
GOLF YOUTH INSTRUCTOR RFP  
LEVEL I EVALUATION SUMMARY**

		<b>Paula Olsen</b>		<b>Jeffrey T. Barber</b>	
<b>I. Compliance Documents</b>		Submitted	In Compliance	Submitted	In Compliance
1.	Proposer's Signature Declaration and Affidavit	Pass	Pass	Pass	Pass
2.	Disposition of Proposals	Pass	Pass	Pass	Pass
3.	Affirmative Action Plan	Pass	Pass	Pass	Pass
4.	Contractor Responsibility Ordinance (CRO) Statement	Pass	Pass	Pass	Pass
5.	Equal Benefits Ordinance (EBO) Statement	Pass	Pass	Pass	Pass
6.	Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO)	Pass	Pass	Pass	Pass
7.	Good Faith Effort Requirement - MBE/WBE/OBE Subcontractor Mandatory Outreach Program	Pass	Pass	Pass	Pass
8.	Bidder Certification City Ethics Commission (CEC) Form 50	Pass	Pass	Pass	Pass
<b>II. Proposal Items</b>					
1.	Cover Letter	Pass	Pass	Pass	Pass
2.	Proposal Deposit	Pass	Pass	Pass	Pass
3.	Experience and Qualifications	Pass	Pass	Pass	Pass
4.	Proposed Curriculum	Pass	Pass	Pass	Pass
5.	Proposed Compensation and Facility Use Reimbursement	Pass	Pass	Pass	Pass

## PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Recreation and Parks

ATTACHMENT B

2. Contacts

Department: Raymond Chang Phone | (818) 243-6421 Fax No. (818) 243-1459

CAO: Veronica Salumbides Phone | (213) 473-7561 Fax No. (213) 473-7514

3. Work to be performed:

The Department of Recreation and Parks is seeking an amendment to a supplemental agreement with the Contractor Paula Olsen who assists 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: 1 year Proposed Start Date: 1/1/09

6. Proposed cost of contract (if known): \$120,000

7. Name of proposed contractor: Paula Olsen

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,

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

10. Findings

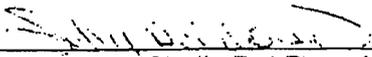
- City employees DO NOT have the expertise to perform the work
- City employees DO have the expertise to perform the work

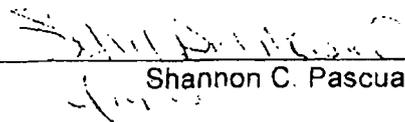
Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY: The Personnel Department completed a 1022 determination for a new three year contract with the same scope of work in April 2008, but the contract was never approved. Therefore, Rec and Parks has requested a one year amendment to the existing Paula Olsen contract which is set to expire 12/31/08. The determination remains the same; there is currently no City classification that can perform the services the department is seeking or meets the requirements outlined above.

Submitted by:   
Dominique Camaj

Reviewed by:   
Shelly Del Rosario

Approved by:   
Shannon C. Pascual

Date: 6/30/20