

REPORT OF GENERAL MANAGER

NO. 05-36

DATE February 2, 2005


CD _____

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AGREEMENT BETWEEN THE CITY OF LOS ANGELES AND CAROLYN FISH FOR PROFESSIONAL SERVICES FOR THE CLEAN AND SAFE SPACES PARKS PROGRAM TO ASSESS AND DOCUMENT ASSETS IN COMMUNITIES

H. Fujita _____
J. Kolb _____
K. Chan _____

J. Comba  _____
F. Mok _____
*G. Stigile _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the proposed Agreement, substantially in the form attached, for services in community asset mapping for the Clean and Safe Spaces (CLASS) Parks Program with Carolyn Fish from January 3, 2005 through June 30, 2006, for an amount not to exceed \$105,000, subject to the approval of the Mayor, in accordance with Executive Directive No. 16 and review by the City Attorney as to form;
2. Find, in accordance with Charter Section 1022, the Department does not have the personnel available in its employ with the appropriate program development expertise to undertake preparing specialized visuals and informational materials using high technology equipment, with an emphasis on youth, and that it is more feasible and economical to secure the services by contract;
3. Find, in accordance with Charter Section 371 that services provided by the contractor are temporary and of a professional nature, the Department does not have available personnel with sufficient time and expertise to perform these services, and it is more economical and feasible for Ms. Fish to perform these services than by City employees;
4. Direct the Board Secretary to transfer the proposed Agreement with Ms. Fish to the Mayor and concurrently to the City Attorney for review and approvals as to form; and

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5. Authorize the President and Secretary of the Board to execute the Agreement subsequent to necessary approvals

SUMMARY:

In its fourth year of operation, the CLASS Parks Program has become a model for Department innovation and community involvement. It has become increasingly necessary to conduct ongoing internal and external evaluations and develop and support databases for the purpose of maintaining statistics of CLASS Parks programming and youth development components.

Dr. James P. Kallusky, Executive Director of Youth Agency Administrative Studies at California State University Los Angeles, who conducts the CLASS Parks external evaluations, suggests that CLASS Parks is effectively meeting demographic, attendance, quality of life, motivational, prevention, and community involvement goals. In his recent evaluations, Dr. Kallusky refers to an "asset-building" approach to youth programming. Based on research conducted on youth "developmental assets," forty values, qualities, and experiences were identified that all young people need in their lives to become caring, competent, and responsible adults. Twenty of these are community assets/resources: the strengths, gifts, and positive elements in a community, which assist youth in maturing positively. The other twenty are personal traits and skills that should be nurtured in young people.

Assessing and inventorying (also called "mapping") community assets is necessary to help identify the assets of a community, which includes neighborhood people whose skills are valuable but underutilized. Ms. Fish will provide services to effectively map and track community and youth developmental assets and maintain, upgrade, and modify the current CLASS Parks database system for evaluation purposes and to create reports for City and outside entities, enabling CLASS Parks to expand their collaborations.

Possessing a Masters Degree in Information Technology and a Bachelors Degree in Physical Education, Ms. Fish has experience in database application design and development and experience teaching and coaching teens.

Ms. Fish previously worked for CLASS Parks on a limited part-time basis performing community asset evaluation and mapping of youth services, and working with available statistical information to create reports for the Mayor's Office, the Department, and other City entities. Her background, expertise, experience, and knowledge of the CLASS Parks program place her in a unique position to understand what is needed and provide the information that CLASS Parks needs to enable it to seek new collaborations, enhance and expand the program, and seek future funding to ensure the continuation of this successful and much needed program for the youth of Los Angeles.

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The total cost for CONTRACTOR's services from January 3, 2005 through June 30, 2006, as needed, is not to exceed \$105,000 at \$33.65 per hour, subject to fund availability.

Sufficient funds are currently available in the CLASS Parks account 304 to cover this contract.

This report was prepared by Judy Ung, Management Analyst II.