

REPORT OF GENERAL MANAGER

NO. 05-05

DATE January 5, 2005

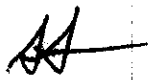
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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF AN AGREEMENT BETWEEN THE CITY OF LOS ANGELES AND CECILE MICHAELIS FOR PROFESSIONAL SERVICES

K. Chan _____
J. Combs _____
H. Fujita _____

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



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve an Agreement for personal services to the Clean and Safe Spaces (CLASS) Parks Program with Cecile Michaelis from January 3, 2005, through June 30, 2006, as described in the body of this report, subject to the approval of the Mayor, in accordance with Executive Directive No. 16, and review by the City Attorney as to form; and
2. Find in accordance with Charter Section 1022, the Department does not have the personnel available in its employ with the appropriate 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.

SUMMARY:

In its fourth year of operation, the CLASS Parks Program has become a model for Department renewal and community involvement. Two of its core programs, the Adventure Program and the Youth Employment Internship Program, have proven to be highly successful and popular with at-risk youth. This is due, in no small part, to the efforts and expertise of Cecile Michaelis and her ability to create specialized visuals and informational materials and communicate them in an artistic manner that relates and appeals to at-risk teens. Thus, a critical, continuing need exists to retain her services to effectively reach the targeted youth population.

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With a 40% vacancy rate, CLASS Parks' Recreation Center Directors, Recreation Coordinators, and other staff are taxed beyond their ability to perform their normal, daily responsibilities and do not possess the professional expertise necessary to promote the CLASS Parks Program and perform assignments that require information technology experience.

Ms. Michaelis is a program development specialist and has worked for the past two years with the CLASS Parks staff on contract No. 3077. Because of this, she has been in a unique position to gain insight and understanding of the program and the needs of the at-risk youth it serves, as well as their families and communities. She has observed and contributed to the evolution of this program and its expansion. It would take a great deal of time for any other individual to acquire the knowledge and expertise this contractor has gained while working with CLASS Parks.

Per the attached Agreement, she will continue to develop, maintain, and implement techniques; design, manage and maintain Internet and Intranet web sites; and create materials announcing programming of teen centers via the Internet, Intranet, brochures, photography, newsletters, and other printed and electronic materials.

The total cost for services under this Agreement from January 3, 2005 through June 30, 2006, as needed, is not to exceed \$105,000, Fund 302, Department 88, Account 304, Work Order No. RPOXO195, Task No. 187, Sub-Task CSS.

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