

**City of Los Angeles
Department of Recreation and Parks**



Figueroa Plaza
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**REQUEST FOR
PROPOSALS**

**LEADERSHIP TRAINING SERVICES
FOR YOUTH SPORTS COACHES**

RFP Release Date:
Mandatory Pre-Proposal Conference:
Submission Deadline:

March 17, 2025
April 8, 2025
May 20, 2025

City of Los Angeles
Request for Proposals

**LEADERSHIP TRAINING SERVICES FOR YOUTH SPORTS
COACHES**

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I. Introduction

The City of Los Angeles Department of Recreation and Parks (RAP) seeks the services of experienced, responsible organizations to provide foundational, leadership and sportsmanship training services for youth sports coaches including but not limited to, providing instruction for coaches in creating a positive, safe, inclusive sports experience for every young person. Leadership training provided by qualified trainers is essential for RAP staff to remain informed regarding best practices and to provide the best youth sports experience and training possible.

The City of Los Angeles Department of Recreation and Parks (RAP) conducts youth sports leagues at 117 recreation centers throughout the City of Los Angeles (City). In 2024 approximately 90,000 youths participated in basketball, volleyball, soccer, softball, baseball, aquatics, and flag football leagues.

II. Organizational Background

The City spans 469 square miles across Southern California with a population of approximately four million people located in the heart of Los Angeles County. RAP presides over 16,000 acres of parkland throughout the City, offering recreational, social, and cultural programs. RAP manages and maintains parks, playgrounds, recreation centers, pools, monuments, museums, cultural venues, wilderness areas, beaches, child care centers, meal programs, youth sports programs and golf courses. Along with these facilities and park land, RAP's assets also include substantial equipment, diverse and varied programs, as well as capable and dedicated staff.

III. Important Dates and Deadlines

MANDATORY PRE-SUBMISSION MEETING:

RAP will conduct a mandatory pre-submission meeting for this RFP at the following date and time:

Date: April 8, 2025
Time: 11:00 A.M.
Location: Via zoom at the following link:
<https://us02web.zoom.us/j/9586218654>
or telephonically at +1 669 444 9171 US

The purpose of this conference is to clarify the contents of this RFP and to discuss the needs and requirements of the proposal. Proposers are required to attend the conference as an overview of the proposal requirements and the critical importance of adherence to compliance documents will be presented. **It is highly recommended that prospective proposers read the complete RFP prior to the conference and begin preparation of their proposal in order to maximize the benefits of the conference.**

To maximize the effectiveness of the mandatory pre-submission meeting, to the extent possible, Proposers should provide questions in writing prior to the mandatory pre-submission meeting. This will enable RAP staff to prepare responses in advance. Additional written questions after the mandatory pre-submission meeting may be

accepted. All questions, without identifying the submitting individual, will be compiled with the appropriate answers and issued as an addendum to the RFP. To the extent possible, please have in attendance at the meeting the team member who will be the project manager responsible for any contract awarded should your firm's proposal be awarded.

Except for questions asked during the mandatory pre-submission meeting and Online Question Session, all questions must be in writing and submitted via email. Responses to questions will be posted to City of Los Angeles' Regional Alliance Marketplace for Procurement (RAMPLA) www.rampla.org along with this RFP. It is recommended that questions be submitted as soon as possible in order to provide sufficient time to post written responses prior to the deadline to submit a proposal. Questions will be deemed late and may not be answered after May 8, 2025 at 3:00 p.m. When submitting questions, please specify the RFP section and subsection number, paragraph number, and page number, and quote the passage that prompted the question.

Please direct all comments and questions regarding this RFP to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be emailed as follows: rap-contracts@lacity.org

NON-MANDATORY TECHNICAL REVIEW MEETING:

The Non-mandatory Technical Review meeting for this RFP will take place at the following date and time:

Date: April 22, 2025
Time: 11:00 A.M.
Location: Via zoom at the following link:
<https://us02web.zoom.us/j/9586218654>
or telephonically at +1 669 444 9171 US

This meeting will be an opportunity for Contractors who attended the mandatory pre-submission meeting to ask technical questions.

DEADLINE AND DELIVERY INFORMATION:

In order to be considered responsive to this RFP, proposers must submit an electronic copy via Dropbox or email.

Electronic Responses submitted via Dropbox must be received **no later than 2:00 p.m. on May 20, 2025** and uploaded to the following link: <https://www.dropbox.com/request/ssVCYpw3YGheUX9HtW3m>

Please note that the maximum file size is 2 GB. Please indicate your company name in the title of the filename of your submission and if multiple files are submitted, please indicate which number in the series the file is (e.g. 1 of 4)

Responses may also be received by the deadline stated above delivered via email to rap.commissioners@lacity.org if the following requirements are met:

Each submission file must be 20 megabytes (MB) or smaller or broken up into multiple files not to exceed 20 MB each. The response must have in its subject line the solicitation to which the submission is in response. If more than one file is sent in response, each email must be noted as part number of a series of how many in number total included in the subject line with the response title for the solicitation (for example part one of X number total).

Responses must be submitted via email as outlined above, clearly marked as follows:

- RFP for LEADERSHIP TRAINING SERVICES FOR YOUTH SPORTS COACHES – RESPONSE ENCLOSED
- Name and Address of Firm

In addition to the electronic submission (via Dropbox or email) described above, there should be a downloadable link for the video portion of the RFP Response. The video should be done through YouTube and the option to download must be enabled. We are not allowing Instagram, TikTok, or any other social media entries.

RESPONSE OPENING:

Those wishing to observe the response opening may do so by joining the meeting using the following information on **May 20, 2025 at 2:00 p.m.:**

Please use this link to join the meeting: <https://us02web.zoom.us/j/85714854757>
or telephone call +1 669 900 6833

Facsimile Responses or telegraphic modification of any RFP document will not be considered. Late submissions will not be accepted. Any other means of submission, other than as stated above, may deem the submission non-responsive.

IV. Instructions to Proposers

Proposers shall submit each of the Proposal Submittal Items listed below. Failure to submit any of the specified items may result in the proposal being declared non-responsive. If selected as the winning proposal, the Proposer must be willing and able to commit to the proposal. The contents of a Proposer's proposal, this RFP document along with all attachments, as well as the Standard Provisions for City Contracts (Rev.1/25 [v.2]) (Exhibit A) will be incorporated as part of the provisions of the contract and will be deemed a binding commitment. Proposers are encouraged to submit a practical and sustainable proposal.

Proposal Submittal Items

1. Proposal Submission Letter (one page) (Exhibit F)

Proposers must fill out and sign this form, which serves as the cover sheet of the proposal.

2. Executive Summary (2-4 pages)

The Executive Summary must be no more than three typed pages (single-spaced, 12-point font, or similar) and must provide:

- The Proposer's name, address, telephone number, and e-mail address.
- Comprehensive but concise summary of the Proposer's understanding of the requirements of this RFP.
- Description of the approach to providing the services requested in this RFP.
- Clear statement as to why the Proposer is the best qualified to provide the services outlined in this RFP.
- The cost of the service provided on a per workshop basis including all costs referring to Table #1 and Table #2 discussed above.

3. Background and Experience Statement (6-8 pages)

The Background and Experience Statement must be no more than eight typed pages (single-spaced, 12-point font or similar) and must provide:

- a. **Background and Experience.** Proposers shall supply information concerning background and experience related to the Scope of Services / Deliverables (Section VI of this RFP) and verification of meeting the Minimum Qualifications (Section VII of this RFP), including citation of relevant and demonstrated experience.
- b. **Recent and Relevant Experience.** Proposers shall provide a brief, item-by-item description of previous work experience in servicing similar contracts over the past ten years, with public agency or non-profit clients (as clarified above), but not limited to such. Show a minimum of five previous workshops provided for at least three different government organizations (including federal, state, local governments, and/or schools) or non-governmental organizations that provide related services for youth sports such as the YMCA, YWCA, Boys or Girls Club or other established not-for-profit organizations. Each workshop must have involved a minimum of twenty-five participants. Each experience item should include the following information:
 - Client's name and address.
 - Name of courses or workshops.
 - Please list the number of classes for each qualifying workshop that were completed within a twelve-month period within the qualifying ten-year period. Only include classes for which trainees successfully completed the training that is used to meet this qualification with at least twenty-five participants.
 - List the number of successful participants for each qualifying workshop.
 - Dollar amount of the total contract/project and a price-per-workshop price as applicable.
 - Beginning and ending dates of the contract(s).
 - Contact person (include name, title, telephone number, and e-mail address).
 - Brief summary of the scope of services provided.

NOTE: Only proposals from Proposers that possess relevant experience and at least five workshops provided to the types of agencies for the numbers of participants listed below per the requirements set forth in this RFP will be considered for this RFP.

- c. **Referrals.** Proposers shall identify three of the work experience contacts cited in *item b. above* as referrals. Please highlight names of clients you are designating as referrals. Please provide email addresses and phone numbers for each referral and notify each referral in advance that RAP will contact the referral.

NOTE: Submission of a proposal in response to this RFP constitutes permission for RAP to contact any identified previous clients to request information on the performance of the Proposer. If RAP is unable to contact your referrals to verify previous satisfactorily completed projects, your proposal may be deemed non-responsive.

4. Video Submission

Category #1 (Proposals for Coach Orientation and Pre-season Development Trainings): Create a 10-minute script for a virtual introduction video that provides an overview of the City of Los Angeles Department of Recreation and Parks, with a focus on its sports programs. The video should highlight the required training for part-time staff, as well as the mandatory training for volunteer coaches before they begin coaching. Any video references to previous work should be within the last five years. The video submitted must have all of the following components:

- The script must define RAP's mission and coaching philosophy along with RAP's partnership with Nike to promote youth development through sports.
- The script must emphasize the importance of coaching as a critical factor in creating position sports experiences for young athletes and defining the role of the coach as a mentor.
- The script content must include research-based training and resources for investing in coaches by fostering an inclusive, healing-centered sports environment that supports youth growth and successful experiences.

Category #2 (Proposals for All-Star Coaches Training): Create a 5-minute video that illustrates a speaker, power point visual, lessons taught, and group activities. The object of the training is to elevate coaching standards and prepare coaches to take on leadership roles. Any video references to previous work should be within the last five years. The video submitted must have some of the following components for All-Star Coaches Training:

- **Building a Coaching Culture:** Creating a supportive environment where all coaches feel empowered.
- **Leadership & Communication Skills:** Effective strategies for managing teams and facilitating learning.

5. Signed Compliance Package (Exhibit D)

As part of your proposal, all Proposers must review, complete, sign, and submit the required compliance documents described in Exhibit D along with online RAMPLA compliance documents. All Proposers shall complete and upload digital compliance documents available online via RAMPLA at www.rampla.org prior to award of a City contract. Compliance documents include forms ensuring that the selected Contractor is fully aware of, and committed to comply with specific City policies and requirements. If you do not complete and submit the required compliance documents which include Exhibit D along with online RAMPLA compliance documents, your proposal will be deemed non-compliant and will not be scored.

NOTE: Previous compliance document submittals for other prior or current City contracts and/or waivers do not apply. The appropriate forms must be completed and processed as part of this application.

RAP reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process.

Proposals submitted in response to this RFP are subject to the California Public Records Act, California Government Code Sections 7920.000 et seq.

If the Proposer claims that a portion of its submission contains information that it would like to protect from disclosure, it must include that notification in its proposal cover letter along with the following statement:

"This Proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for it's or the City's refusal to disclose any information this Proposer claims as copyrighted material, trade secrets or other proprietary information that is protected from disclosure to any person making a request therefore."

Document Check

Please check the contents of the RFP package carefully to ensure that you have all the necessary documents as referenced within the RFP, including any addenda.

V. Purpose of this Request for Proposals (RFP)

RAP is initiating this RFP to obtain proposals from experienced, responsible organizations to provide a foundation of coaching practices to include leadership and sportsmanship training services for youth sports coaches.

RAP intends to award a contract to the selected Proposer for a term of three years. In no case will the term of this contract extend for a period longer than three years from the date of execution of the contract by RAP.

In awarding this contract RAP guarantees no minimum compensation. RAP will evaluate responses submitted for this RFP based on evaluation criteria identified herein for each category of service and will select one or more Proposers it deems both responsive and qualified. RAP may recommend multiple vendors to the Board of Recreation and Park

Commissioners (Board) for a contract award. If the Board approves the recommendation, that firm will then be the designated Contractor to execute the contract.

The contract awarded through this RFP shall be subject to funding availability and to early termination by RAP, as provided in Standard Provisions for City Contracts (Rev.1/25 [v.2]) (Exhibit A).

RAP reserves the right to withdraw this RFP at any time without prior notice and the right to reject any and all responses to this RFP. The rejection of any or all submissions in response to this RFP shall not render RAP liable for costs or damages. RAP makes no representation that any contract will be awarded to any entity responding to this RFP.

VI. Scope of Services / Deliverables

Contractor agrees to perform coaching training services, including leadership and sportsmanship training, for youth sports coaches per the terms in the proposal provided in response to this RFP. These services may be in the form of guided lectures, practical scenarios, interactive workshops, either virtual or in-person as determined by RAP, to be performed during the term of this Agreement. Contractor will provide a comprehensive per workshop cost which includes the cost for everything discussed herein.

These services will be performed on an as-needed basis throughout the duration of the contract.

RAP anticipates that after successful completion of both a 15-minute online recorded training followed by a preseason introduction to coaching workshop combining lectures and group activities the participant will receive a Recreation and Parks coaching certificate. If the coach attends and successfully completes a follow-up training with an emphasis on leadership and sportsmanship, the coach attendee will receive an additional certification. The duration of each workshop should be stated in the proposal but may be modified with prior consent from RAP.

Workshops shall be designed to help train RAP's volunteer coaches and staff in the role and responsibilities of coaching, leadership, sportsmanship and additional related topics. Each workshop shall cover the topics and be consistent with the description in the proposal provided in response to this RFP.

It is anticipated that training materials such as books and pamphlets will not be provided by the Contractor for each participant for each workshop. As such, Contractor shall not include the cost of such materials in this proposal.

RAP will determine the dates, times, and locations of each workshop and will communicate the information to the Contractor at least thirty days in advance of the date of the first workshop.

Contractor shall provide for, in its proposal, telephone and email support from Contractor staff for answering questions related to the content of the workshops. The cost of this support shall be included as part of the workshop price.

Contractor will develop and implement along with RAP a coach training script and provide access to online resources, tools, and coaching strategy articles or links to be included in the RAP coach email newsletters as part of the workshop price.

Contractor and RAP may, with the prior written approval of RAP, make reasonable use of interviews, images, quotes, and videos from workshops.

Contractor may be requested to perform other related training duties by RAP.

Contractor must maintain appropriate insurance requirements acceptable to, and specified by, City Risk Management. The insurance must have an additional insured endorsement naming the City of Los Angeles as an additional insured, provide evidence of a waiver of subrogation for workers' compensation insurance and follow all requirements as listed in the Form 146.

Contractor's role is on an as-needed contract basis and does not imply or convey that Contractor is an employee of the City of Los Angeles. Contractor must not imply City employment status.

Contractor is solely responsible for creating and enforcing protocols ensuring all persons participating in these training activities comply with applicable City, State, and/or Federal protocols for employees, volunteers, Contractors and subcontractors engaging in the such activities, including certifications, licensing, California DOJ background checks, LiveScan fingerprinting (such as, for example, compliance with California Assembly Bill 506). Contractor shall, at its sole expense, obtain and maintain information and documentation verifying its compliance with this provision and the results of such compliance and provide such information and documentation to RAP upon request.

Contractor shall comply with guidelines set forth by RAP and consistent with City standards regarding appropriate behavior, the prevention of harassment and discrimination, and safe work practices.

The Executive Summary and Background and Experience Statement required as part of the proposal must also demonstrate the Proposer's ability to provide these services according to the guidelines below and selected Proposers will be expected to follow these guidelines in providing services.

The Coach LA Playbook ("RAP Playbook") (Exhibit G) is a comprehensive guide developed by RAP and is designed to create a mindset for how anyone can become a coach. It provides fundamental coaching principles and strategies that RAP believes empower individuals to positively impact youth through sports. At the core of the Playbook is the **3 B's Framework**, which emphasizes:

- **Belong:** Creating an inclusive, supportive environment where youth feel safe, valued, and connected.
- **Be Ready:** Preparing young athletes mentally and physically to engage in sports with confidence and resilience.
- **Be Better:** Enhancing skills through intentional coaching that fosters growth, development, and long-term success.

By following the RAP Playbook, coaches at all levels can cultivate a positive, inclusive, and developmentally-focused sports culture that supports youth in reaching their full potential.

RAP intends to contract with one or more qualified Contractors with **Leadership Training Services for Youth Sports Coaches** which include, but is not limited to the following:

CATEGORY #1 - COACH ORIENTATION AND PRE-SEASON DEVELOPMENT TRAININGS

A. Description of Services:

The Coach Orientation and Pre-Season Development Trainings will ensure that all full-time staff, part-time staff, and volunteers are well-equipped to deliver a high-quality, inclusive, and developmentally-appropriate sports experience for youth. This training framework will provide foundational knowledge, hands-on practice, and continuous professional development for all coaches. The training is divided into three key portions:

1. MANDATORY INTRODUCTION SCRIPT (VIRTUAL):

Create a 10-minute script for a virtual introduction video that provides an overview of the Los Angeles Department of Recreation and Parks, with a focus on its sports programs. The video should highlight the required training for part-time staff, as well as the mandatory training for volunteer coaches before they begin coaching.

- The script must define RAP's mission and coaching philosophy along with RAP's partnership with Nike to promote youth development through sports.
- The script must emphasize the importance of coaching as a critical factor in creating positive sports experiences for young athletes and defining the role of the coach as a mentor.
- The script content must include research-based training and resources for investing in coaches by fostering an inclusive, healing-centered sports environment that supports youth growth and successful experiences

2. WORKSHOP SCRIPT (VIRTUAL):

- Create a 1-hour Virtual Workshop script which will provide foundational knowledge of the RAP Playbook (Exhibit G), equipping new and existing coaches with essential coaching principles and strategies.
- The virtual workshop must define the **3 B's Framework** from the RAP Playbook (Exhibit G).
 - **Belong:** Creating an inclusive, supportive environment.
Activity: Scenario-based coaching role play.
 - **Be Ready:** Preparing youth mentally and physically.
Activity: Identifying readiness barriers and developing solutions.
 - **Be Better:** Enhancing skills through intentional coaching.
Activity: Goal-setting and skill-building strategies.

3. TRAIN-THE-TRAINER SCRIPT AND IMPLEMENTATION OF TRAINING:

Create a train-the-trainer script that will provide training for full-time and part-time employees to conduct a workshop that will provide an immersive learning experience focused on the RAP Playbook’s core principles, practical coaching techniques, and leadership development. See Table #1 below for the proposed schedule.

The script must include RAP’s Playbook theory and application and key coaching topics and:

- a. Interactive exercises, for participants to explore key coaching frameworks in RAP programming that include: conflict resolution strategies, restorative practices, and mentorship skills to enhance the effectiveness as a coach.
- b. Interactive exercises in the form of group breakout sessions exploring scenario-based coaching simulations that occur in RAP programming to apply learned concepts in real-life coaching situations.
- c. Interactive exercises to include peer-to-peer feedback and coaching improvement tips to encourage shared learning and development.
- d. The Contractor will provide training workshops and follow-up peer coaching sessions for RAP’s internal trainers following the script developed.

B. Proposed Schedule

RAP estimates that at least eighty pre-coach orientations, professional development and train-the-trainer workshops will be scheduled in the first year. Each subsequent year workshops will be reduced a minimum of 30% per year. Workshops shall take place at various locations. A proposed schedule for the leadership training services for first year is listed below (Table #1). The schedule is given as an example of the timeline for the first year the contract will be in effect. Tasks and actual dates will be given to the selected Proposer thirty days or more prior to the initial date(s) of the project. The following schedule applies to the first year from Fall 2025 - Summer 2026; it is only an estimate and may be subject to change with regards to the date or occurrence of a workshop.

Proposer must establish criteria for successful completion of coursework and must provide participants with certification of completion of successfully completed courses where applicable. Contractor must provide RAP a roster of all participants who have successfully completed each workshop/training as soon as possible within thirty days of the completion of the training.

Table #1

YEAR 1: PROPOSED SCHEDULE			
Quarter	Delivery Method (Length of Training)	# of Trainings	Total Participants
Fall '25	Virtual (1hrs)	8	50 – 150
Fall '25	In-Person (4hrs)	12	50 – 150
Winter '26	In-Person (4hrs)	12	50 – 150
Winter '26	Virtual (1hrs)	8	50 – 150
Spring '26	In-Person (4hrs)	12	50 – 150

Spring '26	Virtual (1hrs)	8	50 – 150
Summer '26	In-Person (4hrs)	12	50 – 150
Summer '26	Virtual (1hrs)	8	50 – 150

CATEGORY #2 - ALL-STAR COACHES TRAINING

A. Description of Services:

To elevate coaching standards and prepare coaches to take on leadership roles, All-Star Coaches will undergo additional specialized training designed to reinforce leadership, sportsmanship, mentorship, and program sustainability. The training provided must enhance the experience of participants enrolled in RAP’s youth sport leagues by assuring that their coaches meet a minimum level of professional training in subject areas applicable to youth sports. All-Star Training Modules should include:

1. **Building a Coaching Culture:** Creating a supportive environment where all coaches feel empowered.
2. **Leadership & Communication Skills:** Effective strategies for managing teams and facilitating learning, with Modules promoting the following:
 - Positive youth development experience through research-based training and resources.
 - Effective teaching methods for youth sports in RAP, youth development, and sport-specific education.
 - Familiarity with age-appropriate guidelines.
 - Facilitating a safe, fun, supportive, and growth-focused culture.
 - Modeling and encouraging a positive attitude, open communication, respect for others, and a respect for self.

Proposer must establish criteria for successful completion of coursework and must provide participants with certification of completion of successfully completed courses where applicable. Contractor must provide RAP a roster of all participants who have successfully completed each workshop/training as soon as possible within thirty days of the completion of the training.

Proposed Schedule

RAP estimates twelve All-Star Training workshops will be scheduled each year. Workshops shall take place at various locations. A proposed All-Star Training schedule is listed below (Table #2). The schedule is given as an example of the timeline for the first year the contract will be in effect. Tasks and actual dates will be given to the selected Proposer thirty days or more prior to the initial date(s) of the project. The following schedule applies to the first year from Fall 2025 - Spring 2026 and is only an estimate and may be subject to change with regards to the date or occurrence of a workshop.

TABLE #2

3 YEAR SCHEDULE - YOUTH SPORTS ALL-STAR COACHES TRAINING				
Quarter	Sport Focus	Delivery Method (Length of Training)	# of Trainings	Total Participants
Fall '25 Fall '26 Fall '27	Soccer, Volleyball, Flag Football	In-Person (1.5 hrs)	4 4 4	50 - 150
Winter '26 Winter '27 Winter '28	Basketball	In-Person (1.5 hrs)	4 4 4	50 - 150
Spring '26 Spring '27 Spring '28	Softball, Baseball, Aquatics	In-Person (1.5 hrs)	4 4 4	50 - 150
Additional workshops may be added. Please provide a cost per workshop in your proposal.				

VII. Experience and Minimum Qualifications

Years in Business: Selected Proposers must demonstrate a minimum of five years of experience within the last ten years providing coaching certification services for government or established nonprofits that serve youth such as the YMCA, YWCA or Boys and Girls Club. Proposer shall submit a list of their references, experience, and qualifications as further discussed below.

Background and Experience: Proposer must have demonstrated experience in the aforementioned Scope of Services including providing these services to workshops for government or established nonprofits that serve youth with a minimum number of twenty-five participants in each workshop.

VIII. Evaluation, Selection, and Award of Work

The evaluation of proposals will consist of two levels. Each Proposer must pass Level I in order to advance to Level II. The award of the contract will be based on the completeness of the proposal and the Proposer's qualifications. The process for that determination is described below. As part of the evaluation process, RAP reserves the right to request additional information to clarify and verify information submitted in response to this RFP. If a Proposer knowingly and willfully submits false information or data, RAP reserves the right to reject that proposal. If it is determined that an Agreement was awarded as a result of false statements or other data submitted in response to this RFP, RAP reserves the right to terminate the Agreement.

RAP reserves the right to request additional information to clarify information submitted in response to this RFP. All proposals meeting the requirements of this RFP shall be reviewed and rated by a selection panel according to the criteria and manner described

below. RAP will evaluate the responses received using the evaluation criteria identified herein and make recommendations to the Board of Recreation and Park Commissioners (Board) regarding the selected Proposer(s) with whom to enter into a contract for the provision of as-needed services.

A. Level I Evaluation – Compliance with RFP Submission Requirements:

RAP will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with basic requirements and document submissions.

To be found responsive to the RFP under Level I evaluation, proposals must include:

1. Proposal Submission Letter Form (Exhibit F)
2. Executive Summary (maximum two pages)
3. Background and Experience Statement (maximum eight pages)
4. Video Submission Link
5. Signed Compliance Documents on RAMPLA at www.rampla.org and Compliance Package (Exhibit D)

For Category One (Proposals for Coach Orientation and Pre-season Development Trainings), provide up to two videos showing a comprehensive overview of a program you have created similar to the Mandatory Introduction Script listed in the scope for Category One above.

For Category Two (Proposals for All-Star Coaches Training), please provide up to two videos showing completion of a project similar to the scope for Category Two above.

Those Proposers found responsive to the RFP as defined above shall proceed to Level II. Those who are not responsive will not proceed in the deliberations and will not be eligible for award of the contract.

B. Level II Evaluation – Evaluation and Scoring Criteria of Proposal Items:

For the purposes of Level II evaluation, proposals will be evaluated, ranked, and scored based on the criteria below, with proposals for Categories One and Two subject to separate evaluation, ranking, and scoring.

RAP staff will numerically score the proposals in each category based on the criteria noted below.

EVALUATION CRITERIA	POINTS
A. Proposed Curriculum	30 points
B. Proposer Experience and Qualifications	30 points
C. Proposed Compensation	10 points
D. Minimum Number of Employees	10 points

E. Previous Experience Working with Government Agencies	10 points
F. Compliance with RFP Requirements	10 points
RFP Total Score Earned	100 Points
G. Local Business Preference Program Bonus	Up to 12 additional points
Total Points Possible	112 Possible Points

1. **Proposed Curriculum (30 maximum points):** Scoring will be based how well proposed curriculum provides the following training for coaches:
 - Engages RAP Practices with The Playbook
 - Promotes Effective Teaching Methods
 - Provides Coaches with Online Resources
 - Promotes Respect and Encouragement
 - Promotes Coaches Being a Positive Role Model
 - Teaches Clear, Consistent Communication
 - Promotes Knowledge of The Sport
 - Teaches Effective Practice Organization
 - Research-Based Training and Resources Geared Towards Ensuring A Positive Youth Development Experience
 - Familiarizes Coaches with Age-Appropriate Guidelines
 - Promotes A Safe, Fun, Inclusive, And Growth-Focused Culture
 - Coaches Learn How to Model And Encourage A Positive Attitude, Open Communication, Respect For Others, And A Respect For Self
 - Coaches Are Well-Equipped to Provide Inclusive, Healing-Centered, And Skill-Building Interactive Methods

2. **Proposer Experience and Qualifications (30 maximum points):** The selection panel will consider the following:
 - Relevance and depth of experience and qualifications of key personnel of the firm
 - Quality and nature of referrals from current and previous customers

3. **Proposed Compensation (10 maximum points):** Scoring will be based on competitiveness of pricing relative to other proposals submitted.

4. **Minimum Number of Employees (10 maximum points):** Proposer must have a minimum of 25 employees including 10 trainers (of the 25 employees).

5. **Previous Experience with Government Agencies and/or Non-governmental Youth-focused Agencies (10 maximum points)**

6. **Compliance with RFP Requirements (10 maximum points):** The selection panel will consider the completeness of the Proposer’s written proposal with special emphasis given to completion of contract compliance issues and ability to conform to the terms and conditions of the RFP.

- 7. Local Business Preference Program (LBPP) Bonus (12 maximum points):** The City of Los Angeles enacted an ordinance on August 7, 2021, to boost local business participation in City contracting and increase employment opportunities for transitional workers. Under the ordinance, businesses located in Los Angeles County may be eligible for a contracting preference for being a local business and/or a local small business. Businesses certified as a Local Business Enterprise will receive an eight percent preference. Those also certified as Local Small Business will receive an additional two percent preference. More information about this program can be found at: <https://bca.lacity.org/certification>

Total Score

For each category, the selection panel will recommend the Proposer with the highest score from the Level II evaluation (which may result in a maximum total of 100 points) plus any bonus points awarded from any application of the LBPP. The LBPP bonus points shall not exceed twelve points.

Responsive proposals (Level I) to this RFP will be scored in each of the criteria above and ranked according to scores achieved (Level II) for the relevant category. The City selection panel described above will conduct a comprehensive evaluation of the proposals. The City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each responsive Proposer and any information contained in its proposal.

All proposals will be evaluated solely on the basis of the criteria listed above and will serve as a basis to formulate the RAP General Manager's recommendation, setting forth the reasons for recommendation in a Board Report. RAP shall notify all Proposers of the recommendation. The RAP Board will consider the General Manager's recommendation during a public Board meeting and may accept or reject the General Manager's recommendation in making its decision as to the selection, if any, stating publicly the reasons for their actions

RAP CONTRACT AWARD:

RAP's General Manager recommends contract awards to the Board. RAP shall notify all Proposers of the recommendation. The Board will consider the General Manager's recommendation during a public Commission meeting and may accept or reject the recommendation in making their decision as to the selection. If the Board accepts the General Manager's recommendation, its action will be for a contract award. RAP shall then proceed to execute a specific contract for the work with the selected Proposer, who shall now be referred to as the Contractor.

PROTEST PROCEDURES

The purpose of these procedures is to provide a method for resolving, prior to award, protests regarding the award of contracts by the City, by and through its Board. These procedures are for the benefit of the City and are not intended to establish an administrative requirement that must be exhausted by the protesting Respondent prior to pursuing any legal remedy which may be available. For this reason, no Respondent shall

have any right to due process, should the City fail to follow these procedures for any reason within its discretion. However, failure by a Respondent to follow the protest procedures as discussed below will create the presumption that any subsequent legal action in a court of competent jurisdiction is of no merit. These procedures will enable the Board to ascertain all of the facts necessary to make an informed decision regarding the award of the contract.

Should a Proposer object on any ground to any provision or legal requirement set forth in the RFP, or any addendum to the RFP, the Proposer must, not more than ten calendar days after the RFP or addendum is issued, provide written notice to RAP, setting forth with specificity the grounds for the objection. The failure of a Proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

It is the policy of the Board that:

1. Officially signed and dated protests must be received prior to the Board's award of any contract in response to this RFQ.
2. Protests are transmitted via email to:
Board of Recreation and Park Commissioners
Attention: Board Secretary
rap.commissioners@lacity.org
3. If filing a protest against another Respondent, the Board will only consider such protests if it appears that either Respondent may have a substantial and reasonable prospect of receiving an award if the protest is denied or sustained.
4. Protests from agencies concerned with contract compliance matters may be considered by the Board beyond the protest period. These protests will receive due consideration if the agency submits the protest in a timely period and such protest affects a Respondent who appears to have a substantial and reasonable prospect of receiving an award if the protest is denied or accepted.
5. Protests meeting the above criteria will be evaluated by staff and any recommended actions will be presented in a written report to the Board. Protesting parties and firms protested against will be notified of the time and date that the written report will be discussed in a public session of the Board. Protesting parties and firms protested against will be given the opportunity to present their arguments at the public session.

CITY'S RIGHT TO REJECT PROPOSALS AND TO WAIVE INFORMALITIES:

Notwithstanding any other provisions of this RFP, the City reserves the right to withdraw this RFP at any time without prior notice. The City also reserves the right to reject any and all proposals submitted or to waive any minor administrative irregularities contained in any proposal, when to do so would be in the best interest of the City and pursuant to Los Angeles City Charter Section 371(c): "The City shall reserve the right to reject any and all bids or proposals and to waive any informality in the bid or proposal when to do so would be to the advantage of the City."

NATURE OF THIS RFP PROCESS:

RAP staff will recommend that the Board, in its capacity as the contract awarding authority for RAP, find, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the 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 provide the services required by RAP for the services sought under this RFP. To select the best Proposer for these services, RAP staff will recommend that the Board find it is necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in this RFP and that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet RAP needs.

ESTIMATED PROJECT SCHEDULE:

<u>Milestones (Per Section/Phase)</u>	<u>Durations</u>
● RAP Issues RFP on RAMPLA	3/17/2025
● Mandatory Pre-Submission Meeting	4/8/2025
● Non-Mandatory Online Technical Review Meeting	4/22/2025
● Last Day to receive Questions Regarding the Proposal	5/8/2025
● Electronic Proposals Due	5/20/2025
● Proposer Selection and Negotiation	5/20/2025 to 6/20/2025
● RAP Board Approval/Award	7/3/2025
● Vendor Signing and Returning Contract	before 7/25/2025
● Contract Execution	est. 7/31/2025

IX. Contractual and Operating Responsibilities

If awarded a contract, the selected Proposer (referred to as the “Contractor” upon selection) will be obligated to perform the responsibilities as described in:

- A. This Request for Proposals (RFP) document.
- B. The Proposer’s submitted proposal in response to this RFP.
- C. The Pro Forma Contract (Exhibit E). Please note the Pro Forma Contract may be modified at RAP’s discretion to include general and specific contractual and operating responsibilities based on the submitted proposal accepted by the City.
- D. The Standard Provisions for City Contracts (Rev.1/25 [v.2]) (Exhibit A).
- E. Compliance documents on RAMPLA and Compliance Package (Exhibit D) signed by the Proposer.
- F. Insurance Requirements as stated on Form 146 (Exhibit C).

LOCAL BUSINESS PREFERENCE PROGRAM ORDINANCE:

Proposers are advised that any proposal submitted and contract awarded from this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.25, Local Business Preference Program (LBPP) Ordinance. The City is committed to maximizing opportunities for local businesses, as well

as encouraging local businesses to locate and operate in Los Angeles County. The LBPP Ordinance allows the Department to apply additional points to the Proposal's final score under certain conditions.

If applicable, Proposers may choose to complete and upload the LBPP Application/Renewal Form available on RAMPLA at www.RAMPLA.org before the Proposal Submission Deadline. The City may request supporting documentation to verify qualification for designation as a Local Business. Only those Proposers who apply and qualify for a Local Business designation (or otherwise qualify by using a qualified Local Subcontractor) by the RFP due date will be eligible for additional points that can be awarded under the ordinance.

Proposers seeking additional information regarding the requirements of the Local Business Preference Program Ordinance may visit the Bureau of Contract Administration's website at <http://bca.lacity.org>.

INSURANCE REQUIREMENTS:

Insurance policies must be current and on file with the Office of the City Administrative Officer (CAO) Risk Management when the contract is awarded and executed to the selected Contractor. Work cannot commence or continue if the proper proof of insurance forms are not on file with the CAO. Also, invoices will not be paid if the proper proofs of insurance forms are not on file with the CAO.

CONTRACT COORDINATOR:

Please direct all comments and questions regarding this RFP to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be e-mailed as follows: rap-contracts@lacity.org

When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure the passage can be quickly found in the RFP. RAP reserves the right to group similar questions when providing answers.

If City requirements or the specifications prevent Proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator.

Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage Proposers or, due to unclear instructions, may result in RAP not receiving the best possible responses from Proposers.

Until a contract is awarded and executed, Proposers should only contact the Contract Coordinator unless filing a protest; if Proposer wishes to file a protest, Proposer shall follow protest procedures listed above.

DISCLAIMER:

RAP may or may not decide to award any or part of this Request for Proposals in one or multiple NTPs based on its sole convenience and shall not be responsible for any solicitation response costs. All costs of proposal preparation shall be borne by the Proposer. The City shall not, in any event, be liable for any expenses incurred by the Proposer in the preparation and/or submission of the proposal. All Proposers who respond to solicitations do so solely at their own expense.

Furthermore, the schedule of any or part of this RFP is dependent on the availability of funding and can be postponed at any time.

Furthermore, RAP reserves the right to issue additional RFPs, if necessary, to complete parts of the scope of work, and work that may logically follow the work of this RFP.

CONSTITUTIONAL AND OTHER LIMITS ON CONTRACTOR'S RIGHT TO EXCLUSIVITY:

Notwithstanding exclusivity granted to the Contractor by the terms of the awarded Contract, the City in its discretion may require Contractor, without any reduction in cost recovery reimbursement fees or other valuable consideration to Contractor, to accommodate the rights of persons to access and engage in expressive activities, as guaranteed by the First Amendment to the United States Constitution, the California Constitution, and other laws, as these laws are interpreted by the City. Expressive activities include, but are not limited to, protesting, picketing, proselytizing, soliciting, begging, and vending of certain expressive, message-bearing items.

PUBLIC RECORDS ACT:

All proposals submitted in response to this RFP shall become the property of the City of Los Angeles and will be a matter of public record, subject to the State of California Public Records Act (California Government Code Sections 7920.000 et seq.). Proposers must identify in writing all copyrighted material, trade secrets, or other proprietary information that the Proposers' claim are exempt from disclosure under the California Public Records Act (CPRA). Any Proposer claiming such exemption must identify the specific provision of the CPRA that provides an exemption from disclosure for each item that the Proposer claims is not subject to disclosure under the CPRA. Please note that the wholesale use of headers/footers bearing designations such as "confidential," "proprietary," or "trade secret" on all or nearly all of a proposal is not acceptable and may be deemed by the City as a waiver of any exemption claim. The identification of exempt information must be more specific. In addition to the requested proposal copies listed herein, all Proposers must supply one complete duplicate copy of its proposal, in Portable Document Format (PDF), with those specific items claimed as exempt clearly marked (redacted). This copy must identify what specific information (if any) in their proposal that they claim, in good faith, is exempt from disclosure under the CPRA. Any Proposer claiming such exemption must also state in the proposal the following: "The Proposer agrees to indemnify the City and its officers, employees, and agents and hold them harmless from any claim or liability and will defend any action brought against the City for its refusal to disclose copyrighted material, trade secrets, or other proprietary information to any person making a request therefor."

X. List of Exhibits

- A.** Standard Provisions for City Contracts (Rev.1/25 [v.2])
- B.** Instructions to Proposers
- C.** Insurance Requirements and Instructions (Form 146)
- D.** Compliance Packet
- E.** Pro Forma Contract
- F.** Proposal Submission Letter Form
- G.** Coach LA Playbook Digital