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(213) 202-2633

January 18, 2024

Honorable Karen Bass, Mayor  
City of Los Angeles  
Room 303, City Hall

Honorable City Council  
City of Los Angeles  
c/o: Office of the City Clerk  
City Hall, Room 395

Honorable Mayor and Members of the City Council:

Subject:

Citywide Coach LA Plan – Agreement with the Los Angeles Parks Foundation (LAPF) And Nike USA, Inc. (Nike) for the acceptance of funding and in-kind support for the continuance of The Equitable Coaching Program Initiative

Recommendation for Council Action:

The Board of Recreation and Park Commissioners (Board) respectfully requests the Mayor and City Council approval; (i) approve a proposed partnership agreement (Agreement) with the Los Angeles Parks Foundation (LAPF), a California nonprofit organization, and Nike USA, Inc., (Nike) an Oregon registered corporation, attached to this Report as Attachment 1, stipulating the terms and conditions for the continued implementation of the Coach LA Initiative (Program), which is informed by the Coach Playbook (2023), which equips all coaches with the training and engagement to deliver early positive sport and play experience for all Los Angeles participants, and authorize the Department of Recreation and Parks' (RAP) General Manager or designee to execute such agreement; (ii) authorize RAP's General Manager or designee to accept the charitable contributions provided by LAPF and Nike as part of the Agreement, including but not limited to resources for Program implementation, Program and sustainability planning, and equipment, materials, and supplies in the furtherance of the Program, and specific purposes described in the proposed Agreement, collectively valued up to approximately Seven Hundred Fifty Thousand Dollars (\$750,000), as set forth in the Agreement; (iii) Authorize RAP's Chief Accounting Employee or designee to establish the necessary accounts and/or to appropriate funding received within "Recreation and Parks Grant" Fund 205 to accept charitable funds from LAPF provided by Nike for the Project Coordinator and Senior Project Coordinator positions for a one and a half year period; (iv) direct RAP staff to submit the positions of Project Coordinator and Senior Project Coordinator for the FY 2025-2026 budget.



Honorable Mayor Bass and City Council

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Background:

In response to the successful 2019 Women Coach Los Angeles (WCLA) pilot program, in November 2021, LAPF, Nike, and RAP (Partners) entered into an agreement to develop and implement a Citywide Coach Plan Initiative and expand the WCLA program.

Since the execution of the 2021 agreement, the development and adoption of the Citywide Coach Plan Initiative has been well underway. The goal of the initiative is to promote equitable coaching in parks throughout the City. A key part of this initiative is the development of a Coach LA Playbook to establish coaching standards and assist Partner's volunteers and part-time coaches lead their teams no matter the amount of experience. With the assistance of the Center for Healing and Justice Through Sport (CHJS), data informing sessions were held with Partner staff, patrons, and stakeholders to reveal the final Citywide Coach LA Playbook, which was then introduced to Partner's field staff in April 2023. The Citywide Coach Plan Initiative is also being honed to better recruit volunteer coaches across the city. In April 2023, the Coach LA Summit was held at Dodger Stadium and Recreation and Aquatics staff were introduced to the Coach LA Playbook. The Summit was successful in inspiring and exciting Partners and full-time staff to provide early positive sport and play experiences to all young people. The next phase of the partnership will focus on implementing and embedding the use of the Citywide Coach Plan as a standard throughout all recreation centers. The plan is expected to be introduced to Partner's volunteer and part-time staff in the Spring of 2024 to continue this implementation.

Fiscal Impact Statement:

The Board's acceptance of the charitable contributions provided by Nike through a monetary donation to LAPF and in-kind contributions received by RAP will have no negative fiscal impact to RAP's General Fund.

If you have any questions with regard to this matter, please contact Lizeth Escobedo, Project Coordinator, Nike, at: [lizeth.escobedo@lacity.org](mailto:lizeth.escobedo@lacity.org)

Very truly yours,

BOARD OF RECREATION AND  
PARK COMMISSIONERS

A handwritten signature in blue ink that reads "Takisha Sardin". The signature is fluid and cursive, with the first name "Takisha" and last name "Sardin" clearly legible.

TAKISHA SARDIN  
Commission Executive Assistant II

Attachments: Board Report No. 24-020

cc: Lizeth Escobedo, Project Coordinator, Nike