

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Authorizing the City Manager to Execute a Professional Services Contract with North American Youth Activities, LLC, d/b/a Kidz Love Soccer, in an Amount Not to Exceed \$150,000 for Recreation Services

DEPARTMENT: Parks, Recreation, and Cultural Services

PRESENTED BY: Mary Reidy, Recreation Superintendent

ACTION: ☐ Ordinance ☐ Resolution ☒ Motion
 ☐ Discussion ☐ Public Hearing

PROBLEM/ISSUE STATEMENT:

The City contracts with a variety of service providers to most effectively and efficiently meet the expanding demand for youth camps and sports programs and allow access to camps and activities beyond the capacity of City staffed programs. The services offered by North American Youth Activities, LLC, d/b/a Kidz Love Soccer (Kidz Love Soccer), include soccer for all ages, including programs for those as young as two years old.

The City's Parks, Recreation and Cultural Services Department (PRCS) has been contracting with Kidz Love Soccer for several years to assist the department with youth recreation programs with high registration rates and positive feedback from participants. The proposed contract with Kidz Love Soccer is for one year with the potential to renew for up to four additional one-year terms. Tonight, staff is seeking Council's authorization for the City Manager to enter into this contract with Kidz Love Soccer.

RESOURCE/FINANCIAL IMPACT:

The contract amount is included in the Parks, Recreation and Cultural Services Budget for Recreation Services. Payment for services will cover contract expenses. It is estimated that the program will net \$34,000 annually.

RECOMMENDATION

Staff recommends that the Council authorize the City Manager to execute Contract No. 9632 with North American Youth Activities, LLC, d/b/a Kids Love Soccer, for recreation services in the amount not to exceed \$150,000 through December 31, 2024.

Approved By: City Manager

City Attorney

BACKGROUND

The City's Parks, Recreation and Cultural Services Department (PRCS) contracts with a variety of service providers to most effectively and efficiently meet the expanding demand for youth camps and sports programs and allow access to camps and activities beyond the capacity of City staffed programs. PRCS has been contracting with North American Youth Activities, LLC, d/b/a Kidz Love Soccer (Kidz Love Soccer) for several years. Kidz Love Soccer youth soccer classes are open to youth of all abilities. Their field-tested curriculum is fun and engaging and customized for kids of all ages. They offer high-energy classes specially designed to encourage a better SELF - Sportsmanship, Esteem, Learning and Fun. They want all of the participants to love playing sports and feel good about their abilities. In addition, Kidz Love Soccer is the only program that offers structured soccer programs for youth as young as two years old outside of their own facilities; Lil' Kickers is a similar program but only offered on-site at Arena Sports locations. Kidz Love Soccer brings their own staff, equipment, and curriculum to City sites to run soccer programs and camps for youth as young as two.

The demand for Kidz Love Soccer programs offered in partnership with the City has remained high each year. In 2018 the City offered 31 Kidz Love Soccer programs with 491 registrants. In 2019 there were 30 Kidz Love Soccer programs with 427 registrants.

DISCUSSION

PRCS conducted a participant survey and found that location and price are two of the top responses for choosing the City's summer programs. By offering Kidz Love Soccer camps and programs in Shoreline, Kidz Love Soccer programs are more accessible for community members. The program offerings for all ages are very reasonably priced when compared to other more select sport focused programs

Kidz Love Soccer were selected through a sole source process as per SMC 2.60.070 Services, Section D.2.b which allows the City Manager to waive the formal RFP process when the selected consultant has previously provided satisfactory service to the City related to this specific project, and has the qualifications to perform the Scope of Work

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ATTACHMENTS

Attachment A: Kidz Love Soccer Contract Scope of Work

Attachment A

Parks, Recreation and Cultural Services Department Contract #9632 Scope of Work and Compensation

SERVICES TO BE PROVIDED:

Provide instruction in teaching soccer skills to children
with a defined program objective of participants learning and working on their fine motor skills
and learning skills specific to the game of soccer.

Services will be provided at the following location(s) throughout the year. If the City determines a location is not available, then the City and the Consultant shall agree upon another interim location:

Cromwell, Spartan Recreation, Shoreline Park

PROGRAM AND INSTRUCTOR REQUIREMENTS

1) Hours of Instruction per program session/class:

Range from 30 minutes to 4 hours depending on program specifics and confirmed quarterly with City staff.

2) Program Class Size

i) Minimum Enrollment for class to be held: 5 _____

ii) Maximum Enrollment is location dependent and will be confirmed quarterly with City staff.

3) Materials and Supplies

All materials and supplies are:

☒ Provided by instructor for all participants at instructor cost. Instructor may charge a supply fee to each student and the instructor is responsible for collecting this fee from each student. The City shall clearly list the supply fees in the program description on the City's website and the Recreational Guide. All surplus supplies are the property of the instructor.

☐ Provided by City for all participants at the City's cost. All surplus supplies are property of the City. Supplies the City agrees to purchase include the following: are: _____

4.) The Instructor is responsible for leaving the program space clean and in proper order as per the Instructor Handbook.

5) Instructor Handbook

Instructor shall adhere to all parameters and expectations as outlined in the City of Shoreline Parks, Recreation and Cultural Service Instructor Handbook (October 2018) contained in Exhibit A. The Handbook is incorporated into this contract by reference and made a part hereof

6) Attendance Records

- a) Instructor will assure that all participants are properly registered through the City's on-line registration system prior to participation in a program class.
- b) Instructor will maintain and make available upon request attendance records for each program class session.

CITY RESPONSIBILITIES

- 1) Provide Instructor with an appropriate facility/location to provide instruction in: instruction in soccer for children
- 2) List class/program in the seasonal Recreation Guide and on the City's website.
- 3) Complete registration for participants.
- 4) Provide Instructor with a class roster prior to the first class/program session.
- 5) As per the Instructor Handbook:
 - Communicate with Instructor regarding all cancellations as per the Instructor Handbook.
 - Communicate with registered participants as requested by Instructor.
 - Evaluate Instructor's performance annually to ensure compliance with the terms and conditions of this Agreement and as provided in the annual instructor evaluation tool.
 - Evaluate the program annually as provided in the annual program evaluation tool.

PAYMENT FOR SERVICES

City shall pay Instructor as follows, but at no time shall the total amount

paid exceed \$30,000 per calendar year (check option selected):

- ☐ Option #1: The sum of _____ dollars as full compensation for providing services in a calendar year.
- ☐ Option #2: The sum of _____ dollars per hour as full compensation for providing services.
- ☐ Option #3: The sum of _____ dollars per participant as full compensation for providing services.

X Option #4: The sum of 70% of the fees collected based on the resident rate as established in the Shoreline Recreation Guide for the applicable class session time period. The City will retain 30% of the fees plus the difference between the established resident and non-resident fees. A copy of registration and attendance records will be submitted with the invoice to substantiate payment.



Parks, Recreation and Cultural Services

Instructor Handbook



Effective Date: October 15, 2018

Sponsor: Mary Reidy, Recreation Superintendent

Next Review Date: October 15, 2024

Approved by:

Mary Reidy, Recreation Superintendent

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Welcome!

Welcome to the City of Shoreline Parks, Recreation and Cultural Services Team. Our mission is to provide life-enhancing experiences and promote a healthy community and environment, to celebrate arts and culture, enhance our natural environment and pass this legacy to the next generation.

As part of the Recreation Division you will work alongside other passionate professionals with the goal of creating a healthy, happy, connected Shoreline community. We support developing community through recreational activities that work to ensure everyone has the opportunity to engage both creatively and physically, regardless of economics, ability, age or location.

This handbook is a general overview of your role as an instructor, highlighting some details pertinent and unique to that position. Your immediate supervisor will give you more specifics with your orientation.

Instructor Types

Contracted

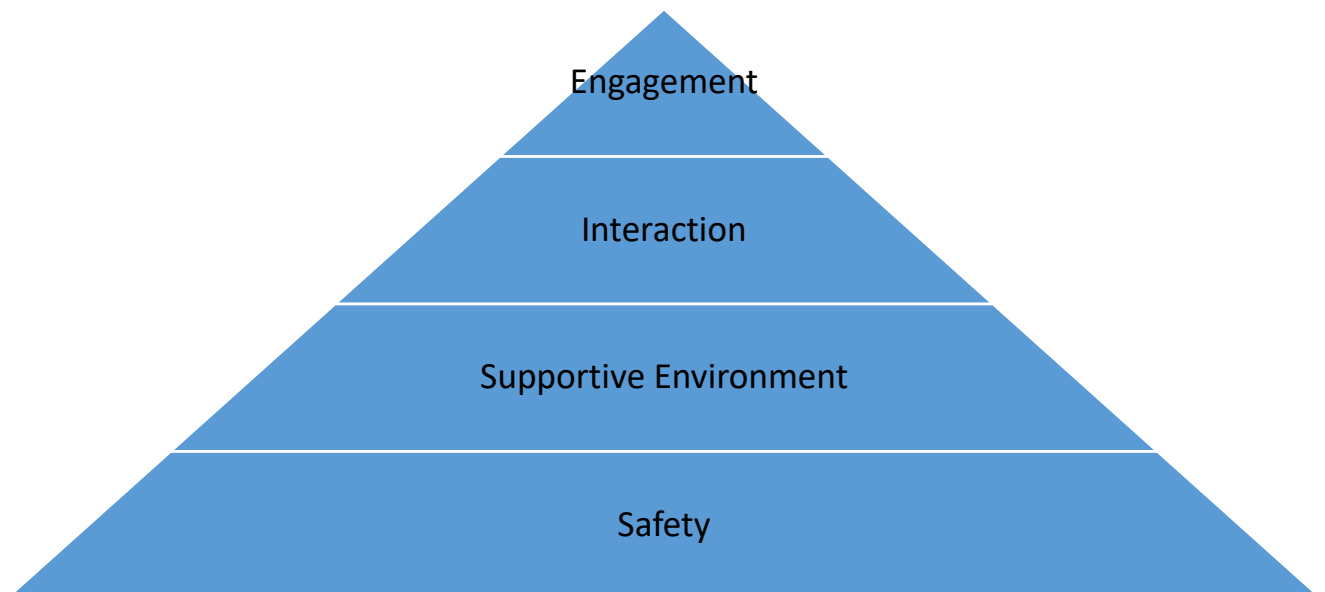
Based on the type of class being offered, and the qualifications of the instructor, it may have been determined that contracting for services was the best option. If this is the case, and you are a contracted instructor, you will coordinate the invoicing with Supervisor at the conclusion of the session and payment will be based upon the signed contract scope of work.

Payroll

Instructors may also be hired as a City employee and thus be considered 'on payroll'. All payroll employees must adhere to the City payroll policies and guidelines regarding tracking time and submitting time cards. Supervisors will review this process with each instructor.

Program Standards and Expectations

To provide the highest quality programs to the community we strive for each program we offer to include the following components. The more our recreation team engages in these activities the better the experience for our participants. Although recreation classes span many different locales and program areas we can all work towards common goals, which in turn provides our residents with the highest possible quality programs. Instructors are valued members of this recreation team and integral components to creating a healthy, happy, connected Shoreline community. As such each Instructor is trained and evaluated on the recreation program expectations.



This criterion was developed based upon the Weikart Center's program quality assessment model, a nationally recognized, empirically based tool linked directly to program quality.

Table 1: Program Standards and Expectations

Standard		Expectation	
Safe Environment	Safety	Provide a clean, safe area for the participants to engage in the activity.	Create an encouraging, comfortable environment for participants.
Supportive Environment	Supplies	Have all the supplies needed for each participant ready to go before they enter the room.	
	Greeting	Greet all participants as they enter, or at start of the class by name. Use name tags if necessary.	
	Questions	Open ended questions used when working with participants. This gives an opportunity to fully engage them in their experience.	
Interaction	Structure	Class structure so that all participants engage in 2 of the 3 following learning styles: Individual, small group, large group.	
	Lead	Allow for both formal and informal opportunities for participants to lead. This could be for a small group or the entire class.	
Engagement	Reflection	Provide an opportunity for participants to reflect upon their experience, even if it is a raise of hands of who felt good in yoga today. This can be a formal reflection period or more off-the-cuff. It is important to provide this space, no matter how casual it may be.	
	Choice	Ask for participants input into the daily activities, whether that be the schedule or activity specifics. Give them some voice and choice.	
	Sharing with Others	Provide opportunity for participants to regularly share what they have learned/created with the group or as a culminating activity at end of session.	

Annual Instructor Evaluation

It is the practice and standard to evaluate each instructor, regardless of instructor type, on an annual basis. This evaluation is to be used as a communication tool between supervisor and instructor regarding the instructor's ability to meet the stated expectations. The supervisor will review the evaluation with the instructor to assess goals and refinements. This is a performance enhancement tool and not directly linked to compensation.



ANNUAL RECREATION INSTRUCTOR EVALUATION TOOL

Instructor Name:

Program Name:

Date/Time/Location of program evaluated:

Staff doing Evaluation:

Evaluation Criteria	YES	NO
Did the class/program start at scheduled time?		
Was there adequate time allotted for each activity?		
Were there enough supplies available at start of class?		
Did the instructor greet the participants?		
Did the instructor use open-ended questions with participants?		
Did the instructor ask for input from participants, either informally or formally?		
Was an opportunity for participants to lead (formally or informally) provided during class time?		
Was there an opportunity for participants to reflect on their experience, either formally or informally, during class time?		
Are there clear objectives and curriculum established for the class?		
Did the class structure all participants to engage in 2 out of 3 of these learning environments: large group, small group, individual?		
Analysis:		
Review Date with instructor:		
Items discussed with instructor:		

Please put additional notes on back

Annual Program Evaluation Each program will be evaluated by staff annually based on a variety of criteria. This information will be evaluated by the Recreation Supervisory team annually and used to determine future course offerings and budget.

General Recreation Program Evaluation Tool		
Program Name:		
Date/Time/Location of program:		
Staff doing Evaluation:		
	YES	NO
Is the area clean?		
Adequate supplies available at start of class?		
Is the area safe for participants?		
Instructor:		
Annual Evaluation met 7/10 criteria		
Instructor:		
Annual Evaluation met 7/10 criteria		
Analysis:		
OTHER OBSERVATIONS:		
	> 75% agree/strongly agree	< 75% agree/strongly agree
Participant Survey Results Review (Goal >75%)		
Instructors were friendly/knowledgeable.		
I learned what I wanted from this class.		
Analysis:		
Annual Enrollment Evaluation		
	YES	NO
Class met minimum enrollment (if No please explain)		
Class had waiting list		
Analysis:		
Cost Recovery Analysis		
Class meets Cost Recovery Target	YES	NO
Analysis:		
ANNUAL ASSESSMENT:		
	YES	NO
Continue offering		
Continue offering with modifications:		
Time limited probation:		
Discontinue offering (mandatory for those classes that have not met minimum for 3 consecutive quarters)		

Communications

It is City policy that instructors do not contact current participants unless doing so on official City business regarding the class and from a City phone or email. Instructors are never to contact a current participant regarding the actively enrolled class via their personal computer, email or phone. All course related emails are sent through the registration software system for archiving reasons.

Instructors are expected to respond in a timely manner to communications from their Supervisor regarding any program related business or work schedule.

Communication with your Supervisor

Information for recreation guide

The City produces a recreation guide 3 times per year; winter, spring/summer and fall. It is the instructor's responsibility to work with their supervisor to confirm information for the class description and dates/times/locations of class. Class descriptions should be no more than 60 words and must include information regarding the health (physical/emotional/social) benefits of the activity.

Class rosters

Supervisors will provide instructors with the most up to date printed class rosters when they arrive on the first day. If the class is at a staffed City Parks facility during operational hours the roster will not include emergency contact information. If the offering occurs at an off-site location the instructor will receive a roster with emergency contact information for participants.

Instructors will not be given access to the class roster emails or database information other than what is on the roster for attendance and emergency purposes.

Communication with Registered Participants

Before session

Class letter/Introduction - Instructors should work with their Supervisor to develop a class welcome letter containing any pertinent information for registrants that will be emailed out at the time of registration. This letter should include such items as what to bring the first day of class, where to purchase any required materials, etc. This is the instructor's chance to communicate expectations and curriculum to participants.

It is the responsibility of the instructor to work with their supervisor to ensure that the letter is completed and uploaded into the registration software system prior to the first day of registration.

During session

Prescheduled emails - Instructors should pre-schedule email communications whenever possible, submitting these to the supervisor with the class welcome letter prior to registration. Such communications might include prewritten weekly check-in emails to participants containing relevant information or prescheduled reminder emails regarding materials to bring for a certain session. Instructors must let supervisor know date for each email to be sent throughout session. (Appendix IV)

Instructors are encouraged to talk in person before or after the class with participants if more specific conversation is required. Email conversations between an instructor and a participant requires approval from the Supervisor and will be held to all the communication standards cited in this document. Instructors are not to send emails via their personal devices to any registrants (unless it is a former student who has signed the release cited in #3 below).

After session

An Instructor is allowed to have ongoing communication with participants after the conclusion of the registered session for marketing purposes. This can be achieved by putting out a City issued sign-up sheet on the last day of class to collect email addresses from class participants who wish to receive communications regarding future classes.

- The City will supply you with this sign-up sheet (which will have a liability release).
- This can only be administered on the last day of the session.
- The sheet must be left out for free-will signature by participants.
- Instructors will need to make a copy of the email sign-up sheet, giving their supervisor a copy for archive purposes.
- Instructors may use their personal email accounts to email people on the sign-up list at any time after the last class. However, this information can only be for class focused marketing purposes.

Sign-up for More Communication

OPTIONAL REQUEST FOR ADDITIONAL INFORMATION
THE CITY OF SHORELINE DOES NOT REQUIRE THAT YOU PROVIDE THIS PERSONAL CONTACT INFORMATION TO THIS INSTRUCTOR.

In providing your personal contact information, you agree that _____ may contact you directly for the purpose of offering classes and/or services that are not part of the City of Shoreline's Parks and Recreation program.
If you would like additional information about these classes/services, please provide your contact information below.

Class name: _____ Date signed: _____

Topic

NAME (Please Print)	Address	Phone Number	Email

Unscheduled communications

Situations may demand an unscheduled email be sent to participants for the following reasons:

- Cancellation
- Substitute Instructor
- Last minute change to location/time

Unscheduled communications have two delivery options:

1. Contact your Supervisor and Shorelineparks@shorelinewa.gov via email or call (206) 801-2600 with the content of message, class to be contacted and date/time to be sent. Please be specific.
2. Log into the registration software system via a City computer and send the email. Access will be limited to specific instructors by their Supervisor for security reasons, with most not having this option available.

Class Cancellations

Situations may demand an unscheduled class cancellation, such as for illness or car emergency.

Two options for participant notification are:

1. Contact Shorelineparks@shorelinewa.gov via email and an email will be sent and phone calls made.
2. Call (206) 801-2600 with the content of message, class to be contacted and date/time to be sent. Please be specific.

Late Arrivals & Taking Breaks

To provide the best quality programs to the Shoreline community instructors are expected to be on time and prepared for the first student's arrival. In the unforeseen circumstance that a late arrival is imminent, the instructor is asked to call Spartan Recreation Center (206) 801-2600 so

staff can inform the participants. Consistent late arrivals may impact future instructional opportunities with the City of Shoreline.

For contracted instructors any agreed upon break time is to be included in the contract scope of work. For payroll instructors the supervisor will review break schedules when applicable, however most of the classes offered are less than 4 hours in length and thus do not require a break.

Facility Use/Keys

Most instructors will be using City facilities during operational hours and thus will not require the issuance of keys. Supervisors will give instructors a facility tour and overview prior to the first day of instruction, reviewing pertinent safety issues and building standard operating procedures.

Instructors may be issued keys for City facilities with approval from Supervisor. All City key management policies must be followed when issuing and all keys must be returned upon termination or at the request of Supervisor. If an instructor is issued a key the Supervisor will give a facility orientation to review building opening/closing/evacuation procedures and any pertinent safety issues and all facility use policies. Any lost keys must be reported immediately to Supervisor.

Substitute Instructor

Contracted Instructors

If the Instructor is not available to provide services on a specific day or for a period of time, a substitute may be utilized subject to the City's approval. The Instructor shall submit the name(s) of qualified substitutes it intends to utilize to the City within fifteen (15) days after execution of their contract or amended as needed with Supervisor approval. The City may require the substitute to provide licensing and consent to a criminal background check as provided in Section 11 of the contract. Instructors shall notify the City that a substitute will be used as soon as possible after the Instructor is aware of the need for a substitute. The Instructor shall be responsible for any payment to the substitute and for all costs incurred by the City in relation to the substitute.

Payroll Instructors

Instructors who are City employees must work with their Supervisor to coordinate substitute instruction. Instructors are requested to give their Supervisor ample notice to prevent cancellation of the class.

Make-up Classes

All attempts will be made to make-up any cancelled classes. Instructors are encouraged to work with their Supervisor to build in potential make-up classes so as to ensure availability of both

instructor and space. All make-up classes will be coordinated with, and approved by, the Supervisor and participants will be contacted by the City via email and/or phone.

City Closures

Weather and other unforeseen emergencies may merit City facilities being closed without prior notice. Should this occur, instructors will be notified of class cancellation. City staff will contact participants regarding cancellation. Make-up classes are to be coordinated per section VIII. The Supervisor will coordinate all communication with the participants regarding the decision to alter the program schedule and refund policy.

Air quality

Should City facilities remain open, yet poor air quality remains, your Supervisor will contact you regarding the course of action as determined per Air Quality protocol based on the United States Environmental Protection Agency Air Quality Index (AQI) Chart for Ozone.

Yellow (50-100): Modify outdoor activities

Orange (101 -150): Move programming inside when/if possible

Red (151-200): Cancel outdoor programming that cannot be moved inside for the day and issue refunds.

Purple and higher (>200) : Cancel outdoor programming that cannot be moved inside for the day and issue refunds.



Air Quality Index for Ozone

(Based on 8-hr average concentrations)

Index Values (Conc. Range)	Air Quality Descriptors	Who needs to be concerned	What should I do?
0 – 50 (0-54 ppb)	Good	It's a great day to be active outside.	
51 – 100 (55-70 ppb)	Moderate	Some people who may be unusually sensitive to ozone.	Unusually sensitive people: <i>Consider reducing</i> prolonged or heavy outdoor exertion. Watch for symptoms such as coughing or shortness of breath. These are signs to take it easier. Everyone else: It's a good day to be active outside.
101 – 150 (71-85 ppb)	Unhealthy for Sensitive Groups	Sensitive groups include people with lung disease such as asthma, older adults, children and teenagers, and people who are active out- doors.	Sensitive groups: <i>Reduce</i> prolonged or heavy outdoor exertion. Take more breaks, do less intense activities. Watch for symptoms such as coughing or shortness of breath. Schedule outdoor activities in the morning when ozone is lower. People with asthma should follow their asthma action plans and keep quick relief medicine
151 – 200 (86-105 ppb)	Unhealthy	Everyone	Sensitive groups: <i>Avoid</i> prolonged or heavy outdoor exertion. Schedule outdoor activities in the morning when ozone is lower. Consider moving activities indoors. People with asthma, keep quick-relief medicine handy. Everyone else: <i>Reduce</i> prolonged or heavy outdoor exertion. Take more breaks, do less intense activities. Schedule outdoor activities in the morning when ozone is lower.
201 – 300 (106- 200 ppb)	Very Unhealthy	Everyone	Sensitive groups: <i>Avoid all</i> physical activity outdoors. Move activities indoors or reschedule to a time when air quality is better. People with asthma, keep quick-relief medicine handy. Everyone else: <i>Avoid</i> prolonged or heavy outdoor exertion. Schedule outdoor activities in the morning when ozone is lower. Consider moving activities indoors.
301 – 500 (≥ 201 ppb)	Hazardous	Everyone	Everyone: <i>Avoid all</i> physical activity outdoors.

Updated on May 10, 2016

Emergencies

In case of emergency instructors located in a staffed City building will remain calm and assist City staff in standard emergency procedures. Supervisors will issue each instructor the PRCS Safety Plan as well as that of the facility in which they operate, reviewing their role in the plan.

Appendix III

Confidentiality

Instructors are to hold all information concerning program participants as confidential. Any information which may be deemed 'sensitive' in nature regarding participants should not be discussed with any person other than the Supervisor or the Supervisor's designee.

Vehicle use

Any instructor required to use a City vehicle must meet all City Vehicle Use policy guidelines, which will be provided by the Supervisor.

Supplies

Supplies are to be provided by the instructor at no extra cost to the City unless pre-approved by Supervisor or included in contract scope of work.

Uniforms/Attire

All instructors are to present themselves in a professional manner appropriate for the course curriculum. At times instructors may be issued a uniform from their Supervisor, which must meet all City Uniform Policy guidelines. (Appendix I)

Disruptive behavior policy

The City of Shoreline PRCS has an established Disruptive Behavior Policy for all recreation program participants. Supervisors will review instructor expectations regarding implementation of the policy and all associated documentation required. (Appendix II)

Customer Service and Accommodation Requests

Participants inquiring about registration, payment, reasonable accommodations or refund information should be directed to Spartan Recreation Center front desk staff (206)801-2600.

Instructor Email Request

Name of Instructor _____

Class (day/time) for message _____

Email #1 -

Delivery Date/Time: _____

Subject Line: _____

Body of Email: _____

Recipient Criteria: _____

Attachments: _____

Email #2 -

Delivery Date/Time: _____

Subject Line: _____

Body of Email: _____

Recipient Criteria: _____

Attachments: _____
