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DEPARTMENT OF
PARKS AND RECREATION

CITY OF SACRAMENTO
CALIFORNIA

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January 20, 2004

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: PARTNERSHIP WITH THE POSITIVE COACHING ALLIANCE (PN: G454)

LOCATION AND COUNCIL DISTRICT: Citywide, All Council Districts

RECOMMENDATION:

Staff recommends that the City Council, by resolution (page 17):

1. Establish an operating grant for the Youth Sports Foundation Program (PN: G454),
2. Transfer \$200,000 (Fund 512) from the Proposition 12 Roberti-Z'Berg-Harris Block Grant Fund CIP (PN: LZ51) to (PN: G454), and
3. Review and approve the program purpose statement, selection criteria and Community Youth Sports Application Packet.

CONTACT PERSONS: RALPH PETTINGELL, RECREATION MANAGER, 277-6173
SYLVIA FORT, RECREATION SUPERINTENDENT, 264-8381

FOR COUNCIL MEETING OF: January 20, 2004

SUMMARY:

The Positive Coaching Alliance (PCA), founded in 1998, works to transform youth sports to provide all young athletes with a positive character building experience. The Department of Parks and Recreation is now working in partnership with PCA to develop a program that will focus on bringing youth sports programs to communities in the City of Sacramento that either have not had youth sports programs or have not had the support to maintain a sports program or have a sports program in danger of collapse.



Optimize the Experience of Living!

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COMMITTEE/COMMISSION ACTION:

The Citizen's Advisory Committee (CAC) for Parks and Recreation supported the Positive Coaching Alliance Partnership at its December 4, 2003 meeting.

BACKGROUND INFORMATION:

The City of Sacramento approached the Positive Coaching Alliance 18 months ago to assist in the development and support of youth sports organizations, particularly in neighborhoods without organized youth sports. Furthermore, staff found that successful youth sports organizations provided the opportunity for a positive, character-building experience in which youth and adults work together in a constructive manner.

Positive Coaching Alliance (PCA) is a non-profit organization based at Stanford University. PCA was founded in 1998, with the mission of transforming youth sports to provide all young athletes a positive, character building experience. The Positive Coaching Alliance has partnered with over 100 local and national youth sport organizations to deliver workshops to coaches, parents and organizational leaders on the philosophy and practice of positive coaching. Since its inception, PCA has held more than 500 training workshops for more than 25,000 coaches, parents and youth sports leaders throughout the country.

Positive Coaching Alliance is committed to facilitating workshops, providing expertise, leadership, and guidance to coaches and parents to assist in establishing and reinforcing an atmosphere in which all participants have fun and learn to love the game. Youth participation in sports organizations will be optimized if coaches and parents present a positive, nurturing attitude. In addition to funding the program, the City of Sacramento will assist in providing sports facilities and equipment requirements. Initially, two proposals will be selected as pilot projects for this program; four additional programs will be added over the next two years.

On October 9, 2003 the City Council approved an allocation of \$200,000 from the Proposition 12 Roberti-Z-Berg-Harris (RZH) Block Grant for the "Youth Sports Foundation Program." The Youth Sports Foundation was funded with the purpose of fostering new youth sports programs in the City and especially those areas that do not have any access to sports leagues for youth.

The partnership between the City of Sacramento and Positive Coaching Alliance will focus on bringing youth sports programs to communities in Sacramento that either have not had youth sports programs, or have not had the support to maintain a sports program, or currently have a program in danger of collapse.

FINANCIAL CONSIDERATIONS:

No new funding is requested with this report. Staff recommends that the City Council establishing an operating grant for the Youth Sports Foundation Program (PN: G454) and transfer \$200,000 (Fund 512) from the Proposition 12 RZH Block Grant Fund CIP (PN: LZ51) to (PN: G454).

ENVIRONMENTAL CONSIDERATIONS:

There are no environmental considerations with this report.

POLICY CONSIDERATIONS:

Partnership with the Positive Coaching Alliance meets the City of Sacramento's Strategic Plan goals of *Enhancing and Preserving Neighborhoods and Preserving and Enhancing Open Space, the Urban Forest and Parks and Recreational Opportunities.*

ESBD CONSIDERATIONS:

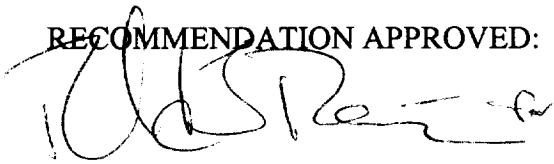
There are no ESBD considerations with this report; no goods or services are being purchased under this report.

Respectfully Submitted,



ROBERT G. OVERSTREET,
Director of Parks and Recreation

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

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PURPOSE STATEMENT FOR THE DEVELOPMENT OF A PARTNERSHIP BETWEEN THE CITY OF SACRAMENTO AND POSITIVE COACHING ALLIANCE

The City of Sacramento and Positive Coaching Alliance share a common goal to make participation in sports an enjoyable, positive, and educational experience. Positive participation in sports programs is a key ingredient to improving academic performance, adopting constructive role models, building relationships, learning life lessons, and improving health and fitness. Youth participation in sports organizations can be optimized if coaches and parents present a positive, nurturing attitude.

Many of Sacramento's communities/neighborhoods do not have youth sports organizations. Some community programs may be in danger of collapse; others may be interested in forming programs, but do not have the 'know-how' needed to get a program started. The City of Sacramento and Positive Coaching Alliance seek to form a partnership in which their skills and strengths are utilized to assist the youth and interested adults in a selected community to serve as a pilot program. This community will serve as a model to develop successful youth sports organizations in other neighborhoods.

Positive Coaching Alliance is committed to providing the leadership and guidance to parents and coaches to assist in establishing and reinforcing an atmosphere in which all participants have fun and learn to love the game. It is not enough to learn the rules of play; participants, including parents and coaches, must learn "how" to play the game. Participation in team sports can either be a rewarding, constructive, character building experience, or it can be miserable, crushing a young player's self-esteem, thus turning them away from all future sports activities. Positive Coaching Alliance provides a Leadership Guide and parent/coach workshops to teach the adults how to "Honor-the-Game", so the participating youth can have fun, make friends, enjoy the competition, and take away lessons that will help them become positive, successful, contributing members of society.

The City of Sacramento will support this partnership by selecting the pilot communities for this program. Moreover, the City of Sacramento will lend financial support, identify potential youth sport organization board members, facilitate the availability of playing fields, and promote the partnership with youth leagues and parks and recreation programs.

The partnership between the City of Sacramento and Positive Coaching Alliance will provide a catalyst in which participation in youth sports organizations can provide a safe environment in which caring relationships are developed between participants, interactions between parents and participants are positive and enjoyable, and in which the total sports experience is used to learn and understand life lessons in addition to being rewarding and fun.

City of Sacramento and Positive Coaching Alliance Partnership Outline

Purpose

To bring youth sports programs to communities in Sacramento that either have not had youth sports programs, have not had the support to maintain a sports program, or currently have a program in danger of collapse.

Goals

- Ensure that all young athletes have the opportunity for a positive, character-building sports experience.
- Develop a program to provide leadership and guidance to coaches and parents in which positive coaching and parent participation techniques will be employed to maximize adult effectiveness or impact.
- Provide guidance to potential board members to assist them in starting, **restarting or maintaining their own youth sports organizations.**
- Provide facilities, expertise and financial resources in which to get the project started.

Process

- A request for proposals form will be distributed to solicit interest in the project.
- A working group made up of staff from Parks and Recreation, Positive Coaching Alliance, as well as community representatives will screen proposals to assure consistency with the program goals.
- During this time, additional detail and/or input would be solicited from proposers; youth sports organizations, and community members, etc., in order to have adequate information to proceed to the next step.
- Those proposals with the highest ranking would be researched and refined as to interest, support and sustainability, including contact with the initial proposing group to provide additional detail to assist in the evaluation and selection process.
- Recipients will meet with staff from Parks and Recreation and Positive Coaching Alliance to strategize an action plan.

Criteria and Ranking

The proposed criteria for purposes of evaluating youth sports groups for the City of Sacramento and Positive Coaching Alliance partnership fall into four major areas:

- **Community Need for Youth Sports**
- **Community Interest**
- **Community Support**
- **Potential Sustainability**

The purpose of the criteria and ranking process is to provide an objective and equitable method of evaluating and selecting interested youth sports groups.

January 2004

**CITY OF SACRAMENTO
AND
POSITIVE COACHING ALLIANCE PARTNERSHIP**

REQUEST FOR PROJECT PROPOSALS

The City of Sacramento, in partnership with the Positive Coaching Alliance is soliciting project proposals from individuals, groups, or community sports organizations interested in forming a new youth sports organization, enhancing an existing youth sports organization, or revitalizing a sports organization in danger of collapse. Two proposals will be selected to serve as pilot projects for this partnership.

The goal of the partnership is to make participation in sports an enjoyable, positive, and educational experience. Positive participation in sports programs is a key ingredient to improving academic performance, adopting constructive role models, building relationships, learning life lessons, and improving health and fitness. Positive Coaching Alliance is committed to providing expertise, leadership, and guidance to coaches and parents to assist in establishing and reinforcing an atmosphere in which all participants have fun and learn to love the game. Youth participation in sports organizations will be optimized if coaches and parents present a positive, nurturing attitude. The City of Sacramento, in addition to funding resources, will assist in providing sports facilities and equipment requirements.

The purpose of the program is:

To bring youth sports programs to communities in Sacramento that either have not had youth sports programs, have not had the support to maintain a sports program, or currently have a program in danger of collapse.

Attached you will find more detail on this program including instructions on how to submit a proposal and a proposal form. Proposals are due April 2004.

If you have any questions on the program or the process, please contact Sylvia Fort, Parks and Recreation Superintendent, City of Sacramento, 5699 South Land Park Drive, Sacramento, CA 95822, call 264-8381, or email at sfort@cityofsacramento.org

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City of Sacramento and
Positive Coaching Alliance
Partnership

Community Youth Sports
Application Packet

City of Sacramento and
Positive Coaching Alliance Partnership

INSTRUCTIONS/PROCESS FOR SUBMITTING A PROJECT PROPOSAL APPLICATION

1. Included in this packet is information on the program purpose, goals, process, ranking criteria, and project proposal application. Be sure to review all materials before completing the project proposal application.
2. Prior to submitting a proposal, please consider:
 - Community Need for Youth Sports
 - Community Interest
 - Community Support
 - Potential Sustainability
3. Complete all information requested on the proposal form.

Proposals are due April 2004

Submit proposals to: Sylvia Fort,
Parks and Recreation Superintendent
City of Sacramento
5699 South Land Park Drive
Sacramento, CA 95822

4. Following submittal of proposals, it may be necessary to clarify or request additional information. Please be prepared to respond quickly to these requests in order to assure your proposal is competitive and remains in the process.
5. You will be notified of the status of the process and your proposal at a date to be determined.

**CITY OF SACRAMENTO
AND POSITIVE COACHING ALLIANCE PARTNERSHIP
PROPOSAL APPLICATION**

Contact Name: _____
Telephone Number: _____
Organization: _____
Address: _____

(City, State, Zip)

Please respond to the following questions.

Community Need for Youth Sports

1. Do children in your community currently have any active youth sports organizations?

2. Are any of the organizations listed above in danger of collapse? If you answered yes, please explain.

3. What other youth programs (non-sport) exist in your community?

**CITY OF SACRAMENTO
AND POSITIVE COACHING ALLIANCE PARTNERSHIP
PROPOSAL APPLICATION**

Potential Sustainability

9. Does the project have funding? If yes, what is the source and amount?

10. What are other potential funding sources for the project? Have you actively pursued these sources? Please explain.

11. Where is the location of the proposed program area?

Please go to the next page for question 12.

**CITY OF SACRAMENTO
AND POSITIVE COACHING ALLIANCE PARTNERSHIP
PROPOSAL APPLICATION**

Please refer questions to Sylvia Fort, City of Sacramento Parks and Recreation Superintendent, at (916) 264-8381.

Completed proposal forms must be submitted by April 2004, to:

Sylvia Fort, Parks and Recreation Superintendent
City of Sacramento
5699 South Land Park Drive
Sacramento, CA 95822

**City of Sacramento and Positive Coaching Alliance Partnership
Criteria and Ranking Guide for Proposed Program Sites**

Applicant/Organization: _____

Reviewed by: _____

The proposed criteria for purposes of evaluating prospective sites for the City of Sacramento and Positive Coaching Alliance partnership pilot project fall into these major policy areas: Community Need for Youth Sports, Community Interest, Community Support, and Potential Sustainability.

Community Need for Youth Sports

This criterion is based on the program purpose of bringing youth sports programs to communities in Sacramento that either have not had youth sports programs, have not had the support to maintain a sports program, currently have a sports program in danger of collapse, or have other youth programs in place competing for participants.

- Major deficit of youth sports organizations in community/neighborhood (3 points)
- Noted deficit of youth sports organizations in community/neighborhood (1 point)
- No deficit of active youth sports organizations in community/neighborhood (0 points)

- Project has identified no other youth programs in the immediate area (3 points)
- Project has identified moderate youth programs in the immediate area (1 point)
- Project has identified significant youth programs in the immediate area (0 points)

Community Interest

This criterion is based on the program goal of meeting community needs and having the community as a partner in this program.

- Project has identified significant interest to start or support a particular sport. (3 points)
- Project has identified moderate interest to start or support a particular sport. (2 points)
- Project has identified minor interest to start or support a particular sport. (1 point)

- Community has expressed a strong interest in unique or non-traditional sports (1 point)
- Community has not expressed an interest in unique or non-traditional sports (0 points)

**City of Sacramento and Positive Coaching Alliance Partnership
Criteria and Ranking Guide for Proposed Program Sites
Page 2**

Community Support

This criterion is based on the program goal of developing community and parent involvement.

- Project is actively supported by surrounding residents, neighborhood groups and community organizations. (3 points)
- Project is moderately supported by surrounding residents, neighborhood groups and community organizations. (2 points)
- Project has little support of surrounding residents, neighborhood groups, or community organizations. (1 point)

- Project has secured the commitment from over 75% of the required number of board members or volunteers. (3 points)
- Project has secured the commitment from over 50% but less than 75% of the required number of Board members or volunteers. (2 points)
- Project has secured the commitment from less than 50% of the required number of board members or volunteers. (1 point)
- Project has not secured the minimum number of required board members or volunteers. (0 points)

Potential Sustainability

This criterion is based on the program goal of long-term financial stability of the youth sports organization.

- Project has identified funding support for greater than 75% of the estimated long term project costs. (3 points)
- Project has identified funding support for greater that 50%, but less than 75% of the estimated long-term project costs. (2 points)
- Project has identified funding support for less than 50% of the estimated long-term project costs. (1 point)
- Project has identified no funding support for long-term project costs. (0 points)

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON THE DATE OF _____

RESOLUTION TO ESTABLISH AN OPERATING GRANT FOR THE YOUTH SPORTS FOUNDATION PROGRAM (PN: G454) AND APPROVE PURPOSE STATEMENT, SELECTION CRITERIA AND COMMUNITY YOUTH SPORTS APPLICATION PACKET FOR THE PARTNERSHIP PROGRAM WITH THE POSITIVE COACHING ALLIANCE

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

The City Council hereby:

1. Approves purpose statement, selection criteria and Community Youth Sports Application Packet for the partnership program with the Positive Coaching Alliance,
2. Establishes a multi-year operating grant for the Youth Sports Foundation Program (PN: G454), and
3. Approves a transfer of \$200,000 (Fund 512) from the Proposition 1 Roberti-Z'Berg-Harris Block Grant Fund CIP (PN: LZ51) to the Youth Sports Foundation Program (PN: G454)

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

Resolution No.: _____

Date Adopted: _____

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