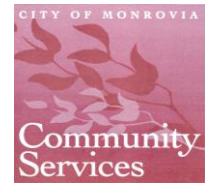




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: July 14, 2015

PREPARED BY: Memo Chavez,
Assistant Recreation Coordinator

AGENDA LOCATION: AR-3

TITLE: 2014-15 Youth Sports Program Evaluation

OBJECTIVE: The purpose of this report is to provide Community Services Commission with an evaluation of the 2014-15 Youth Sports program.

BACKGROUND: The Youth Sports program has been operating at Bradoaks, Mayflower, Monroe and Wild Rose elementary schools since 2008 and is available to 4th and 5th grade students. The program operates Monday – Friday immediately following school dismissal times until 5:00p.m. Games are played at Recreation Park on Wednesdays at 2:15 p.m. and 3:15 p.m. The program fee is \$35 per participant. Each school site is staffed with two Recreation Leaders, who supervise recreation and sports activities. The sports offered during the year are Flag Football, Basketball, Soccer and Cheerleading.

ANALYSIS: The 2014 -15 Youth Sports program was scheduled from September 8 through June 4 and was offered at individual school sites. In April 2015, Staff met with the Plymouth Elementary school Principal to plan the inclusion of Plymouth 4th and 5th grade students into the Youth Sports Program. Staff were scheduled at Plymouth Monday – Friday afternoons beginning in May to help educate and promote next year’s Youth Sports program. The Youth Sports program also includes a team from the Boys and Girls Club of the Foothills. Establishing a new partnership with Plymouth Elementary School, in addition with the continuing partnership with the Boys and Girls Club allows more Monrovia youth to participate in the Youth Sports program.

PARTICIPATION: The Youth Sports program practices took place at each of the elementary school sites which was the same time and location as other after school programs, including the Monrovia Unified School District’s Village Center Program. The result was limited space on each school playground, requiring Staff to limit participation to 20 youth per team for the fall and winter seasons and 40 participants per team for the spring season since there is only one soccer team (cheerleading is not offered) per school site during the spring.

A comparison of 2013 -14 and 2014 -15 Youth Sports program enrollment is as follows:

SCHOOL	2013-14 ATTENDANCE	2014-15 ATTENDANCE
BRADOAKS	106	93
MONROE	77	88
MAYFLOWER	104	112
WILD ROSE	67	71
PLYMOUTH	0	10
Total	354	374

Participation increased in 2014-15 compared to 2013-14. Staff attributes the increase to the following:

1. Addition of the Plymouth Elementary School
2. Quality and consistency of Youth Sports staff
3. The continued popularity of the Youth Sports program

DEMOGRAPHICS: The following demographic information compares the 2010 U.S. Census data to 2013-14 and 2014-15 program participation figures. Results show that the Hispanic demographic is slightly higher in the Youth Sports program compared to the Census data.

Ethnicity	2010 Census Percent	2013-14 Participants	2013-14 Percent	2014-15 Participants	2014-15 Percent
Hispanic	38.4	164	46	161	43
Caucasian	41.1	148	42	155	42
African American	6.4	24	7	27	7
Asian	10.9	10	3	19	5
Other	3.2	8	2	12	3
Total	100	354	100	374	100

PRACTICE AND CHARACTER DEVELOPMENT: Practice was held at each of the four elementary schools and Recreation Park (for the Boys and Girls Club team.) Practice took place immediately following school dismissal time until 5 p.m. on Monday, Tuesday, Thursday and Friday. Practice included warm-up drills, skills and “chalk-talk” (a discussion between the coach and participants about games, practices and character development). Each week coaches focused on different sports figures or current sports related events, and conveyed to the participants the importance of making positive choices.

BOYS AND GIRLS CLUB: Staff partnered with the Boys and Girls Club of the Foothills to incorporate club participants into the Youth Sports program. This partnership builds camaraderie between the Club and City program participants. Since City teams can only accommodate 20 participants per team; youth who normally wouldn’t have an opportunity to participate in the Youth Sports program can now sign up with the Boys and Girls Club team. The Boys and Girls Club provides their own staff, uniforms and awards, therefore there are no additional costs to the City. Additionally, the Boys and Girls Club are responsible for the registration of their own players.

GAMES: Games were held at Recreation Park on Wednesdays at 2:15 p.m. and 3:15 p.m. during the flag football and soccer seasons and at the Mary Wilcox Youth Center during the winter basketball season. Each school played five games during the regular season and concluded with a playoff style tournament. Each season ended with the East/West All-Star Game. The West teams were comprised of participants from Mayflower and Monroe Elementary Schools and the East teams from Bradoaks and Wild Rose Elementary Schools.

CHEERLEADING: Cheerleaders supported their respective teams at games and participated in dance competitions to determine the overall winners of each season. Competition categories included angles, stunts, technique, dance, enthusiasm and overall performance. The cheerleaders also participated in the character development programs.

SPORTSMANSHIP: Teams are eligible to earn up to four sportsmanship points weekly for their display of character, unity and overall behavior. The sportsmanship point system was designed to reward participants for positive attitude displayed before, during and after games. Points for each

team were accumulated throughout the season and winners were recognized at the Sports Awards Ceremony.

SCHOLAR ATHLETES: The Scholar Athlete program is designed to reinforce the importance of education, and to encourage and acknowledge participants for their homework and academic achievements. Coaches assist participants with their homework before and after practice. Participants, who received an equivalent of a 3.0 grade point average or better during the semester, receive a Scholar Athlete Award. Participants totaling 263 received Scholar Athlete Awards out of 364 Youth Sports participants. The following information compares the 2013-14 and 2014-15 scholar athletes:

SCHOOL	2013-14 SCHOLAR ATHLETES	2014-15 SCHOLAR ATHLETES
Braodaks	98	88
Mayflower	70	81
Monroe	38	53
Wild Rose	30	41
TOTAL	236	263

TRANSPORTATION: Alliance Bus Lines provided transportation to Recreation Park for Mayflower and Monroe participants on game days. Bradoaks and Wild Rose Elementary Schools are located close to Recreation Park, allowing participants to walk, while being escorted by Recreation Staff. Approximately 210 participants utilized transportation services during the school year.

UNIFORMS: Participants received a Youth Sports t-shirt with their registration fee. The t-shirts reflect each school's color and logo on the front, and the Department of Public Services logo on the back with the exception of the Boys and Girls Club whose t-shirt had the Club logo and name.

AWARDS CEREMONY: The Youth Sports Awards Ceremonies were held at the Monrovia Community Center on Thursday evenings at the conclusion of each sports season. The Awards Ceremonies recognized participants, league winners, sportsmanship winners and scholar athletes. Ceremonies include a power point highlighting each season and each participant received a Certificate of Participation. Guest speakers included Mr. Ken Drain, Head Coach and School Administrator, Mr. Greg Loomis, Head Coach and Teacher and Head Soccer Coach at Monrovia High School, Mike Williams. The ceremonies were highly attended by family members and friends. Awards were given in the following categories:

Fall Flag Football	School	Winter Basketball	School
1 st Place	Monroe	1 st Place	Monroe
2 nd Place	Bradoaks	2 nd Place	Mayflower
Sportsmanship	Monroe	Sportsmanship	Monroe
Fall Cheerleading		Winter Cheerleading	School
1 st Place	Monroe	1 st Place	Mayflower
2 nd Place	Mayflower	2 nd Place	Monroe
Sportsmanship	Mayflower	Sportsmanship	Mayflower/Monroe
Spring Soccer			
1 st Place	Bradoaks		
2 nd Place	Shamrock		
Sportsmanship	Monroe/Shamrock		

The Spring Awards Ceremony included the Plymouth participants who were introduced as the newest team to the program.

ENVIROMENTAL IMPACT: Per the City's Green Accords, Staff provided large plastic water dispensers and paper cups to eliminate the purchase of plastic water bottles and cans brought to practices and games. Additionally, Staff e-mailed all youth sports information to school staff and City officials, decreasing the use of paper.

FINANCIAL IMPACT: The Youth Sports registration fee was \$35 per participant. Participants experiencing financial hardship were eligible to make payments or receive a full or partial scholarship. No scholarships were requested, however, 15 of the 374 registered youth opted to make payment arrangements.

The 2014-15 cost per participant is higher this year, compared to last year, mainly due to increased Part-time staff costs. The increased minimum wage and the addition of Plymouth Elementary school to the Youth Sports program contributed to the increased staff costs. Supply costs also increased due the purchase of sports equipment for the new location at Plymouth Elementary School. Since the Plymouth participants were offered an introductory program, they were not charged a program fee.

Although full-time salaries are built into Department budgets, the annual full-time cost to manage the Youth Sports program is \$14,052. This amount is calculated using the following formula:

- 25% of One Assistant Recreation Coordinator's Base Salary= \$11,296
- 2% of Recreation Supervisor Base Salary = \$1,486
- 1% of Library & Recreation Manager Base Salary= \$990
- .25% of Director of Public Services Base Salary= \$280

Staff's base salary does not include fully burdened rates or benefits.

The following information outlines the 2013-2014 and 2014-2015 Youth Sports program expenditures and revenue:

	2013 -14 Expenditures	2014 -15 Expenditures
Staff Costs		
Part Time Staffing	\$39,402	\$49,570
Total Staff Costs	\$39,402	\$49,570
Supply Costs		
Equipment and Supplies	\$12,250	\$15,425
Total	\$12,250	\$15,425
Revenue		
Revenue	\$12,390	\$12,740
Total	\$12,390	\$12,740
Staff and Supply Costs		
Staff Costs	\$39,402	\$49,570
Supply Costs	\$12,250	\$15,425
Total Program Costs	\$51,652	\$64,995
Revenue & Sponsorships	\$12,390	\$12,740

Cost per Participant	\$110.90 (354 participants)	\$139.72 (374 participants)

Note: The cost per participant is determined by dividing the net program costs by the number of registered participants.

COMMENTS AND RECOMMENDATIONS

1. Plymouth Elementary was included into the Youth Sports program during the last month of the school year. Feedback from participants and parents was very positive. Staff indicated participants are eager to participate in Youth Sports beginning next school year.
2. The Youth Sports program participated in a Southern California Municipal Athletic Federation (S.C.M.A.F.) tournament during the winter basketball season. Ten participants comprised of players from all five teams committed to participate and attend additional practices in preparation for the tournament. The team lost the first game of the tournament against a much bigger Azusa team. It was a good experience for participants who were able to compete with a neighboring city and improving their teamwork, sportsmanship and character building.
3. Staff will investigate the possibility of adding an end of the year excursion for Youth Sports participants as reward for good attendance, participation and behavior. Participants would need to be registered for every season in order to qualify.
4. Investigate the possibility of having the cheer teams enter a cheerleading competition similar to what the sports teams do when they enter a S.C.M.A.F. tournament. Competing outside the youth sports program would be a good experience in which the cheer teams could learn more about teamwork, sportsmanship and character building.

RECOMMENDATION: Staff recommends that the Community Services Commission move to receive and file the 2014-15 Youth Sports Program Evaluation.

COMMISSION ACTION REQUIRED: If Community Services concurs, the appropriate action would be a motion to: Receive and file AR-3, the 2014-15 Youth Sports Program Evaluation.