

CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

May 3, 2006

TO: BOARD OF RECREATION AND PARK COMMISSIONERS
FROM: *Robert Jensen (ca)*
JON KIRK MUKRI, General Manager
SUBJECT: 2005 RAISE THE BAR YEAR END SUMMARY REPORT

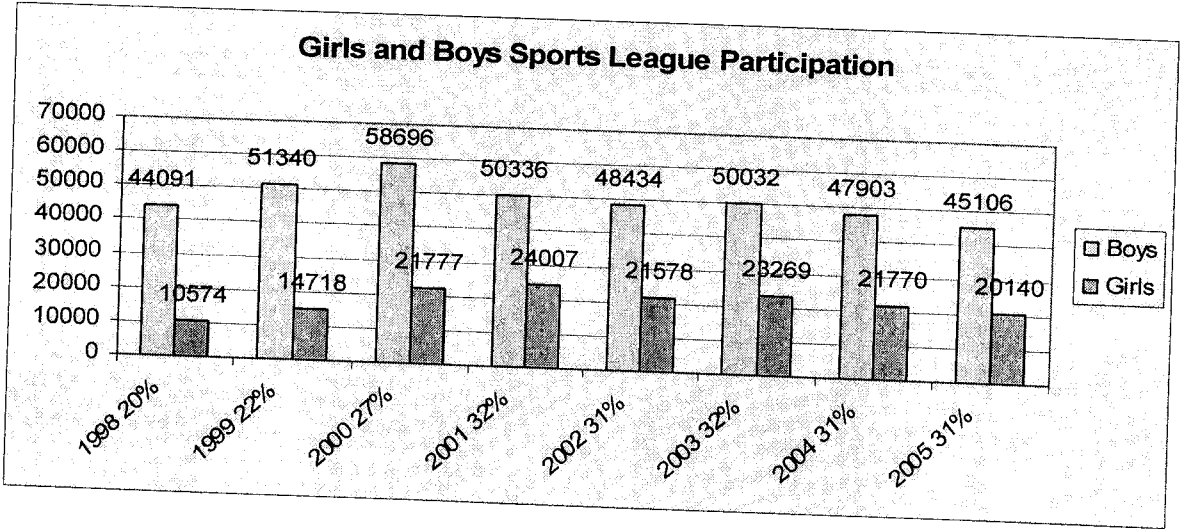
BACKGROUND

In 1998, Los Angeles City Council's Arts, Health and Humanities Committee (AHHC) instructed the Recreation and Parks Commission to organize a special task force to investigate gender inequities within the Department in response to a lawsuit filed by the West Valley Girls Softball League. The lawsuit alleged that the City had violated the civil rights of girls by denying them equal access to City-owned baseball fields that were dominated by male teams.

The Department's "Raise the Bar" (RTB) Gender Equity Program was approved by the City Council in 1999, with the goal to achieve measurable increases in the number of girls participating in Department operated youth sports programs. The program provides oversight and marketing as well as the tracking and reporting of all youth sports league participation on a quarterly and annual basis.

SUMMARY OF RTB SINCE INCEPTION

The following chart reflects the total number of boys and girls participating in Department organized sports leagues since the inception of the Raise the Bar program in 1999. The percentage at the bottom of the chart represents the market share for female participation in Department run leagues.



The Department committed to increase the overall participation of girls in youth team sports programs by a minimum of 10% in the first year and a 25% increase after the program's second year. The benchmark number of girls participating in Department sponsored sports leagues in 1998 was 10,574.

The 1999 year-end RTB girls participation data indicated that the Department increased overall participation of girls in youth team sports programs to 14,718, an increase of 39% above the initial benchmark. By the end of 2000, girls participation had increased to 21,777.

It was expected that the significant growth in girl's participation in the early years of the program would stabilize. This stabilization is reflected in the data charted below. Girl's participation for year ending 2005 is 31% of the total youth participation in Department recreation center organized sports leagues.

YEAR	BENCHMARK	Female Participation % of increase/decrease	Male Participation % of increase/decrease
1998	10,574 (initial benchmark)	N/A	
1999	11,631 (Committed 10% above benchmark)	14,718 (39% above initial benchmark)	51,340 (16% increase over 1998)
2000	13,376 (Committed 15% above 1999)	21,777 (87% increase over 1999)	58,696 (14% increase over 1999)
2001		24,007 (10% increase over 2000)	50,336 (14% decrease from 2000)
2002		21,578 (10% decrease from 2001)	48,434 (4% decrease from 2001)
2003		23,269 (8% increase over 2002)	50,032 (3% increase over 2002)
2004		21,770 (6% decrease from 2003)	47,903 (4% decrease from 2003)
2005		20,140 (7% decrease from 2004)	45,106 (6% decrease from 2004)

PROGRAMS

Girls Play Los Angeles (GPLA) - As a part of the Raise the Bar Program, the GPLA subsidized girls sports league was implemented in year 2001 with the goal of providing new recreational opportunities in sports league competition for "at-risk" girls ages 13-15 years. By appropriating

funding as a line item in the annual RAP budget, 38 recreation facilities could be subsidized, allowing girls to register and compete in sports leagues at a minimal cost. Each participating facility receives a budget for officials, part-time salaries, uniforms, equipment, and promotion per registered individual. The current GPLA program is administered by the Municipal Sports Section which provides training to directors; distributes materials and equipment; designs a system of regional representation; and performs reporting, tracking, and monitoring.

The program has grown from 2,706 participants in its inaugural year to 4,454 in 2005. In 2005, the GPLA program expanded its site selection to 57 centers, thus accommodating an additional 1,214 girls through the restructuring of the GPLA budget allocation. Statistical data reveals a need for the development of a viable program for girls 12 years and under. This would create a "feeder" program for the junior division. The Department is investigating options for funding through sports subsidy grants and corporate sponsorships.

Girls Sports Day LA - The Department's Raise the Bar program plays host to Girls Sports Day LA. The Department hosted its 7th Annual Girls Sports Day LA on Saturday, April 9, 2005, at the Rancho Cienega Sports Complex. The theme was "Girls Got Game," in which girls participated in clinics for golf, tennis, volleyball, and soccer. The event included an inspirational talk by former Los Angeles Sparks guard Timicha Kirby. Six hundred and twenty-five girls attended. The event was supported by Dorsey High School, Smart and Final, "Pretty Tough" Sports, Fold-A-Goal, Trader Joe's, Tregnan Golf Academy, and the Cal State Dominguez Hills women's volleyball program. Guest speakers included Cristy Thomas from the Los Angeles Sparks who conducted a "Read to Achieve" session during lunch, and Alli Wood, who hosted the volleyball clinic.

Softball Extravaganza - The Raise the Bar and GPLA programs, in conjunction with the Citywide Girls Sports Committee, hosted the 3rd Annual Softball Extravaganza at Whitsett Fields in North Hollywood on June 25 and 26. Twenty-four teams participated in two divisions: elementary (12 years and under), and juniors (13-15 years).

Girls Golf Day - On July 8 and 15 the Tregnan Golf Academy and the LPGA-USGA Girls Golf Club of Los Angeles played host to the 3rd Annual "Girls Golf Day LA." Seventy-six participants, ages 6-17 years, from 12 recreation centers participated in skill development and basic instruction.

Summer Classic Basketball Tournament - The Raise the Bar and GPLA programs, in conjunction with the Citywide Girls Sports Committee, played host to the first annual Timicha Kirby "Summer Classic" basketball tournament held at Westwood and Pan Pacific Recreation Centers on September 9 and 10. Thirty-six teams participated in three divisions; minors (10 years and under), majors (11-12 years) and juniors (13-15 years). The junior division registered 16 teams as a direct result of the success of the GPLA "at-risk" girls basketball program.

Girls Golf Club - The Tregnan Golf Academy "Girls Golf Club" registered 202 members for the 2005 calendar year. These girls participated in at least one of three 10-week sessions of instruction, had use of appropriate equipment, tournament play, and discounts for green fees at local courses to learn and play the game of golf with other girls.

MARKETING

An important feature of the RTB program continues to be the practice of clustering. Recreation Directors are responsible for cooperating with nearby centers to pool participants into girls sports leagues. Centers that may not have appropriate facilities for a particular sport will refer girls to another local center. Recreation Supervisors are responsible for overseeing this activity at their centers.

The GPLA program continues to be the premier example of how teams are generated by a group of clustered facilities combining efforts to recruit girls, share resources, and promote programs within a district. This has worked successfully in communities that share multiple recreation centers within a three-mile radius where one or more of the facilities lack a ball field or gymnasium.

Other marketing efforts include the display of banners, girl's bulletin boards, website and local outreach. Banners are a mandate and are distributed to recreation centers citywide.

TRAININGS

Recreation Coordinator Academy - The RTB staff presented a Gender Equity workshop to 34 full time recreation staff members in February. The workshop focused on the core principles of gender equity opportunities and awareness, the recording and monitoring of data, and the obligation to support Department programming directives.

GPLA Training - At the beginning of each season, training was held to distribute information to Recreation Directors regarding programming, budgeting, and marketing. Eighty-nine staff coordinators participated in training on February 4 and September 6, 2005.

Ethnic Minority Association - RTB staff provided training for 25 local recreation professionals in Pasadena, California, on October 1, 2005. This training provided information, strategies, and resources to increase awareness of, as well as understanding the reasons sports activities are critical for girls' development. It provided information and strategies on recruiting more girls and women, and empowered them with information about proven methods for developing and administering quality programs for girls.

CPRS Fall Forum - RTB staff provided training for 40 CPRS recreation professionals in Sierra Madre, California, on November 16, 2005. This training discussed AB2404, the State's mandate for gender equity in relation to municipalities, and provided information and strategies to increase awareness of as well as understanding the reasons sports activities are critical for girls' development.

SUMMARY

The Department's tracking of youth sports league participation for both boys and girls (benchmark chart) shows a decrease of 10% for boys and 13% for girls over the last two years. The decrease can be attributed in part to the Department's hiring freeze resulting in a 25% vacancy factor. This staff shortage, primarily in the area of those who organize and coordinate

youth sports programs, is at many of our urban impact recreation centers. During this period of staff shortages, Directors have tried to continue the high level of sports promotion for girls, but without huge success. Thus, the focus is then on programming for retention of current participants, while remaining committed to the Department's goal of "Achieving Gender Equity through a Continuous Commitment to Girls and Women in Sports."

The Department recently completed its reorganization of the three region system into five separate regions. This will be the final report summarizing female participation under the three region system. Reporting for 2006 will reflect the organizational change and summarize data with respect to new regional and district benchmarks.

2004			2005		
	BOYS	GIRLS		BOYS	GIRLS
Griffith/Metro Region	14,418	7,274	Griffith/Metro Region	13,491	7,252
Pacific Region	16,951	7,487	Pacific Region	15,262	5,660
Valley Region	16,534	7,009	Valley Region	16,353	7,228
Total Citywide	47,903	21,770	Total Citywide	45,106	20,140

In 2005, it is noted that a significant reduction in girls' participation was reported in the Pacific Region while the Griffith-Metro Region reported a less than 1% reduction, and the Valley Region reported a 3% increase in girls' participation. This reduction is a direct result of poor reporting of statistical data. Raise the Bar staff conducted a center by center review of reported numbers and noticed varying discrepancies in the reporting of girls' participation.

Program goals for 2006 include re-educating staff of Department mandates, updating the Raise the Bar database to reflect the new regions, and continuing training support for outside agencies on gender equity issues and program implementation. Raise the Bar staff has already scheduled district level meetings with center directors from March through May to focus on "The 3 R's," reporting, recruitment, and retention of girls in youth sports.

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