



OFFICE OF THE CITY MANAGER

August 8, 2019

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Upcoming “Doing Business with the City” Workshop:

Matthew Hawkesworth, Director of Finance, announced that Pasadena First Buy Local (“PFBL”), in partnership with the Pasadena Small Business Development Center, will host a workshop called, “Doing Business with the City” on Tuesday, September 24, 2019 at 9:00 a.m. at the Robinson Park Recreation Center. Since 2010, PFBL has hosted this workshop to educate and encourage Pasadena businesses to compete in the City’s formal and informal purchasing opportunities.

The workshop will cover various City forms and solicitation documents required in the City’s competitive bidding/competitive selection processes and will include a tutorial about how to submit electronic bids to the City. There will also be a breakout session entitled, "Build Your Business with Digital Marketing" that discusses website best practices and social media strategies. Historical data on past City procurements will also be provided to help businesses anticipate future public procurements.

As follow-up to the workshop, staff will schedule one-on-one meetings with Pasadena businesses to explain the City’s local business preferences which applies a 1.75 percent bid preference for public projects subject to a competitive bid process, and a 5 percent preference for purchases that use a competitive selection process (Request For Proposals).

Businesses can register for this workshop online at: <https://www.eventbrite.com/e/doing-business-with-the-city-workshop-tickets-63783437980?aff=ebdssbdestsearch>

2. Pasadena Transit's 25 Years of Service Anniversary – Fun Fact:

In recognition of Pasadena Transit's 25 years of service, Laura Cornejo, Director of Transportation and the department is posting a series of fun facts about the City's premiere local transit service. Please see the fact below:

Did you know that until 2003 riding Pasadena Transit was free? When the Metro Gold Line opened in 2003, a \$0.75 fare was instituted which enabled Pasadena to enter into an agreement with Metro to allow discounted transfer rates between both systems. This agreement still exists and allows Metro and Pasadena customers to transfer between the Metro bus and rail network and Pasadena Transit; transferring to Pasadena Transit costs only \$0.25 (\$0.10 for seniors/disabled and youth)! About 3% of boardings on our system are transfers from other agencies including Metro!



3. Legal Advertisements and Public Notices:

I have attached a memorandum from Latasha Reese, Assistant City Clerk, which provides this week's submission of upcoming legal advertisements and public notices set for publication. In addition, the webpage for posting public notices and advertisements has been updated with the attached information and can be accessed from the City's home webpage at www.cityofpasadena.net. If you require additional detailed information on these legal advertising and public notices, please contact Ms. Reese at (626) 744-7395

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Nicholas G. Rodriguez'.

NICHOLAS G. RODRIGUEZ
Assistant City Manager

/Attachments



DOING BUSINESS WITH THE CITY

Learn About the City's Public Procurement Processes



SEPTEMBER 24, 2019 AT 9:00 AM

You are Invited to hear from City Staff Regarding:

- How to Compete for Pasadena Contracts
- The Public Bidding Process
- How Electronic Bidding Works
- Pasadena Business Licensing
- State Small Business Certification
- Improving Your Digital Presence
- Using Social Media

LOCATION:

ROBINSON RECREATIONAL CENTER

1081 N. Fair Oaks, Auditorium
Pasadena CA

CLICK HERE TO REGISTER

www.eventbrite.com/e/doing-business-with-the-city-workshop-tickets-63783437980



OFFICE OF THE CITY CLERK

MEMORANDUM

TO: Honorable Mayor and City Council
FROM: Latasha Reese, Assistant City Clerk 
DATE: August 8, 2019
RE: Legal Advertisements and Public Notices

Attached, please find this week's submission of upcoming legal advertisements and public notices set for publication.

In addition, the webpage for posting public notices and advertisement has been updated with the attached information, and can be accessed from the City's home webpage: www.cityofpasadena.net (see illustration below)



Please let me know if you have any questions.



Notice of Public Hearing

City Council

Zoning Code Amendments to Update Inclusionary Housing Requirements and Establish an Affordable Housing Concession Menu; Amending the Schedule of Taxes, Fees, and Charges to Increase Inclusionary Housing In-Lieu Fee Rates

SUBJECT: In order to encourage the development of more affordable housing and incentivize projects that are more in line with the character of existing neighborhoods, the Planning and Community Development Department is proposing Zoning Code Amendments to make various changes to the City's inclusionary housing requirements, including changes to the percentage of inclusionary units required and eliminating trade downs of affordable inclusionary units. Additionally, the Department is proposing a Zoning Code Amendment to the City's density bonus provisions establishing a menu of affordable housing concessions that would qualify for streamlined review for density bonus projects that meet certain criteria. Finally, amendments are proposed to the Schedule of Taxes, Fees, and Charges to increase the inclusionary housing in-lieu fee rates. The City Council will conduct a public hearing and consider all of the proposed amendments.

PROJECT LOCATION: All properties on which multi-family residential or mixed-use projects are an allowed use throughout the City of Pasadena.

ENVIRONMENTAL DETERMINATION: The City Council will consider whether adoption of the proposed Amendments are exempt from the California Environmental Quality Act (CEQA) under Section 15305 (Class 5 – Minor Alterations in Land Use Limitations) and whether there are no features that distinguish this project from others in the exempt class, resulting in no unusual circumstances. Section 15305 allows minor alterations in land use limitations in areas with an average slope of less than 20%, which do not result in any changes in land use or density.

Planning Commission Recommendation: On May 8, June 26, and July 24, 2019, the Planning Commission reviewed the proposed Zoning Code Amendments and recommended that the City Council adopt the proposed amendments as modified.

NOTICE IS HEREBY GIVEN that the City Council will hold a public hearing to receive testimony, oral and written, on the proposed amendments to update inclusionary housing requirements for multi-family residential projects, establish an affordable housing concession menu for density bonus projects, and increase the inclusionary in-lieu fee rates. The hearing is scheduled for:

Date: Monday, August 19, 2019
Time: 7:00 p.m.
Place: City Hall
Council Chamber, Room S249
100 North Garfield Avenue

PUBLIC INFORMATION: Any interested party or their representative may appear at the meeting and comment on the project. If you wish to challenge this matter in court you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or written correspondence delivered to the hearing body, at or prior to the public hearing. The file can be reviewed at the *Permit Center, 175 North Garfield Avenue* by appointment only. Any written correspondence must be addressed to the City Clerk, 100 North Garfield Avenue, Room S-228, Pasadena, CA 91101-1704, e-mail: cityclerk@cityofpasadena.net.

For more information about the project and the related environmental documentation or to schedule an appointment:

Contact Person: Andre Sahakian, Senior Planner
Phone: (626) 744-6916
E-mail: asahakian@cityofpasadena.net
Website: www.cityofpasadena.net/planning

Mailing Address:
Planning & Community Development Department
Planning Division, Community Planning Section
175 North Garfield Avenue, Pasadena, CA 91101

ADA: In compliance with the American with Disabilities Act (ADA) of 1990, listening assistive devices are available with a 24-hour advance notice. Please call (626) 744-4009 or (626) 744-4371 (TDD) to request use of a listening device. Language translation services are available for this meeting by calling (626) 744-4009 at least 48 hours in advance.