



OFFICE OF THE CITY MANAGER

January 25, 2024

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **City of Pasadena Launches Kindergarten, Here I Come! Campaign:**

Tim McDonald, Director of Libraries and Information Services, announced that the Pasadena Public Health Department, Pasadena Public Library and the Office of the Young Child have partnered with local schools, community organizations, and early childhood experts to pilot a new campaign called *Kindergarten, Here I Come!*.

The *Kindergarten, Here I Come!* campaign focuses on the importance of this early phase of a child's life. The program was developed to provide information and resources to parents that can help children stay healthy, be safe, and be successful. It focuses on five key areas of development—physical health and well-being, emotions and feelings, social skills, communication skills and cognitive (thinking) skills.

To highlight the importance of literacy, parents are encouraged to participate in the 1,000 Books Before Kindergarten program with their child. Being read to during early childhood is the most important predictor of school success according to the National Library of Medicine. Early literacy skills have a lifelong impact on educational and occupational success. More information about the 1,000 Books Before Kindergarten program is available online at Pasadena-Library.net/Kids/1000Books/.

The campaign features a variety of impactful initiatives, including:

- **Transition to Kindergarten (“T2K”) Kits:** Families with children ages two to five years can receive a tote bag with interactive items including starter school supplies, a coloring book, calendar, magnets, a picture book about getting ready for kindergarten, and growth charts that list developmental steppingstones for children to learn and practice before starting school. Parents can pick up a T2K kit when they sign up for 1,000 Books Before Kindergarten or

attend an Information Session at a Pasadena Public Library branch while supplies last. For a complete schedule of upcoming Information Sessions, please visit: Pasadena-Library.net/Kids/1000Books/.

- **Interactive Countdown to Kindergarten Calendar:** This calendar contains 121 activities and ideas to build children’s readiness for school, 12 places around Pasadena for children to visit before starting kindergarten, important reminders about the school process every parent and caregiver should know, and early childhood development and learning resources. This calendar is part of the T2K Kit and can be picked up by families when they sign up for 1,000 Books Before Kindergarten or attend an Information Session at a Pasadena Public Library branch location while supplies last.
- **Resource Website:** A comprehensive resource hub offering free downloadable materials, resources, and information on preparing your child for school. Parents, educators, and community members can access valuable kindergarten readiness tools at CityofPasadena.net/Kindergarten.

Funding for the campaign was provided by state of California General Funds as part of Pasadena Public Health Department’s [Home Instruction for Parents of Preschool Youngsters \(HIPPY\) program](#), a home-based program for parents of children two to five years old. The campaign is part of the [City of Pasadena 2022 Early Child Development Policy](#), which was adopted by the City Council in November 2022 and recommends developing a campaign to introduce the Pasadena Unified School District to families.

For more information about *Kindergarten, Here I Come!*, visit CityOfPasadena.net/Kindergarten.

2. **Quarterly Sales Tax:**

Matthew Hawkesworth, Director of Finance reported the City received its 3rd Quarter 2023 (July - September) sales tax data and the attached newsletter provides high level and categorical results. This quarter continued the trend of calendar year 2023 of no year-over-year growth. For the quarter, the local sales tax return was down 0.3% from the prior year, which outperformed the county (-2.5%) and the state (-1.7%).

The restaurant and hotel category along with the autos and transportation category, performed better than the prior year and significantly better than the county and state averages. The return to spending at restaurants, is a trend seen across the country and from a sales tax perspective, is being offset by reductions in the food and drugs category, where people are purchasing less taxable food and alcohol for home consumption. Due to Pasadena’s strength in being a regional draw for dining options, the City has benefited in sales tax from this shift.

As noted in the Top Non-Confidential Business Types table on the second page of the newsletter, the City outperformed the county and state in most categories.

To the Honorable City Council

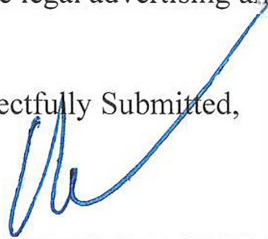
January 25, 2024

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3. **Legal Advertisements and Public Notices:**

Attached is a memorandum from Mark Jomsky, 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 Mr. Jomsky at (626) 744-4709.

Respectfully Submitted,



NICHOLAS G. RODRIGUEZ
Assistant City Manager

/Attachments

CITY OF PASADENA

SALES TAX UPDATE

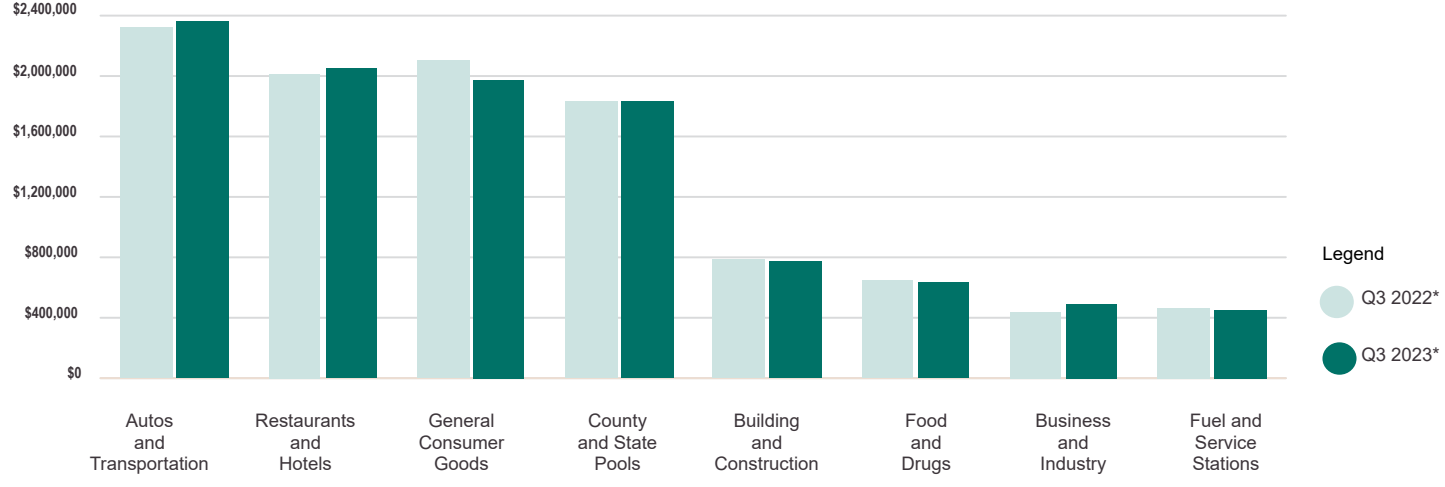
3Q 2023 (JULY - SEPTEMBER)



PASADENA -0.3% ↓ -2.5% ↓ -1.7% ↓
TOTAL: \$ 10,560,560 3Q2023 COUNTY STATE

**Allocation aberrations have been adjusted to reflect sales activity*

SALES TAX BY MAJOR BUSINESS GROUP



Measure I
TOTAL: \$8,045,183
↓ -0.2%



CITY OF PASADENA HIGHLIGHTS

Pasadena’s receipts from July through September were 3.0% below the third sales period in 2022, though this was artificially deflated by a home furnishing vendor’s payment error. Excluding this and other reporting aberrations, actual sales were down 0.3%, outperforming the state and regional trend.

The largest contributor to this decline was a drop in tax receipts from electronics, appliances, home furnishing, and specialty stores as consumers shifted their spending away from the purchase of tangible goods to leisure, entertainment, and travel.

The increase in family apparel spending was the exception to the general

downturn in the general consumer goods industry group as shoppers searched for back-to-school deals at off-price retailers and as several new store openings further boosted returns. New car dealerships also posted a positive return, outperforming most jurisdictions throughout the State.

Pasadena’s voter-approved 0.75% district tax, Measure I, performed similarly to the Bradley-Burns results previously discussed.

Net of aberrations, taxable sales for all of Los Angeles County declined 2.5% over the comparable period; the Southern California region was down 1.4%.



TOP 25 PRODUCERS

- Apple
- Audi & Bentley Leasing
- Best Buy
- Brookside Golf Club at the Rose Bowl
- Cadillac Pasadena
- Enterprise Rent A Car
- Ganahl Lumber
- Home Depot
- Honda of Pasadena
- Land Rover Pasadena
- Langham Huntington Hotel & Spa
- Macy’s
- Marshalls
- Nordstrom Rack
- Pasadena Volkswagen
- Ralphs
- Ross
- Rusnak Ineos Grenadier
- Volvo Porsche
- Target
- Tesla Motors
- Thorson GMC Buick
- Toyota of Pasadena
- United Oil
- Vons
- Whole Foods Market



STATEWIDE RESULTS

California's local one cent sales and use tax receipts for sales during the months of July through September were 1.6% lower than the same quarter one year ago after adjusting for accounting anomalies. The third quarter of the calendar year continued with a challenging comparison to prior year growth and stagnating consumer demand in the face of higher prices of goods.

Fuel and service stations contributed the greatest overall decline as lower fuel prices at the pump reduced receipts from gas stations and petroleum providers. While global crude oil prices have stabilized, they remained 15% lower year-over-year. This decline also impacted the general consumer goods category as those retailers selling fuel experienced a similar drop. Despite OPEC and Russia production cuts having upward pressure on pricing, global demand during the winter months has softened.

Along with merchants selling gas, many other general consumer categories were also down from the 2022 quarter, confirming consumers pulling back on purchases. Home furnishings and electronic-appliances were a couple of the largest sectors with the biggest reductions. As inflation and higher prices were the main story a year ago, currently it appears to be a balancing act between wants and needs, leaving meek expectations for the upcoming holiday shopping season.

Even following a long, wet first half of 2023, spending at building and construction suppliers moderately slowed. The current high interest rate environment did not help the summer period and still represents the largest potential headwind for the industry with depressed commercial development, slowing public infrastructure projects and new housing starts waiting for more profitable financial conditions.

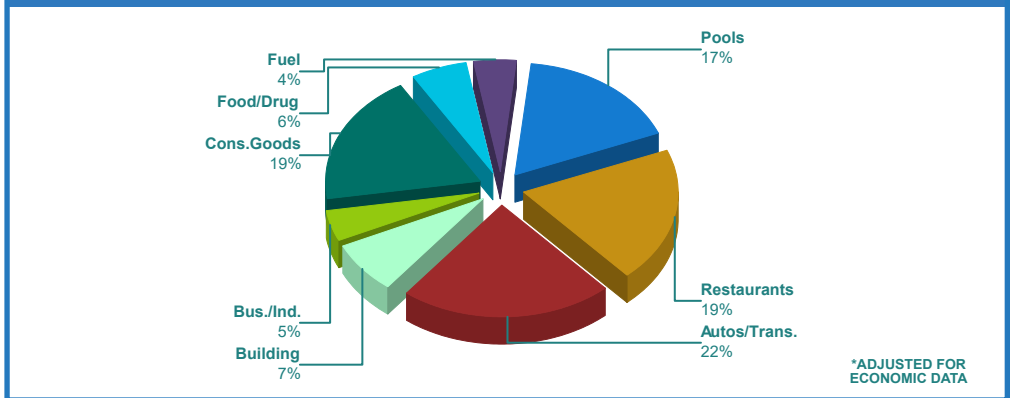
Despite continued increases of new car registrations, revenue from the auto-transportation sector slipped 2.6%. The improved activity remains mostly attributed to rental car agencies restocking their fleets. Like other segments, elevated financing costs are expected to impede future retail volume.

Use taxes remitted via the countywide pools dipped 3.0%, marking the fourth consecutive quarter of decline. While overall online sales volume is steady, pool collections dropped with the offsetting effect of more taxes allocated directly to local agencies via in-state fulfillment generated at large warehouses and through existing retail outlets.

Restaurants remained an economic bright spot through summer exhibiting a 2.6% gain. As tourism, holiday and business travel are all expected to have recovered in 2024, the industry is bracing for implementation of AB 1228 - new CA law setting minimum wages for 'fast food restaurants'.

With one more quarterly result to go in 2023, the recent trend of a moderate decline appears likely before a recovery in 2024. Initial reports from the holiday shopping season reflect a 3% bump in retail sales compared to 2022. Lingering consumer confidence may have also received welcome news as the Federal Reserve considers softening rates by mid-2024.

REVENUE BY BUSINESS GROUP Pasadena This Quarter*



TOP NON-CONFIDENTIAL BUSINESS TYPES

Pasadena Business Type	Q3 '23*	Change	County Change	HdL State Change
New Motor Vehicle Dealers	1,776.6	3.4% ↑	-3.1% ↓	-2.4% ↓
Casual Dining	948.1	4.3% ↑	3.3% ↑	2.8% ↑
Building Materials	516.0	2.5% ↑	-2.2% ↓	-2.7% ↓
Service Stations	454.2	-1.4% ↓	-8.2% ↓	-7.3% ↓
Quick-Service Restaurants	382.5	2.1% ↑	1.5% ↑	2.7% ↑
Grocery Stores	361.1	2.2% ↑	2.7% ↑	2.3% ↑
Family Apparel	299.0	16.3% ↑	1.8% ↑	3.2% ↑
Electronics/Appliance Stores	287.2	-29.9% ↓	-16.7% ↓	-14.1% ↓
Fast-Casual Restaurants	231.0	6.2% ↑	2.5% ↑	3.3% ↑
Specialty Stores	230.3	-2.5% ↓	0.6% ↑	-1.9% ↓

*Allocation aberrations have been adjusted to reflect sales activity *In thousands of dollars



OFFICE OF THE CITY CLERK

MEMORANDUM

TO: Honorable Mayor and City Council

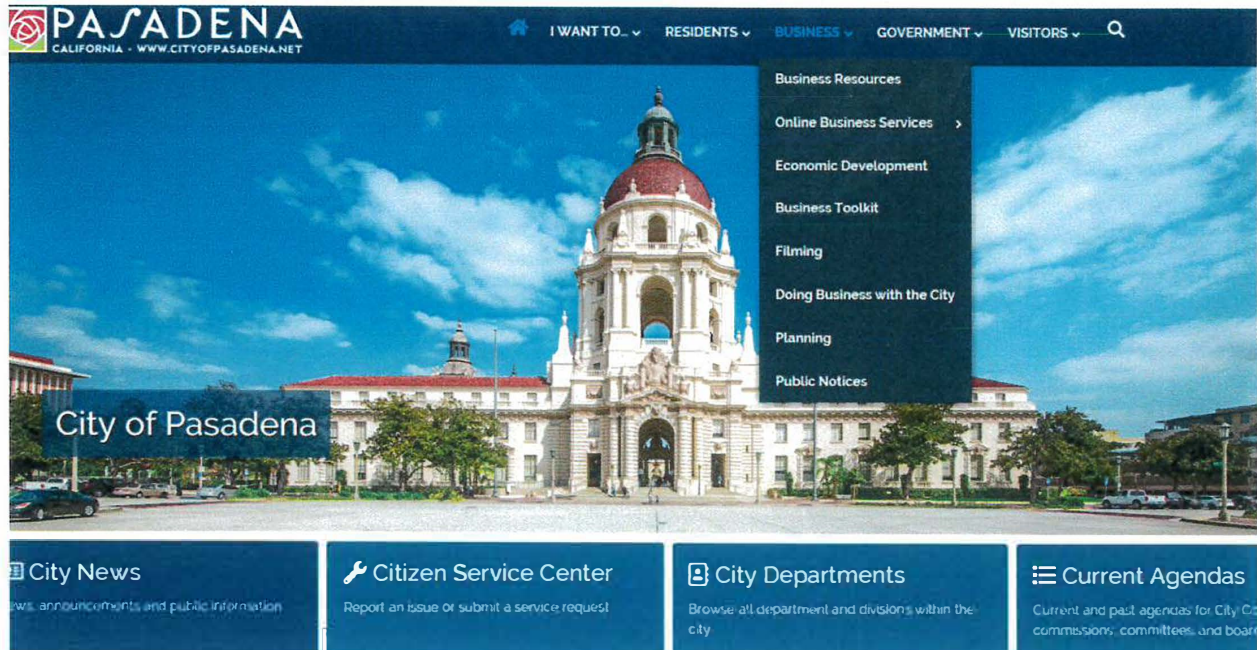
FROM: Sandra Robles, Sr. Assistant City Clerk *SR*

DATE: January 25, 2024

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.

CITY OF PASADENA

Notice Inviting Bids

For

Homeless Services Clothing Supplies

Notice is hereby given that the City of Pasadena is calling for sealed bids for the Public Health Department and will receive sealed bids prior to 3:00 pm, Thursday, February 22, 2024 and will electronically unseal and make them available online (<https://procurement.opengov.com/portal/pasadena>) for this solicitation named "Homeless Services Clothing Supplies" Project ID: 2024-IFB-MS-010.

1.1. Summary

The City of Pasadena Public Health Department (PPHD) seeks bids for basic clothing and undergarment supplies for participants enrolled in services for people experiencing homelessness. Supplies must be new, high quality, durable, and delivered within 5 business days of placed orders. Orders will be placed as needed throughout the duration of the contract.

1.2. Delivery Instructions

Bids will be received via the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>). A bid received after the time set for the bid opening shall not be considered. Bidders are required to submit (upload) all items listed in the Bidder's Submittals/Checklist. Bids will be received prior to the time and date in this Notice Inviting Bids and will be opened online at that time.

Copies of the Specifications and all required forms may be obtained for this solicitation online: <https://procurement.opengov.com/portal/pasadena/projects/70033>

Addenda shall be acknowledged via the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>). Refer to the Specifications for complete details and bidding requirements. The Specification and this Notice shall be considered a part of any contract made pursuant thereunder.

1.3. Pre-bid Conference

See the Timeline in the section named "Instructions to Bidders." If there is a Mandatory pre-bid meeting, bidders are required to attend at the time, date, and location included in the Timeline Instructions to Bidders of this solicitation. If there is a Non-Mandatory pre-bid meeting, bidders not required to attend.

Each prospective bidder will have the opportunity to clarify and ask questions regarding these Specifications. The Pre-bid Meeting will be held at the time, date, and location in the Timeline of this solicitation.

1.4. Deadline for Questions

The deadline to submit questions related to this solicitation is Thursday, February 8, 2024, prior to 3:00 pm.

Questions regarding this solicitation should be submitted directly through the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>) Q&A function. Do not contact any other City employee or official regarding this solicitation. Any questions submitted after the date and time specified may not be considered.

1.5. Release Date

Release Dated: Thursday, January 25, 2024

MIGUEL MÁRQUEZ
City Manager

CITY OF PASADENA

Notice Inviting Bids

For

Procurement of a 5,000 Square Foot Prefabricated Steel Building

Notice is hereby given that the City of Pasadena is calling for sealed bids for the Public Works Department, Engineering and will receive sealed bids prior to 5:00 pm, Monday, February 26, 2024 and will electronically unseal and make them available online (<https://procurement.opengov.com/portal/pasadena>) for this solicitation named "Procurement of a 5,000 Square Foot Prefabricated Steel Building" Project ID: 2024-IFB-MS-006.

1.1. Summary

The City is seeking to purchase a prefabricated all steel building 50' wide by 100' in length, or 5,000 square feet, to be used as an aircraft hangar at the heliport facility operated by the Pasadena Police Department's Air Operations Center located at 2175 N. Yucca Lane, Altadena, CA.

1.2. Delivery Instructions

Bids will be received via the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>). A bid received after the time set for the bid opening shall not be considered. Bidders are required to submit (upload) all items listed in the Bidder's Submittals/Checklist. Bids will be received prior to the time and date in this Notice Inviting Bids and will be opened online at that time.

Copies of the Specifications and all required forms may be obtained for this solicitation online: <https://procurement.opengov.com/portal/pasadena/projects/73137>

Addenda shall be acknowledged via the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>). Refer to the Specifications for complete details and bidding requirements. The Specification and this Notice shall be considered a part of any contract made pursuant thereunder.

1.3. Pre-bid Conference

See the Timeline in the section named "Instructions to Bidders." If there is a Mandatory pre-bid meeting, bidders are required to attend at the time, date, and location included in the Timeline Instructions to Bidders of this solicitation. If there is a Non-Mandatory pre-bid meeting, bidders not required to attend.

Each prospective bidder will have the opportunity to clarify and ask questions regarding these Specifications. The Pre-bid Meeting will be held at the time, date, and location in the Timeline of this solicitation.

1.4. Deadline for Questions

The deadline to submit questions related to this solicitation is Friday, February 16, 2024, prior to 5:00 pm.

Questions regarding this solicitation should be submitted directly through the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>) Q&A function. Do not contact any other City employee or official regarding this solicitation. Any questions submitted after the date and time specified may not be considered.

1.5. Release Date

Release Dated: Thursday, January 25, 2024

MIGUEL MÁRQUEZ
City Manager

CITY OF PASADENA

Notice Inviting Bids

For

Custom Apparel

Notice is hereby given that the City of Pasadena is calling for sealed bids for the Parks, Recreation and Community Services Department and will receive sealed bids prior to 2:00 pm, Wednesday, February 14, 2024 and will electronically unseal and make them available online (<https://procurement.opengov.com/portal/pasadena>) for this solicitation named "Custom Apparel" Project ID: 2024-IFB-MS-004.

1.1. Summary

The City is seeking quotes or proposals for department performance polo and crew neck shirts, jackets, sweatshirts, beanies & hats as outlined in this solicitation.

The City of Pasadena Parks, Recreation, and Community Services Department (PRCS) is seeking to purchase custom apparel for staff uniforms. PRCS provides park maintenance, recreational programming, and community services. Staff includes after school program staff, seasonal day camp staff, special event staff and volunteers, and general office and supervisory staff. Seeking custom apparel in adult sizing for purchase only. Summer camps are also offered and require youth sizing. Rentals will not be considered. Sample proofs will be required for approval to inspect quality, sizing and color accuracy prior to placing an order.

1.2. Delivery Instructions

Bids will be received via the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>). A bid received after the time set for the bid opening shall not be considered. Bidders are required to submit (upload) all items listed in the [Bidder's Submittals/Checklist](#). Bids will be received prior to the time and date in this Notice Inviting Bids and will be opened online at that time.

Copies of the Specifications and all required forms may be obtained for this solicitation online: <https://procurement.opengov.com/portal/pasadena/projects/69806>

Addenda shall be acknowledged via the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>). Refer to the Specifications for complete details and bidding requirements. The Specification and this Notice shall be considered a part of any contract made pursuant thereunder.

1.3. Pre-bid Conference

See the Timeline in the section named "Instructions to Bidders." If there is a Mandatory pre-bid meeting, bidders are required to attend at the time, date, and location included in the [Timeline Instructions to Bidders](#) of this solicitation. If there is a Non-Mandatory pre-bid meeting, bidders not required to attend.

Each prospective bidder will have the opportunity to clarify and ask questions regarding these Specifications. The Pre-bid Meeting will be held at the time, date, and location in the Timeline of this solicitation.

1.4. Deadline for Questions

The deadline to submit questions related to this solicitation is Monday, February 5, 2024, prior to 2:00 pm.

Questions regarding this solicitation should be submitted directly through the City's eProcurement Portal (<https://procurement.opengov.com/portal/pasadena>) Q&A function. Do not contact any other City employee or official regarding this solicitation. Any questions submitted after the date and time specified may not be considered.

1.5. Release Date

Release Dated: Thursday, January 25, 2024

MIGUEL MÁRQUEZ
City Manager