

Attachment 2

"Old Pasadena Baseline Services"

OLD PASADENA BASELINE SERVICES

Old Pasadena property owners and business owners are working together to create the Old Pasadena Management District, with an Old Pasadena Operating Company, with the primary responsibility of “managing” Old Pasadena’s improvements and services. The Management District will be funded through assessments and parking meter revenue to provide value-added services. A critical step in designing additional improvements/services for Old Pasadena is to identify the services that are the responsibility of the City of Pasadena. An agreement will be prepared which guarantees that the level of municipal services, or “baseline”, will be continued by the City without additional funds from the community. The Baseline Services Resolution will help ensure that Old Pasadena’s Management District funds will be used to *enhance*, rather than replace, the current level of services.

Municipal services that will be provided through the new District are outlined in the table below in the following categories of safety, maintenance, parking, and “other” services:

1) **Safety**

Both the Management District Operating Company and City of Pasadena must be creative in their approach to public safety. Working together, both entities can provide an unparalleled level of safety for visitors, employees, and customers. The combined efforts of these two entities will take security and policing to a new level. Through the new Management District and the City of Pasadena, the overall level of safety should continue to improve by providing a higher level of service to all retailers, property owners, non-profits, and residents in Old Pasadena. This category is divided into two sections, policing and security. The Old Pasadena Management District will not attempt to replace policing provided by the City of Pasadena. The Management District will provide security through a guide service for the **entire district** to maximize safety for the least amount of dollars.

2) **Maintenance**

The Old Pasadena Management District and the City of Pasadena shall employ innovative techniques to clean Old Pasadena, plus using proven ideas and techniques from other successful management districts. These techniques may include establishing “clean teams” to maximize cleanliness for the least amount of dollars.

3) **Parking**

The Old Pasadena Management District will work to coordinate all public and private parking resources to maximize parking efficiency in conjunction with the Old Pasadena Parking Meter Zone Advisory Commission.

4) **Other Services**

The Old Pasadena Management District will coordinate and maintain other services, activities, and promotions including all special events and street decoration. To ensure that **all stakeholders throughout the Old Pasadena Management District boundaries** benefit, the Management District will manage these services by maintaining a master calendar of special events, promotions, and the street decoration schedules.

SAFETY: Policing

We estimate that approximately 9,000 people visit Old Pasadena, on average, per day. During peak hours, specifically Friday and Saturday, the number of visitors increases to about 15,000 to 20,000 and during non-peak hours or weekdays it goes down to about 5,000 to 6,000 per day. As traffic increases the base level of services shall increase on a proportional basis to ensure that a minimal amount of safety is always present. The deployment of the City's General Fund Police Department resources will be under the operational discretion of the Chief of Police who will maintain a safe Old Pasadena.

Activity	Responsible Party	Level of Service	Comments
Police: Patrol	City of Pasadena Police Department	Operate two to three patrol cars seven days a week, 24 hours per day in the Mid-Town Area that includes Old Pasadena.	The Mid-Town Area is about 1.3 miles and serves approximately 30,000 people. There is a day and night patrol shift.
Police: Foot Patrol	City of Pasadena Police Department	Foot patrol provided on Friday and Saturday nights as currently provided from parking meter funds.	Service provided on weekends only. Six regular officers Two reserve officers
Police: Bike Patrol	City of Pasadena Police Department		City wide unit currently housed in the Old Pasadena Police Sub-Station
Police: Sub-Station	City of Pasadena Police Department	One sub-station located in Old Pasadena.	Presently occupied by the Neighborhood Action Team (NAT bicycle unit). Facility donated by One Colorado May convert to NAT office.
Police: Motorcycle	City of Pasadena Police Department	One traffic sergeant overseeing Friday and Saturday night policing within the district. Two traffic (motorcycle) officer during this period as well.	These traffic personnel are a part of the Traffic Section made up of two sergeants and thirteen officers who provide citywide service.
Police: Special Problems Units	City of Pasadena Police Department	The Special Enforcement Section handles issues involving gangs and youth violence. The Special Investigations Section handles alcohol and drug related issues	These units provide citywide services as required.

SAFETY: Security

Old Pasadena Management District Operating Company will provide a full compliment of guides through the new District to ensure that a supplemental level of security will be maintained.

Activity	Responsible Party	Level of Service	Comments
Security Guides	Old Pasadena Management District	Guide program to provide supplemental security.	This program will raise security in Old Pasadena to an unprecedented level.
Private Security	Individual Property Owners	Hiring own security for localized security services in parking lots, garages, building interiors and perimeters.	The private security will coordinate closely with the Security Guides provided by the Management District.

MAINTENANCE

Activity	Responsible Party	Level of Service	Comments
Lighting	City of Pasadena Public Works Department Street Maintenance and Integrated Waste	Lights changed on as needed basis. The City of Pasadena is responsible for all upkeep and maintenance on lighting.	Preventative maintenance done every nine months.
Maintenance: Graffiti Removal	City of Pasadena adjunct with Operation MASH	Operate two trucks seven days a week. Respond to calls from hot-line number (626-797-9045) and police officers.	Abatement crew respond to calls and also rove the area for graffiti. Usually can remove graffiti within 24 hours. City funded program housed under MASH. There is no charge.
Maintenance: Sidewalks General	Old Pasadena Management District	Old Pasadena Management District responsible for cleaning the sidewalks and replacing any displaced decamped granite as a result of the cleaning..	
Maintenance: Sidewalk Receptacles and Benches	Old Pasadena Management District	The Operating Company shall be responsible for cleaning and paint touch up of trash receptacles and benches.	
Maintenance: Alley	Old Pasadena Management District	Maintains alleys three times a week. It is proposed that the City discontinue this service and that maintenance will be managed by the Management District.	

MAINTENANCE (continued)

Activity	Responsible Party	Level of Service	Comments
Maintenance: Vacant lots	City of Pasadena Planning and Development Department Code Enforcement Div.	Property owners can report owners who do not upkeep their lots.	If delinquent, the department can impose a violation.
Parking: Off-street Lots	City of Pasadena Transportation Division Parking Administration	Maintain two City owned parking structures through private contractor.	
Parking: On-street	City of Pasadena Transportation Division Parking Administration	Maintain parking spaces and meters.	City personnel and contract employees repair, paint, and provide general meter and parking space maintenance.
Street: Sweeping	City of Pasadena Public Works Department Street Maintenance and Integrated Waste	Machine sweeps three times a week. It is proposed that this service be discontinued and that the Management District manage street sweeping services.	City shall continue to be responsible for all street maintenance including repairing pot holes, laying asphalt patches, and maintaining storm drains.
Street: Sweeping	Old Pasadena Management District	Machine sweeps six times a week	
Trash Collection: Business	Property Owners	Each owner shall be responsible for trash collection to ensure a clean and tidied trash area.	Management District shall walk the entire district to ensure that all trash enclosures are well-kept and in compliance with all codes.
Trash Collection: Sidewalk receptacles	Old Pasadena Management District and City of Pasadena Public Works Department Street Maintenance and Integrated Waste	OPMD shall provide trash collection for sidewalk containers 6 days per week. City shall provide place at the City Yards to dump trash and shall pay all dump fees.	

MAINTENANCE (continued)

Activity	Responsible Party	Level of Service	Comments
Trash Collection: Removal of Signs on Public Poles	Old Pasadena Management District	Shall remove and stream clean all stickers on public poles.	
Storage	Old Pasadena Management District	Equipment storage	City & OPMD shall work together to find storage a storage location for supplies and cleaning equipment for Old Pasadena Management District which is mutually satisfactory.
Landscaping	City of Pasadena Public Works Department	Maintain street trees and tree wells and grates.	Other landscaping is the responsibility of the property owner.
Landscaping: Tree Trimming	City of Pasadena Public Works Department	Ficus Nitida trees are on four-year pruning schedule and other species (<i>Yellow and Pink Trumpet, Grape Myrtle, Fern Pine, Podocarpus Macrophylla, Ginkjo Biloba, Queen Palm, and Carrot Woods</i>) are at varying schedules from 4-15 years. Trees shall be maintained and groomed to maintain the quality of life and business in Old Pasadena.	
Landscaping: Tree Planting	City of Pasadena Public Works Department	Responsible for planting and removing of trees	

PARKING

Activity	Responsible Party	Level of Service	Comments
Parking: Valet	Old Pasadena Management District	The Management District Operating Company shall work with the City to create a universal Old Pasadena valet service.	
Parking: On-street, Lots, and Garages	Old Pasadena Management District	The Management District Operating Company and the City of Pasadena will work together to provide universal management of efficient and user-friendly parking.	

OTHER SERVICES

Activity	Responsible Party	Level of Service	Comments
Decorations: Special Events	Tournament of Roses Association; City of Pasadena; Old Pasadena Management District; and Local Charities	Provide interesting and unique street and sidewalks to create a friendly atmosphere.	The Management District shall assist with the coordination of interesting and attractive special event decorations. The Management District shall coordinate all special events on a "master calendar" for Old Pasadena.
Promotional Activities	Old Pasadena Management District	Old Pasadena Management District will control management of banners, advertising and street decorations in Old Pasadena.	Old Pasadena Management District will ensure that all decorations and advertising will be attractive and well-maintained.
Business Recruitment and Retention	Old Pasadena Management District and City of Pasadena Planning and Development Department	Shall coordinate efforts of retailers and property owners to develop, attract, and retain retail tenants, investors, office tenants, and customers for Old Pasadena.	<p>The Management District and the City shall</p> <ul style="list-style-type: none"> • work to gain new tenants and customers throughout the district, on and off Colorado Boulevard • develop programs to educate and retain independent businesses.
<i>*Special Note</i> City Living Wage Increase	City of Pasadena	If City adopts ordinance that would create additional labor expenses, the District will need to negotiate with the City regarding maintaining the proposed level of service.	