

February 15, 2011

TO: CITY COUNCIL AND BOARD OF EDUCATION
FROM: CITY MANAGER AND SUPERINTENDENT OF SCHOOLS
SUBJECT: APPROVAL CONSIDERATION FOR A WORKING GROUP TO
EXPLORE ON-GOING REVENUE GENERATING OPTIONS

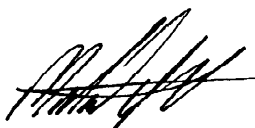
RECOMMENDATION

It is recommended that consideration be given to directing staff to form a working group to explore pursuing on-going revenue generating options for the Pasadena Unified School District School. The working group would include the City of Sierra Madre and Altadena. The working group would be expected to collaboratively identify and research various funding possibilities for an on-going revenue source for the Pasadena Unified School District. The working group findings should be communicated to the Pasadena City Council and the Governing Board of Pasadena Unified School District by the end of May 2011.

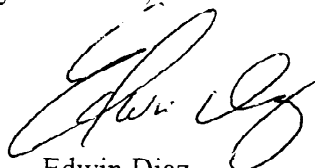
BACKGROUND

The State of California has been cutting and underfunding public education for many years. In 1946, California ranked number two in the nation for public school funding, behind New York. Today, California ranks in the bottom five states in the nation for public school funding. Pasadena Unified School District Board of Education called for a Parcel Tax election, Measure CC, in May 2009. That measure would have raised about \$7 million per year for PUSD education. While the measure received over 50% yes vote, it fell short of the 2/3rds super-majority needed for passing. There is still a need for an on-going revenue source to fund classroom operations. The PUSD staff in collaboration with City of Pasadena staff and representatives from the City of Sierra Madre and Altadena should explore on-going revenue options such as a utility user tax, or a sales tax increment, which the City of Santa Monica just passed for the Santa Monica-Malibu Unified School District.

Respectfully submitted,



Michael J. Beck
City Manager



Edwin Diaz
Superintendent of Schools

02/15/2011

Item F