

Agenda Report

TO: CITY COUNCIL **DATE:** August 30, 1999
FROM: CITY CLERK
RE: STAFFING AND BUDGET FOR THE CHARTER REFORM TASK FORCE
ON SCHOOL DISTRICT GOVERNANCE

RECOMMENDATION:

It is recommended that the City Council:

- (a) Authorize the City Clerk to issue Requests for Qualifications to hire a consultant to assist in providing staff support (analyze data, research, write reports, and assist with preparing media/public relations materials) for the Charter Reform Task Force;
- (b) Approve a journal voucher appropriating \$23,000 from the Unappropriated General Fund balance to the FY 1999 City Clerk Budget, Charter Reform Account No. 261010 for consultant staffing costs for the period of September 1999 through February 2000; and
- (c) Determine if the Task Force meetings should be videotaped and broadcast on the public access channel and, if so, allocate from the Unappropriated General Fund balance an additional \$15,000 to the Charter Reform budget.

BACKGROUND:

On August 2, 1999, City Council adopted Resolution No. 7786 establishing the composition and charge of the Charter Reform Task Force on School District Governance. At this meeting, the issue of staffing for the Task Force was raised and it was suggested that a dedicated staff person or consultant be hired to assist with staffing the Task Force. The City Clerk was directed to provide a recommendation to City Council, in conjunction with the City Manager, on staffing for the Task Force. In consideration of current in-house staff assignments, it is the recommendation of the City Manager and City Clerk to hire a consultant to assist with staffing this important Task Force.

The role of the consultant would be to attend Task Force meetings, follow-up on research needed as a result of Task Force deliberations, compile data and gather information from various sources (such as the PUSD administrative office, other cities or school districts doing a charter reform effort, the League of California Cities library, the State Office of Education, universities, etc.), analyze data and information gathered and provide brief summaries/reports to the Task Force, assist the Task Force with writing its interim and final report to the City Council, and assist with preparing media/public relations materials.

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The City Clerk would attend meetings and provide staff support in the role of coordinating meetings, prepare agenda packets and minutes, summarize and report on issues raised in the former Charter Reform effort, coordinate public outreach with the Public Information Officer, and provide expertise regarding election administration and impacts with changing voting methods. Assistant City Attorney Larry Newberry would also attend Task Force meetings and provide legal guidance and opinions to the Task Force, as needed.

Videotaping/Broadcasting Task Force Meetings

In order to engage the public to participate in this important reform effort, it would be beneficial to broadcast at least some, if not all, of the Task Force meetings. Costs to videotape and broadcast live Task Force meetings are not included in the original \$15,000 allocated for the Task Force's budget. Pasadena Community Access Corporation (PCAC) has provided an estimate of \$150/hour, plus a \$50 producer's fee for each meeting. The producer's fee may vary depending on the complexity of the production (e.g., if videos or Power Point presentations are made, etc.). The prior Charter Reform Task Force met every other week and meetings generally lasted 3 to 3 1/2 hours in length. It is estimated the per meeting cost to broadcast meetings from the Council Chambers would be \$575 per meeting. If the Task Force decides to meet every other week, the estimated cost to broadcast regular meetings would be \$6,900 (12 meetings over a period of six months x \$575). To videotape meetings outside of City Hall (such as community forums) would cost approximately \$2,000 per meeting, depending on the facility, and would entail use of a van, additional equipment and staff.

If it is Council's desire to have all Task Force meetings televised, approximately \$15,000 (for regular meetings plus community forums) will need to be allocated from the Unappropriated General Fund balance to the Charter Reform budget. This cost will increase if meetings are held on a weekly basis.

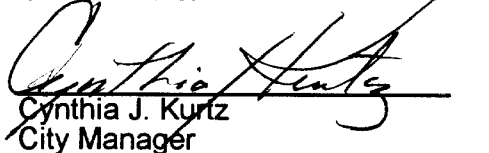
FISCAL IMPACT

There is currently \$15,000 in the Charter Reform budget, Account 261010 for administrative costs. It is estimated an additional \$23,000 will need to be allocated from the Unappropriated General Fund balance to Charter Reform Account 261010 for costs in hiring a consultant. If City Council decides that all Task Force meetings should be televised, an additional \$15,000 will need to be allocated from said Unappropriated General Fund balance, bringing the total Charter Reform budget to \$53,000.

Respectfully submitted,


Jane Rodriguez, City Clerk

Concurrence:


Cynthia J. Kurtz
City Manager