



# Agenda Report

DATE: October 16, 2000

**TO:** CITY COUNCIL

**FROM:** BILL BOGAARD, MAYOR

**SUBJECT: APPROPRIATION OF FUNDS FOR CONSULTING SERVICES  
RELATING TO THE SELECTION OF A SCHOOL SITE IN  
NORTHWEST PASADENA**

**RECOMMENDATION:**

It is recommended that City Council appropriate \$42,500 from the Unappropriated General Fund Balance to support the City's portion of a contract between the Pasadena Unified School District and Concordia, Inc. for site selection services regarding the construction of a new school in Northwest Pasadena.

**BACKGROUND:**

In May 2000, a Joint Use of Facilities Task Force was formed between the City and the Pasadena Unified School District. The membership of the Task Force is intended to reflect the full territory of the PUSD, including County areas and the City of Sierra Madre. Two senior staff members and the Mayor represent the City of Pasadena.

The highest priority for the Task Force is the siting of a new elementary school in Northwest Pasadena. The PUSD has established this as an approved project, and has started to identify the funding necessary for its completion.

Several potential sites have been suggested and debated within the community. The two primary sites are the Highland Plastics property adjacent to Robinson Park on the south and the Pasadena Water and Power site on the north side of the City yards. But the Task Force wants to start with a clean slate and pursue the site selection process by taking into account the full range of school and community interests and concerns that might be involved in siting and designing the new facility.

The Task Force intends to engage the community in the process of choosing the site in a way that will ensure substantial support from the parents of children who will attend the school and from the neighbors in the area. Further, it is intended through the public outreach process to identify other community needs that can be incorporated into the school project, thereby providing the community with a multi-use facility that will be extremely valuable and heavily used.

The Task Force recommended that Concordia, Inc. under the leadership of Steve Bingler be selected as support for the site selection process. This company has demonstrated its capacity to build consensus in ethnically diverse communities. They approach community outreach planning with a participatory

strategy instead of a community "buy in" strategy. The PUSD Board approved this recommendation and initiated a contract for specific services including:

- Organization of a steering committee
- Facilitation of process and community meetings
- Data analysis
- Development of a program concept
- Production of a final report

Some Councilmembers will recall that Dr. Bingler spoke on two occasions to the Charter Reform Task Force about his broad based community planning approach and about various successful projects in which he has been involved over more than 15 years of practice. His projects have enjoyed considerable success.

It is anticipated the work will take six months for the end product, which will be the identification of a site and proposed design of a school.

Total cost for this contract is \$85,000. The Task Force recommended that the cost be divided equally between the City, the PUSD, and fundraising efforts. This funding approach will reflect the Task Force intent to accomplish this planning effort through a collaboration of the schools, the City and the community. PUSD has agreed to fund one-third of this cost (\$28,333) and will be the contracting agency. The City is also being asked to contribute \$28,333, with the remaining \$28,333 to be raised independently. PUSD Board Vice President Bonnie Armstrong and I, who co-chair the Task Force, have committed to raise the private contributions of \$28,333. Fundraising is successfully underway, with at least \$15,000 committed.

Due to the nature of the fundraising process, however, the Task Force is recommending that the PUSD and the City each appropriate additional funds (\$14,167 each) as a safety net in the event that fundraising efforts fall short or that funds are not received in a timely manner. It is important that the contract work continue without interruption until completion.

#### **FISCAL IMPACT**

Funds are available in the Unappropriated General Fund account. The account balance will be reduced by \$28,333 and could potentially be reduced by another \$14,167.

Respectfully submitted,



BILL BOGAARD  
Mayor