

Agenda Report

TO: CITY COUNCIL

DATE: June 14, 2004

FROM: CITY MANAGER

**SUBJECT: Solicitation of Local Contractors and Businesses to Work
Specifically on the Pasadena City Hall Seismic Retrofit Project**

RECOMMENDATION:

This report is presented for information only.

BACKGROUND:

Staff has prepared the following in response to a request from the City Council for a more comprehensive effort to search for and solicit the participation of local contractors and businesses in the Pasadena City Hall Seismic Retrofit Project.

This is the first in a series of efforts made to reach out to the Pasadena business community and seek local building trade subcontractors that are interested in working on the City Hall project. As part of the City Hall Bid Specification and Bid Packet, staff will be providing a list of local subcontractors that have shown an interest in working with general contractors on this project. The first step necessary to develop this list is to make known the City's efforts to the local building trades community. Staff has developed a flyer which will be the basis of the outreach effort. The outreach will take a multi-pronged approach in an effort to make residents and businesses aware of this outreach effort. The approach is as follows:

1. Newsprint Advertisements – The City will place large box ads in local newspapers.

Pasadena Star – Three ads over a three-week period. One weekend and two work-week advertisements in the general news section of the paper.

Pasadena Journal – Two ads placed in the paper over a two-week period.

La Opinion – One ad placed during Monday-Friday runs in June.

In Focus – Article placed in July edition.

2. Distribution of Flyer – Flyer (Attachment 1) will be provided to and placed with the following groups:

Chamber of Commerce
African American Chamber of Commerce
NAACP
Urban League
L.E.A.D.
One Stop Center
Neighborhood Connections
Church Network
Libraries/Community Centers
Local Construction Material Stores

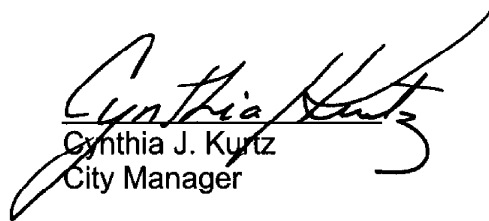
3. Preparation and Distribution of Press Release – A press release (Attachment 2) will be distributed to local news outlets to generate interest and awareness of the City's efforts to involve local contractors.

The development of the database of contractors will be done through the use of the City's on-line registration capabilities. City staff from Public Works, Finance, and the Public Information Office have modified an existing on-line registration system to track businesses with a specific interest in the City Hall project. It will allow contractors to register for this database at any time by logging on to the City's website and typing in the requested information. For interested parties lacking computers, staff has also provided a listing of service locations such as all Pasadena Library locations and the Pasadena Foothill Branch of the Urban League. Staff has also provided a phone number for those that would request a registration form by mail. Once the form is returned, City staff will input the information into the automated database that will be provided to general contractors requesting a copy of the City Hall Bid Specifications.


FISCAL IMPACT:

The cost of this effort will be approximately \$15,000 and is funded within the existing City Hall Seismic Retrofit Budget.

Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


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NEWS FOR
RELEASE:

[release date]

Contact:
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-- DRAFT --

SUBCONTRACTORS NEEDED FOR CITY HALL RETROFIT

Pasadena businesses with expertise to lend to the City Hall retrofit and restoration project are invited to register with a city-sponsored database that will be made available to the general contractor selected for the three-year project.

A general contractor will be identified at the conclusion of a formal bid process in the next few weeks. City officials will encourage the general contractor to hire local subcontractors using the database as a guide.

An online registration form is available at www.cityofpasadena.net (click on City Hall Project). The form includes the name, type and license number of the business as well as the business owner's contact information.

City officials stress that they cannot guarantee that businesses registered on the database will be hired, but the database is designed to be a useful tool to the general contractor, who will be encouraged to use it to its fullest extent.

Business owners who do not have Internet access may use computers at Pasadena Central Library and all branches or at the Pasadena-Foothill branch of the Urban League, 1200 N. Fair Oaks Ave.; or call (626) 744-7073 to request the form by mail.

Individuals workers are not being sought for City Hall retrofit work. For local employment information call the One-Stop Career Center at (626) 796-5627 or the city of Pasadena job hotline at (626) 744-4600.

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SUBCONTRACTORS NEEDED FOR CITY HALL RETROFIT

Dozens of subcontractors will be hired for the three-year retrofit and restoration of Pasadena City Hall, scheduled to begin fall 2004.

The City of Pasadena is establishing a database of local businesses that can provide some of the expert work necessary to complete the three-year project.

If you own a Pasadena business that can provide subcontractor services for the project, go to www.cityofpasadena.net and click on City Hall Project for an online registration form.* You'll enter the name of your business, your contractor's license number and/or Pasadena business license number, plus your name and phone number so you can be contacted.

The City of Pasadena cannot guarantee that you will be hired, but we can guarantee that your information will be provided to all potential general contractors, who will be encouraged to seek out subcontractors from the local area. All local businesses that register by Friday, July 9, will be included in the first database provided to all general contractors that are preparing to bid on the project.

* If you don't have Internet access, computers are available at Pasadena Central Library and all branches and at the Pasadena-Foothill branch of the Urban League, 1200 N. Fair Oaks Ave.; or call (626) 744-7073 to have a registration form mailed to you.

Please note that the City of Pasadena is not hiring individuals for this project. For local employment information call the One-Stop Career Center at (626) 796-5627 or the City of Pasadena Jobline at (626) 744-4600.

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