

# Agenda Report

**DATE:** SEPTEMBER 11, 2006

**TO:** CITY COUNCIL

**FROM:** CITY MANAGER

**SUBJECT:** APPROVE THE MARKETING PLAN, JOB DESCRIPTION FOR ENTERPRISE ZONE PLANNER, AND UPDATED BOUNDARIES FOR DESIGNATION OF A PASADENA ENTERPRISE ZONE

**RECOMMENDATION:**

It is requested that the City Council:

1. Authorize staff to submit the attached marketing plan and job description in Attachments No.1 and No.2 with the application to the California State Department of Housing and Community Development for consideration of a Pasadena Enterprise Zone including the boundaries as proposed in Attachment No.3;and
2. Adopt a resolution approving application to the State for designation of a Pasadena Enterprise Zone in Attachment No.4;and
3. Acknowledge the Addendum to the Negative Declaration prepared pursuant to CEQA Guidelines 15162(b) as adequate for the proposed revisions to the Enterprise Zone boundary change in Attachment No. 5.

**SUMMARY**

On July 17, 2006 the City Council approved a resolution and the proposed Enterprise Zone map authorizing staff to move forward with the Enterprise Zone application. The map submitted to Council met all of the requirements of the application based on three census tracts in the Northwest area.

On August 3, 2006 the State Office of Housing and Community Development advised the City that the requirements for the zone were being modified to

require that no more than 49 percent of the zone contain residential zoned areas and 51 percent needed to be commercial/industrial zoned districts. Under the boundaries approved by Council the residential areas were 60 percent of the zone. In order to provide a competitive application for the zone we have modified the boundaries and still may be subject to minor adjustments throughout the application process to meet the new State mandate. In addition, the State is specifically requiring that the marketing plan and job description for the Enterprise zone program be adopted by City Council, therefore they are included as Attachments in this report. The State wants to ensure that the local legislative agencies are committed and informed about their Enterprise Zone.

### **MARKETING AND STRATEGY PLAN**

A successful Enterprise Zone depends on an effective marketing strategy and comprehensive plan. The main objectives of the marketing plan are to:

- a) Assess the needs of the businesses located in the zone,
- b) Increase participation of Eligible Area residents in job/training /education programs,
- c) Connect qualified eligible area residents with Enterprise zone business opportunities,
- d) Increase awareness of Enterprise Zone incentives, and
- e) Strengthen business retention, expansion and attraction efforts.

Within the marketing plan is a matrix outlining the various tasks to accomplish these objectives along with the stakeholders involved. The marketing plan will provide the tools necessary to strengthen partnerships with job training/education providers which will stimulate growth in the economic base.

### **PROPOSED BOUNDARIES FOR THE ENTERPRISE ZONE**

The proposed boundaries for the enterprise zone as indicated in Attachment No.3 may be subject to further revision as the state finalizes their regulations for the application. If there is a need to modify the map boundaries staff will bring these changes back to the City Council.


### **ENVIRONMENTAL:**

On July 17, 2006 an Initial Environmental Study was adopted for the application resulting in a Negative Declaration. The public review period for the Negative Declaration. The public review period for the Negative Declaration was from July 12 to July 31, 2006. An addendum to the Negative Declaration has been prepared pursuant to CEQA guidelines Section 15162{b} to reflect the changes in the proposed Enterprise Zone boundaries.

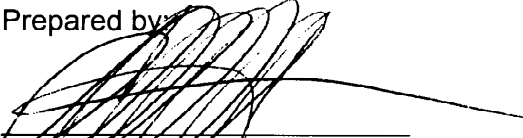
**FISCAL IMPACT:**

Sufficient funds are available in budget account 101-443200 for the cost of this program with the proposed expanded boundaries. In 2004, the state established a fee for processing hiring tax credit vouchers, the City Council approved a processing fee of \$60.00 which provides a \$50.00 fee to the general fund and a \$10.00 fee to the State for each voucher processed. This fee will not be modified with the new Enterprise Zone designation. As well, the current incentives for fee waivers of business license fees, planning fees and reductions or waivers for permit center fees will continue.

Respectfully Submitted,

  
CYNTHIA J. KURTZ  
CITY MANAGER

Prepared by:

  
LOLA OSBORNE  
NORTHWEST PROGRAMS MANAGER

Approved by:

  
RICHARD BRUCKNER  
DIRECTOR OF PLANNING AND DEVELOPMENT

## ATTACHMENT NO.1

### MARKETING STRATEGY AND PLAN

Pasadena is a diverse, multi-ethnic city located in the San Gabriel Valley, just ten miles northeast of downtown Los Angeles. Often perceived as a wealthy enclave in the Los Angeles County area, Pasadena's less affluent areas are often overlooked in regards to public services. Pasadena is an urban, built out city that is moving from a light industrial to a service economy. The shift to a predominantly service economy brings with it the challenge to supply the residents of the eligible area with the education and tools to transition into this sector. An upgrade in job skills is needed to enable those residents to secure decent paying jobs in this new economy. An Enterprise Zone designation will provide the necessary incentives to strengthen partnerships with job training/education providers and to stimulate growth in the economic base.

#### The Goal

A successful Enterprise Zone program depends largely on an effective marketing strategy and a comprehensive marketing plan concentrated on the achievement of specific, measurable objectives to attain a goal. To address the distress factors of the Eligible Area, specifically, low per capita income and high percentage of persons living below the poverty level, the predominant goal of the Pasadena Enterprise Zone is:

"To increase the income levels of Eligible Area Residents through job training and education programs that focus on the skills and workforce needs of Enterprise Zone businesses, resulting in an Eligible Area workforce that is better educated, higher skilled, and thus, qualified for well-paying jobs."

#### Objectives and Stakeholders

In order to achieve this all-inclusive goal, the Pasadena Enterprise Zone has developed a marketing plan with five main **objectives**:

- (1) Assess needs of Enterprise Zone Businesses,
- (2) Increase participation of Eligible Area Residents in job training/education programs,
- (3) Connect qualified Eligible Area Residents with job opportunities at Enterprise Zone Businesses,
- (4) Increase awareness/use of Enterprise Zone incentives, and
- (5) Strengthen the job centers/economic base through business retention/expansion and attraction efforts.

These objectives can only be achieved through the involvement and collaboration of the three major **stakeholders**:

- (1) Eligible Area Residents,
- (2) Enterprise Zone Businesses, and
- (3) Program Partners.

Program Partners include: Workforce Development/Education Providers, Financing Providers, Real Estate Brokers, Business Services, Business Development Organizations, and other City of Pasadena Departments (Planning, Building, Public Works, Police, Fire, etc.). Please see *Program Partners/Support Letter Matrix*.

The Pasadena Enterprise Zone will act as the hub connecting the skills needs of EZ Businesses with the job training and education programs that teach those skills. Likewise, the Pasadena Enterprise Zone will market those job training and education programs to Eligible Area residents to increase their participation and ultimately connect them with EZ Businesses that offer jobs with living wages and career ladders. Moreover, the Pasadena Enterprise Zone will market Enterprise Zone incentives and local incentives to existing businesses, as well as to businesses interested in locating in Pasadena, in an effort to strengthen the job centers for Eligible Area Residents. These objectives will be accomplished through the tasks listed below:

<b>Objective</b>	<b>Task</b>	<b>Stakeholders involved</b>
(1) Assess needs of Enterprise Zone Businesses	Create a "Needs Assessment Survey" to ascertain Business skills/workforce needs, expansion and hiring plans, financing requirements, etc.	Program Partners
	Provide Survey to Businesses and request their information.	EZ Businesses
	Hold Quarterly Industry Focus Groups	EZ Businesses Program Partners
<b>Objective</b>	<b>Task</b>	<b>Stakeholders involved</b>
(2) Increase participation of Eligible Area Residents in job training/education programs	Identify (and develop via a task force) job training/education programs that teach needs skills sets	EZ Businesses Program Partners
	Develop and Release Quarterly "Pasadena Enterprise Zone Newsletter"	Eligible Area Residents EZ Businesses Program Partners
	Provide information on job training/education programs at the "Annual Northwest Renaissance Festival"	Eligible Area Residents Program Partners
	Update website to include information and links to job training/education programs	Eligible Area Residents
	<b>Objective</b>	<b>Task</b>
(3) Connect qualified Eligible Area Residents with job opportunities at Enterprise Zone Businesses	Develop and Release Quarterly "Pasadena Enterprise Zone Newsletter"	Eligible Area Residents EZ Businesses Program Partners
	Implement and market Job	Eligible Area Residents

	Order/Recruitment Assistance	EZ Businesses Program Partners
	Provide information on job opportunities at the "Annual Northwest Renaissance Festival"	Eligible Area Residents EZ Businesses
	Hold "Enterprise Zone Job Fair" semi-annually	Eligible Area Residents EZ Businesses Program Partners
<b>Objective</b>	<b>Task</b>	<b>Stakeholders Involved</b>
(4) Increase awareness/use of Enterprise Zone incentives	Hold media event and information/resource fair to publicize new designation as an Enterprise Zone	EZ Businesses Program Partners
	Hold Annual "Pasadena Enterprise Zone Workshop"	EZ Businesses Program Partners
	Hold Annual "Enterprise Zone Hiring Credit Training"	EZ Businesses Program Partners
	Develop and Release Quarterly "Pasadena Enterprise Zone Newsletter"	Eligible Area Residents EZ Businesses Program Partners
	Develop and Provide "Enterprise Zone Program Manual"	EZ Businesses Program Partners
	Update website, marketing packet, and brochures with Enterprise Zone information and forms	EZ Businesses
<b>Objective</b>	<b>Task</b>	<b>Stakeholders Involved</b>
(5) Strengthen job centers/economic base through business retention/expansion and attraction efforts	Hold Annual "Enterprise Zone Lenders Fair"	EZ Businesses Program Partners
	Participate in local business association meetings and events and "Valued Pasadena [business] Partners" Breakfasts	EZ Businesses Program Partners
	Hold Annual "Real Estate Brokers Lunch"	Program Partners
	Provide information on "Storefront Improvement Program"	EZ Businesses Program Partners
	Implement a "Permitting Ombudsman" program	EZ Businesses Program Partners
	Establish Northwest Enterprise Zone Office as	EZ Businesses Program Partners

	“One-Stop Business Referral Resource”	
	Advertise in local and statewide publications and on local cable channel	EZ Businesses Program Partners
	Participate in Trade Shows	Program Partners
	Respond to CalBiz site inquiries	Program Partners
	Participate in monthly “Art of Small Business Survival Workshops”	EZ Businesses Program Partners

More detail on the objectives and tasks relating to business retention/expansion and attraction is provided in the following tables, please see:

*Table 1: Annual Commercial Retention/Expansion Marketing Strategy;*

*Table 2: Annual Commercial Attraction Marketing Strategy;*

*Table 3: Annual Industrial Retention/Expansion Marketing Strategy; and*

*Table 4: Annual Industrial Attraction Marketing Strategy.*

### Targeted Businesses

The City recognizes that a healthy business sector provides the resources necessary to sustain jobs and services for Pasadena citizens. To that end, the Pasadena Enterprise Zone Marketing Plan focuses much of its annual business outreach activities toward the retention/expansion and attraction of targeted industry clusters and businesses.

The business make-up in Pasadena is changing from light industrial to a growing number of service sector businesses. A perception exists that service jobs tend to be lower paying compared to those in other industries. However, the service sector is a broad umbrella that covers a variety of industry clusters. The Pasadena Enterprise Zone plans to target the higher-paying industry clusters, such as Healthcare/Nursing and Financial/Banking and concentrate on the better-paying jobs in other service industry clusters, such as culinary and managerial careers in the Food/Restaurant and Retail industries.

Industry	Status
Healthcare/Nursing	<ul style="list-style-type: none"> <li>• Pasadena is home to Huntington Hospital which is a major medical center for the San Gabriel Valley and has the spin off effect of medical offices and medical supply businesses.</li> <li>• Pasadena has an aging population creating the need for qualified LVN's and nurses.</li> </ul>
Financial/Banking	<ul style="list-style-type: none"> <li>• Pasadena is the financial center for the San Gabriel Valley.</li> <li>• Businesses within this cluster are located along the main commercial corridors of the Zone.</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Pasadena with its light rail and bus system is a leader in smart growth development.</li> </ul>
Retail	<ul style="list-style-type: none"> <li>• Pasadena is the retail hub of the San Gabriel Valley with a diverse retail base.</li> <li>• Jobs in the retail sector are prevalent and, with training, could leave to an excellent career ladder</li> </ul>

Construction	<ul style="list-style-type: none"> <li>• Pasadena is home to some of the largest engineering/construction firms.</li> <li>• Pasadena continues to build out with many opportunities for high wage construction jobs.</li> </ul>
Food/Restaurant	<ul style="list-style-type: none"> <li>• Pasadena has many restaurants and a well recognized culinary school.</li> <li>• Jobs in the food sector are prevalent and, with training, could lead to an excellent career ladder.</li> </ul>

**Need for an Enterprise Zone Designation**

An Enterprise Zone designation is needed to encourage those targeted businesses to locate and expand in the Enterprise Zone and to hire Eligible Area Residents. Although the residents can be connected to training and education, the tax incentives are needed to induce businesses to offer the much needed experience, on-the-job training, and of course, livable wages to the Eligible Area Residents. The challenge in an evolving economic base, such as Pasadena's, is to ensure that residents, especially those most in need, are not left at an economic disadvantage, in terms of training, education, and job opportunities. The intervention of Enterprise Zone hiring and equipment investment tax incentives will ensure that business revitalization continues and that the distressed areas of the city are improved and the residents living there have opportunities to prosper.

Furthermore, an Enterprise Zone designation will compliment the renewal efforts that the City of Pasadena has undertaken with the implementation of development Specific Plans, various Redevelopment projects, and a thorough Capital Improvement Plan. Pasadena is a model city in their execution and achievements in addressing the transportation needs of the community. The metro rail, among other forms of transportation, will connect Eligible Area Residents to job centers in the Enterprise Zone.

The Pasadena Enterprise Zone seeks to build on their past successes and lessons learned as an Enterprise Zone to implement a successful program for the future. Although much has been accomplished, there is much left to do. The Pasadena Enterprise Zone is committed to reach out to Enterprise Zone businesses and Eligible Area Residents and to collaborate with Program Partners toward the achievement of objectives which will lead to the realization of the goal, stated here again:

“To increase the income levels of Eligible Area Residents through job training and education programs that focus on the skills and workforce needs of Enterprise Zone businesses, resulting in an Eligible Area workforce that is better educated, higher skilled, and thus, qualified for well-paying jobs.”



**ATTACHMENT NO. 2**  
**JOB DESCRIPTION**



# City of Pasadena

EMPLOYMENT OPPORTUNITY

## PLANNER (Enterprise Zone) Recruitment#: 07-011

**SALARY** \$65,817 - \$82,271. The City pays 7% of employee's contribution to retirement.

### **LAST DATE TO FILE**

Applications will be accepted until **5:30 PM, August 3, 2006**. **NO POSTMARKS ACCEPTED**

**APPLY ONLINE** [WWW.CITYOFPASADENA.NET/HUMANRESOURCES/CURRENTOPENINGS.ASP](http://WWW.CITYOFPASADENA.NET/HUMANRESOURCES/CURRENTOPENINGS.ASP)

### **EXAM DATE**

**CANDIDATES WILL BE NOTIFIED.**

### **ESSENTIAL FUNCTIONS**

Under general direction of the Planning & Development Department's Northwest Manager, the Enterprise Zone Planner performs all duties associated with the day-to-day operations of the Pasadena Enterprise Zone. Recruits potential businesses to Pasadena; markets the Enterprise Zone to promote a positive image of the area; promotes business-to-business relationships and cooperation; works to attract and retain businesses; conducts extensive business and employee outreach efforts, and informs businesses and employers of state and local incentives of the Pasadena Enterprise Zone Program; makes referrals as appropriate; develops and monitors the Pasadena Enterprise Zone budget; coordinates services by participating governmental agencies; reviews Pre-application Conference applications, determines Enterprise Zone eligibility and participates with the applicant through the process to ensure a smooth, customer service experience; facilitates the construction fee waiver process with Permit Center staff; assists in coordinating activities with active redevelopment projects and other economic development programs in the Pasadena Enterprise Zone; works with local residents to qualify them as Target Employment Area eligible employees; and performs other related duties as required.

### **QUALIFICATIONS**

Any combination of education, training, and/or experience which provides the knowledge, skills, and abilities for acceptable job performance, such as: Bachelor's degree in Planning, Business or Public Administration, Economic Development, or a related field, and three years of professional experience in public and/or private sector planning, marketing or economic development. Masters Degree, prior experience and knowledge in Enterprise Zone and graphics, and bilingual skills are highly desirable.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of: principles and practices of organization and planning and public administration; economic development and redevelopment, business development and marketing along with a full understanding of associated research techniques, graphics, Geographic Information Systems (GIS) and methods of report presentation; real estate fundamentals; related federal, state and local laws, rules and regulations; administrative principles and methods, including goal setting, program and budget development and work planning and organization. Ability to: communicate effectively, both orally and in writing; work cooperatively with businesses, staff and the public; conduct research and analysis and make sound decisions; and effectively promote and market the Pasadena Enterprise Zone.

### **EXAMINATION**

Those applicants who appear best qualified, based on applications will be invited to any combination of written, performance or oral appraisal to evaluate their job-related experience, education, knowledge, skills and abilities. Probationary work test period is one year.

### **VACANCIES**

There is currently one vacancy in the Planning & Development Department which may be filled as a result of this examination.

### **SPECIAL CONDITIONS**

Possession of or ability to obtain a Class C California Driver's License and a satisfactory driving record are required at time of appointment and as a condition of continued employment. Extensive evening and weekend work and lifting of 25 lb equipment may be required for some assignments in this classification.

### **FLSA**

Exempt

6378 07-13-06 SKW/ya

# I m p o r t a n t I n f o r m a t i o n

**EQUAL EMPLOYMENT OPPORTUNITY:** The policy of the City shall be to provide equal opportunity to all persons and to prevent unlawful denial of opportunity to any individual because of race, gender, religious creed, sexual orientation, color, marital status, national origin, parental status, ancestry, disability (including AIDS), medical condition (cancer), or age.

**APPLICATIONS:** A completed official City application and any required supplemental material must be submitted and date stamped by the Human Resources Department by the deadline stated on the job announcement. A separate and complete application must be filed for each position.

**EXAMINATION PROCESS:** If three or less qualified applications are received, any further examination process may be waived, and the applicants may be referred to the appointing authority for appointment consideration.

**SALARIES:** All stated salaries are based on present information, subject to change. Appointments are generally made at the minimum salary. All salaries are subject to statutory payroll deductions. Federal law requires that all new employees contribute 1.45% of their monthly salary to the MEDICARE system.

**PHYSICAL REQUIREMENTS AND SPECIAL CONDITIONS:** Applicants must be free from conditions which would preclude satisfactory performance of the essential functions of the job for which applied. Subsequent to a job offer, the City of Pasadena requires a pre-employment physical and drug test consistent with current State and Federal law. Candidates will be examined by a City physician, at City expense, before appointment is approved. Candidates are cautioned not to resign or give notice to present employers until they qualify on the medical examination.

The City of Pasadena conforms with State and Federal obligations to make reasonable accommodation for applicants and workers with disabilities. The Human Resources Department asks that it be advised of special needs prior to the filing deadline.

Pasadena residency is a factor in making an employment offer, provided all other qualifications are equal amongst other candidates.

Many positions involve frequent travel to various sites and locations to fulfill job responsibilities and may require a valid California Drivers License or other alternative transportation arrangements made by the incumbent. Verification of a valid license is required via a DMV printout prior to appointment, and a safe driving record.

**SLIDING CLASSIFICATIONS AND UNDERFILLING POSITIONS:** Some classifications are designated as sliding classifications wherein an incumbent may be reclassified to the next budgeted higher level within the job series when qualified and upon demonstrated ability to perform the higher level job duties. Some positions may be filled at a lower classification level than what is budgeted, and the incumbent may be reclassified up to the budgeted classification when qualified and upon demonstrated ability to perform the higher level job duties.

**BENEFITS** for most Regular Full Time Employees (Benefits vary for part-time and temporary employees):

Ten days annual vacation for first 5 years of employment; 12 paid holidays per year; paid sick leave, medical and dental plans, and basic and supplemental life insurance; membership in the California Public Employees' Retirement System, credit union, deferred compensation program.

**VETERAN'S PREFERENCE POINTS:** For Open Recruitments, three additional points will be added to the passing score of Veterans who are honorably discharged with one year of active military duty. The DD214 form or other proof must be submitted at time of application.

**PRIDESHARE II PROGRAM:** All City employees are *required* to register in the City employee rideshare program. Solo drivers pay a monthly Clean Air/Parking Fee of \$35.

**CIVIL DEFENSE:** In accordance with State law, all City of Pasadena employees are disaster service workers and may be required to report for duty, or remain on duty, in the event of a disaster.

**NOTE:** The provisions of this job announcement do not constitute an expressed or implied contract. Any provision contained in this job announcement may be modified or revoked without notice.

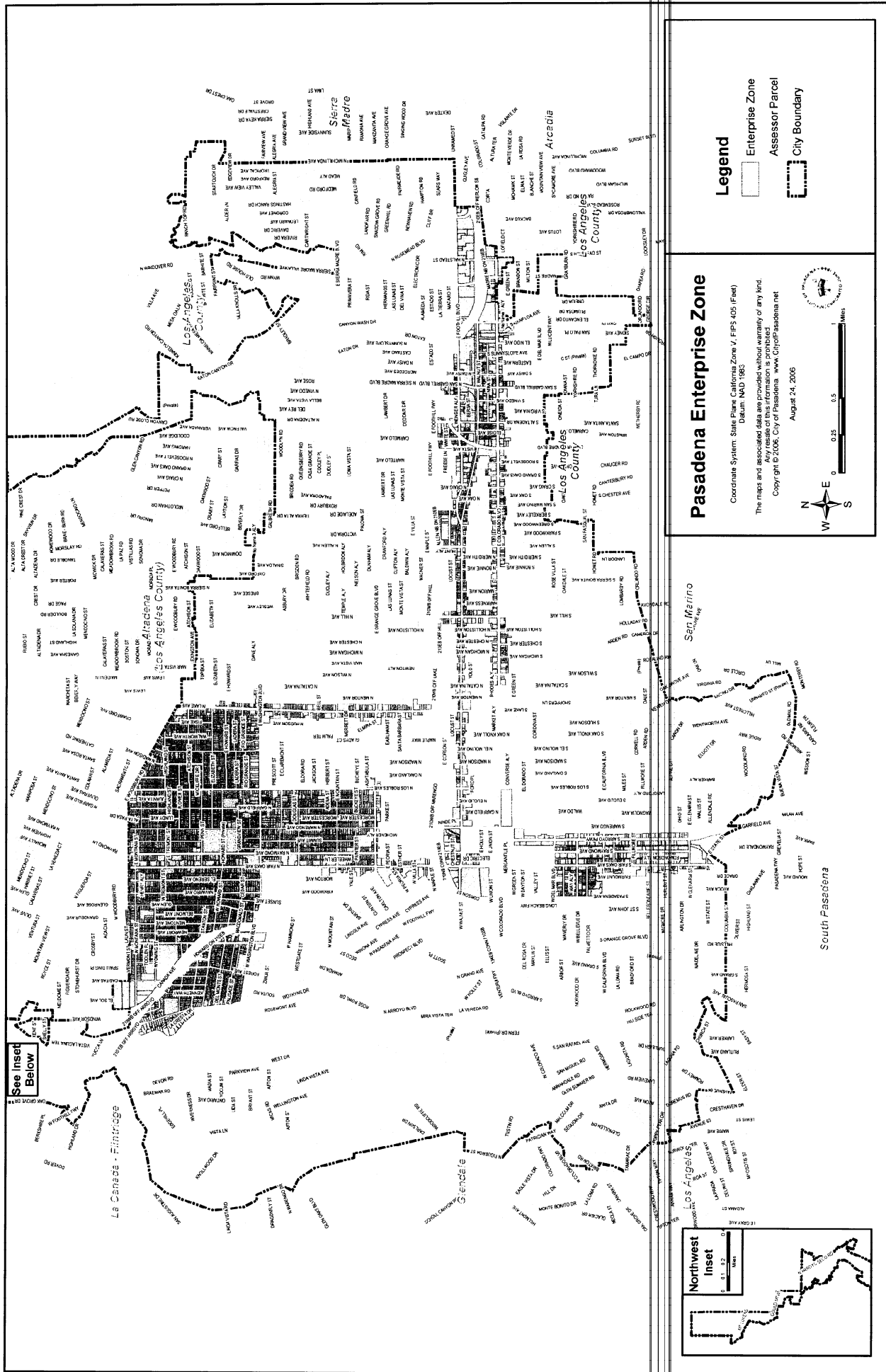
**JOB LINE:** The City operates a 24-hour Job Line number, (626) 744-4600, which lists current job opportunities.

**HUMAN RESOURCES WEBSITE:** [www.ci.pasadena.ca.us/humanresources/currentopenings.asp](http://www.ci.pasadena.ca.us/humanresources/currentopenings.asp)

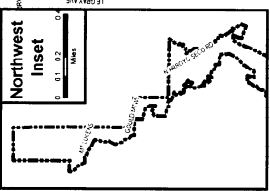
**CITY OF PASADENA'S WEBSITE:** [www.ci.pasadena.ca.us](http://www.ci.pasadena.ca.us)

**HUMAN RESOURCES TELEPHONE:** (626) 744-4366

**ATTACHMENT NO.3**  
**ENTERPRISE ZONE MAP**



See Inset Below

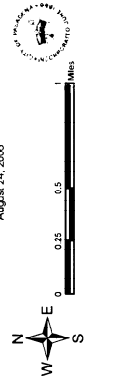


- Legend**
- Enterprise Zone
  - Assessor Parcel
  - City Boundary

**Pasadena Enterprise Zone**

Coordinate System: State Plane California Zone V, FIPS 405 (Feet)  
 Datum: NAD 1983

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August 24, 2006

## RESOLUTION

### A RESOLUTION OF THE CITYCOUNCIL OF THE CITY OF PASADENA REGARDING THE PASADENA ENTERPRISE ZONE

**WHEREAS**, on March 20, 1984 the Governor of the State of California signed into law Government Code Section 7070 et seq.), thereby creating a State Enterprise Zone Program; and

**WHEREAS**, in January, 2006 the State Department of Housing and Community Development issued guidelines for the submission of a preliminary and final application for the designation of 23 new enterprise zones; and

**WHEREAS**, the City of Pasadena is applying for designation as an enterprise zone with the location and boundaries shown in Exhibit A; and

**WHEREAS**, the City of Pasadena desires to promote economic development in the application area, including without limitation, the retention and expansion of existing businesses and the creation of expanded job opportunities.

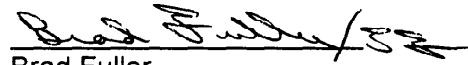
**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Pasadena that:

- 1) The designation of the enterprise zoned area is necessary in order to assist in attracting private sector investment to the application area;
- 2) The City Council agrees to complete all actions stated within the preliminary and final application should the application be awarded designation;
- 3) The City Council hereby proposes the boundaries with consideration for modifying the boundaries during the application process if the state regulations deem it necessary for designation as an Enterprise Zone.
- 4) The City Council hereby approves submitting the proposed marketing plan in Exhibit B, job description in Exhibit C and the budget in Exhibit D for the Enterprise Zone as part of the application for designation.
- 5) The designation of the Enterprise Zone and Target Employment Areas will not cause any detrimental environmental impacts on the proposed area.
- 6) The Director of the Planning and Development Department is directed to submit the application for designation of the City of Pasadena Enterprise Zone to the California Housing and Community Development Department for acceptance and approval.
- 7) This resolution will take affect immediately upon its adoption.

Adopted at the regular meeting of the City Council on \_\_\_\_\_ day of \_\_\_\_\_, 2006, by the following votes:

\_\_\_\_\_  
JANE L. RODRIGUEZ  
City Clerk

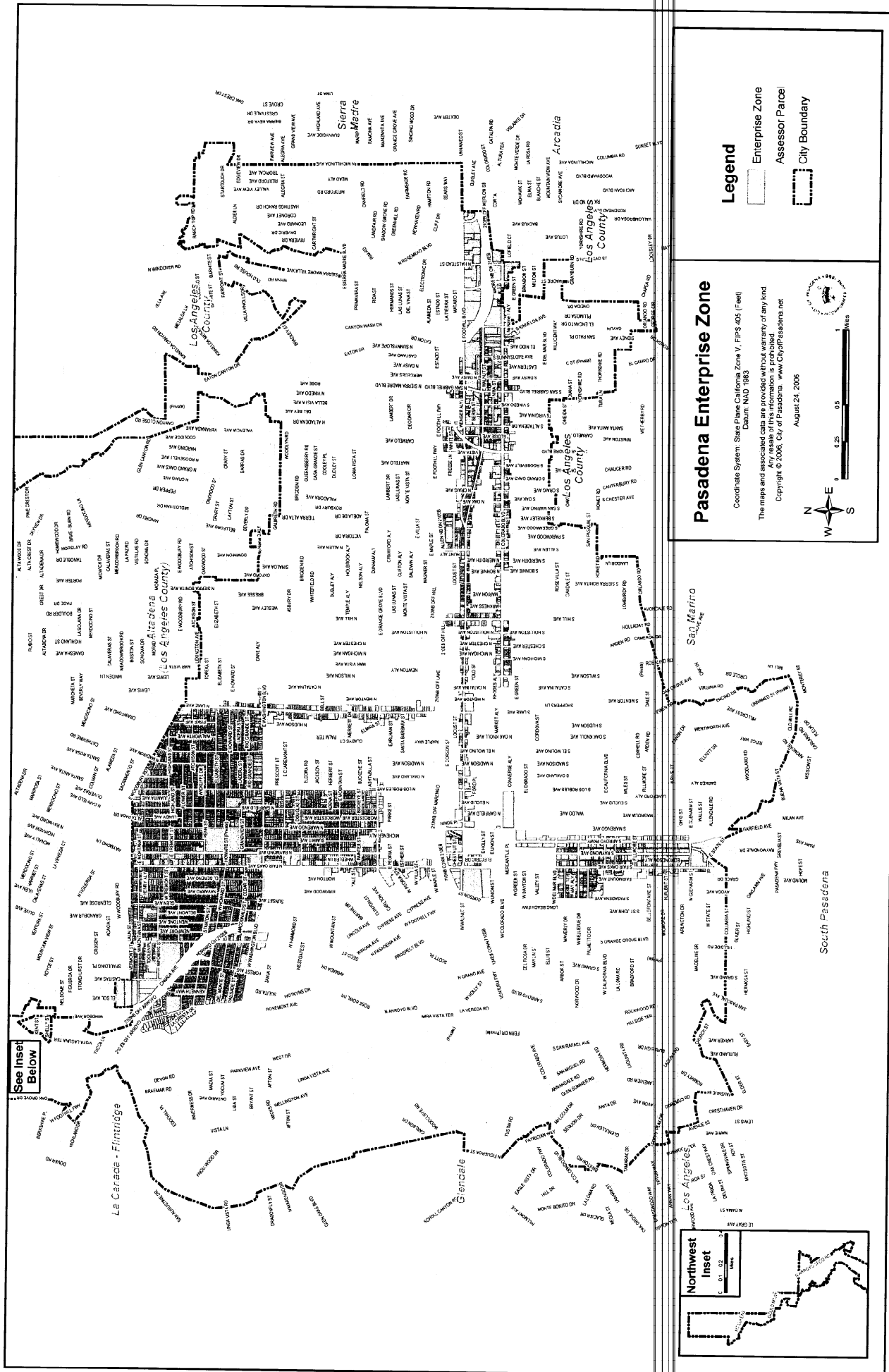
APPROVED AS TO FORM:



Brad Fuller  
Assistant City Attorney

**ATTACHMENTS**

- EXHIBIT A: Map**
- EXHIBIT B: Marketing Plan**
- EXHIBIT C: Job Description**
- EXHIBIT D: Budget**



**Legend**

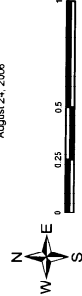
- Enterprise Zone
- Assessor Parcel
- City Boundary

**Pasadena Enterprise Zone**

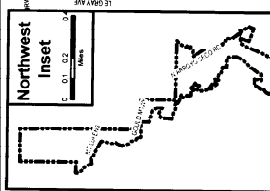
Coordinate System: State Plane California, Zone V, FIPS 405 (feet)  
Datum: NAD 1983

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August 24, 2006



See Inset Below



South Pasadena

Northwest Inset



## **EXHIBIT B**

### **MARKETING PLAN**

#### **Marketing Strategy and Plan**

Pasadena is a diverse, multi-ethnic city located in the San Gabriel Valley, just ten miles northeast of downtown Los Angeles. Often perceived as a wealthy enclave in the Los Angeles County area, Pasadena's less affluent areas are often overlooked in regards to public services. Pasadena is an urban, built out city that is moving from a light industrial to a service economy. The shift to a predominantly service economy brings with it the challenge to supply the residents of the eligible area with the education and tools to transition into this sector. An upgrade in job skills is needed to enable those residents to secure decent paying jobs in this new economy. An Enterprise Zone designation will provide the necessary incentives to strengthen partnerships with job training/education providers and to stimulate growth in the economic base.

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#### **Objectives and Stakeholders**

In order to achieve this all-inclusive goal, the Pasadena Enterprise Zone has developed a marketing plan with five main **objectives**:

- (6) Assess needs of Enterprise Zone Businesses,
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These objectives can only be achieved through the involvement and collaboration of the three major **stakeholders**:

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Program Partners include: Workforce Development/Education Providers, Financing Providers, Real Estate Brokers, Business Services, Business Development Organizations, and other City of Pasadena Departments (Planning, Building, Public Works, Police, Fire, etc.). Please see *Program Partners/Support Letter Matrix*.

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	Update website to include	Eligible Area Residents

	information and links to job training/education programs		
<b>Objective</b>	<b>Task</b>	<b>Stakeholders Involved</b>	
(3) Connect qualified Eligible Area Residents with job opportunities at Enterprise Zone Businesses	Develop and Release Quarterly "Pasadena Enterprise Zone Newsletter"	Eligible Area Residents EZ Businesses Program Partners	
	Implement and market Job Order/Recruitment Assistance	Eligible Area Residents EZ Businesses Program Partners	
	Provide information on job opportunities at the "Annual Northwest Renaissance Festival"	Eligible Area Residents EZ Businesses	
	Hold "Enterprise Zone Job Fair" semi-annually	Eligible Area Residents EZ Businesses Program Partners	
<b>Objective</b>	<b>Task</b>	<b>Stakeholders Involved</b>	
(4) Increase awareness/use of Enterprise Zone incentives	Hold media event and information/resource fair to publicize new designation as an Enterprise Zone	EZ Businesses Program Partners	
	Hold Annual "Pasadena Enterprise Zone Workshop"	EZ Businesses Program Partners	
	Hold Annual "Enterprise Zone Hiring Credit Training"	EZ Businesses Program Partners	
	Develop and Release Quarterly "Pasadena Enterprise Zone Newsletter"	Eligible Area Residents EZ Businesses Program Partners	
	Develop and Provide "Enterprise Zone Program Manual"	EZ Businesses Program Partners	
	Update website, marketing packet, and brochures with Enterprise Zone information and forms	EZ Businesses	
<b>Objective</b>	<b>Task</b>	<b>Stakeholders Involved</b>	
(5) Strengthen job centers/economic base through business retention/expansion and attraction efforts	Hold Annual "Enterprise Zone Lenders Fair"	EZ Businesses Program Partners	
	Participate in local business	EZ Businesses	

	association meetings and events and “Valued Pasadena [business] Partners” Breakfasts	Program Partners		
	Hold Annual “Real Estate Brokers Lunch”	Program Partners		
	Provide information on “Storefront Improvement Program”	EZ Businesses Program Partners		
	Implement a “Permitting Ombudsman” program	EZ Businesses Program Partners		
	Establish Northwest Enterprise Zone Office as “One-Stop Business Referral Resource”	EZ Businesses Program Partners		
	Advertise in local and statewide publications and on local cable channel	EZ Businesses Program Partners		
	Participate in Trade Shows	Program Partners		
	Respond to CalBiz site inquiries	Program Partners		
	Participate in monthly “Art of Small Business Survival Workshops”	EZ Businesses Program Partners		

More detail on the objectives and tasks relating to business retention/expansion and attraction is provided in the following tables, please see:

*Table 1: Annual Commercial Retention/Expansion Marketing Strategy;*

*Table 2: Annual Commercial Attraction Marketing Strategy;*

*Table 3: Annual Industrial Retention/Expansion Marketing Strategy; and*

*Table 4: Annual Industrial Attraction Marketing Strategy.*

### **Targeted Businesses**

The City recognizes that a healthy business sector provides the resources necessary to sustain jobs and services for Pasadena citizens. To that end, the Pasadena Enterprise Zone Marketing Plan focuses much of its annual business outreach activities toward the retention/expansion and attraction of targeted industry clusters and businesses.

The business make-up in Pasadena is changing from light industrial to a growing number of service sector businesses. A perception exists that service jobs tend to be lower paying compared to those in other industries. However, the service sector is a broad umbrella that covers a variety of industry clusters. The Pasadena Enterprise Zone plans to target the higher-paying industry clusters, such as Healthcare/Nursing and Financial/Banking and concentrate on the better-paying jobs in other service industry clusters, such as culinary and managerial careers in the Food/Restaurant and Retail industries.

Industry	Status
Healthcare/Nursing	<ul style="list-style-type: none"> <li>• Pasadena is home to Huntington Hospital which is a major medical center for the San Gabriel Valley and has the spin off effect of medical offices and medical supply businesses.</li> <li>• Pasadena has an aging population creating the need for qualified LVN's and nurses.</li> </ul>
Financial/Banking	<ul style="list-style-type: none"> <li>• Pasadena is the financial center for the San Gabriel Valley.</li> <li>• Businesses within this cluster are located along the main commercial corridors of the Zone.</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Pasadena with its light rail and bus system is a leader in smart growth development.</li> </ul>
Retail	<ul style="list-style-type: none"> <li>• Pasadena is the retail hub of the San Gabriel Valley with a diverse retail base.</li> <li>• Jobs in the retail sector are prevalent and, with training, could leave to an excellent career ladder</li> </ul>
Construction	<ul style="list-style-type: none"> <li>• Pasadena is home to some of the largest engineering/construction firms.</li> <li>• Pasadena continues to build out with many opportunities for high wage construction jobs.</li> </ul>
Food/Restaurant	<ul style="list-style-type: none"> <li>• Pasadena has many restaurants and a well recognized culinary school.</li> <li>• Jobs in the food sector are prevalent and, with training, could lead to an excellent career ladder.</li> </ul>

**Need for an Enterprise Zone Designation**

An Enterprise Zone designation is needed to encourage those targeted businesses to locate and expand in the Enterprise Zone and to hire Eligible Area Residents. Although the residents can be connected to training and education, the tax incentives are needed to induce businesses to offer the much needed experience, on-the-job training, and of course, livable wages to the Eligible Area Residents. The challenge in an evolving economic base, such as Pasadena's, is to ensure that residents, especially those most in need, are not left at an economic disadvantage, in terms of training, education, and job opportunities. The intervention of Enterprise Zone hiring and equipment investment tax incentives will ensure that business revitalization continues and that the distressed areas of the city are improved and the residents living there have opportunities to prosper.

Furthermore, an Enterprise Zone designation will compliment the renewal efforts that the City of Pasadena has undertaken with the implementation of development Specific Plans, various Redevelopment projects, and a thorough Capital Improvement Plan. Pasadena is a model city in their execution and achievements in addressing the transportation needs of the community. The metro rail, among other forms of transportation, will connect Eligible Area Residents to job centers in the Enterprise Zone.

The Pasadena Enterprise Zone seeks to build on their past successes and lessons learned as an Enterprise Zone to implement a successful program for the future. Although much has been accomplished, there is much left to do. The Pasadena Enterprise Zone is committed to reach out to Enterprise Zone businesses and Eligible Area Residents and to collaborate with Program Partners toward the achievement of objectives which will lead to the realization of the goal, stated here again:

“To increase the income levels of Eligible Area Residents through job training and education programs that focus on the skills and workforce needs of Enterprise Zone businesses, resulting in an Eligible Area workforce that is better educated, higher skilled, and thus, qualified for well-paying jobs.”

**EXHIBIT C**  
**JOB DESCRIPTION**



# City of Pasadena

EMPLOYMENT OPPORTUNITY

## PLANNER (Enterprise Zone)

Recruitment#: 07-011

**SALARY** \$65,817 - \$82,271. The City pays 7% of employee's contribution to retirement.

### LAST DATE TO FILE

Applications will be accepted until **5:30 PM, August 3, 2006**. **NO POSTMARKS ACCEPTED**

**APPLY ONLINE** [WWW.CITYOFPASADENA.NET/HUMANRESOURCES/CURRENTOPENINGS.ASP](http://WWW.CITYOFPASADENA.NET/HUMANRESOURCES/CURRENTOPENINGS.ASP)

### EXAM DATE

**CANDIDATES WILL BE NOTIFIED.**

### ESSENTIAL FUNCTIONS

Under general direction of the Planning & Development Department's Northwest Manager, the Enterprise Zone Planner performs all duties associated with the day-to-day operations of the Pasadena Enterprise Zone. Recruits potential businesses to Pasadena; markets the Enterprise Zone to promote a positive image of the area; promotes business-to-business relationships and cooperation; works to attract and retain businesses; conducts extensive business and employee outreach efforts, and informs businesses and employers of state and local incentives of the Pasadena Enterprise Zone Program; makes referrals as appropriate; develops and monitors the Pasadena Enterprise Zone budget; coordinates services by participating governmental agencies; reviews Pre-application Conference applications, determines Enterprise Zone eligibility and participates with the applicant through the process to ensure a smooth, customer service experience; facilitates the construction fee waiver process with Permit Center staff; assists in coordinating activities with active redevelopment projects and other economic development programs in the Pasadena Enterprise Zone; works with local residents to qualify them as Target Employment Area eligible employees; and performs other related duties as required.

### QUALIFICATIONS

Any combination of education, training, and/or experience which provides the knowledge, skills, and abilities for acceptable job performance, such as: Bachelor's degree in Planning, Business or Public Administration, Economic Development, or a related field, and three years of professional experience in public and/or private sector planning, marketing or economic development. Masters Degree, prior experience and knowledge in Enterprise Zone and graphics, and bilingual skills are highly desirable.

### KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: principles and practices of organization and planning and public administration; economic development and redevelopment, business development and marketing along with a full understanding of associated research techniques, graphics, Geographic Information Systems (GIS) and methods of report presentation; real estate fundamentals; related federal, state and local laws, rules and regulations; administrative principles and methods, including goal setting, program and budget development and work planning and organization. Ability to: communicate effectively, both orally and in writing; work cooperatively with businesses, staff and the public; conduct research and analysis and make sound decisions; and effectively promote and market the Pasadena Enterprise Zone.

### EXAMINATION

Those applicants who appear best qualified, based on applications will be invited to any combination of written, performance or oral appraisal to evaluate their job-related experience, education, knowledge, skills and abilities. Probationary work test period is one year.

### VACANCIES

There is currently one vacancy in the Planning & Development Department which may be filled as a result of this examination.

### SPECIAL CONDITIONS

Possession of or ability to obtain a Class C California Driver's License and a satisfactory driving record are required at time of appointment and as a condition of continued employment. Extensive evening and weekend work and lifting of 25 lb equipment may be required for some assignments in this classification.

### FLSA

Exempt

6378 07-13-06 SKW/ya



# I m p o r t a n t I n f o r m a t i o n

**EQUAL EMPLOYMENT OPPORTUNITY:** The policy of the City shall be to provide equal opportunity to all persons and to prevent unlawful denial of opportunity to any individual because of race, gender, religious creed, sexual orientation, color, marital status, national origin, parental status, ancestry, disability (including AIDS), medical condition (cancer), or age.

**APPLICATIONS:** A completed official City application and any required supplemental material must be submitted and date stamped by the Human Resources Department by the deadline stated on the job announcement. A separate and complete application must be filed for each position.

**EXAMINATION PROCESS:** If three or less qualified applications are received, any further examination process may be waived, and the applicants may be referred to the appointing authority for appointment consideration.

**SALARIES:** All stated salaries are based on present information, subject to change. Appointments are generally made at the minimum salary. All salaries are subject to statutory payroll deductions. Federal law requires that all new employees contribute 1.45% of their monthly salary to the MEDICARE system.

**PHYSICAL REQUIREMENTS AND SPECIAL CONDITIONS:** Applicants must be free from conditions which would preclude satisfactory performance of the essential functions of the job for which applied. Subsequent to a job offer, the City of Pasadena requires a pre-employment physical and drug test consistent with current State and Federal law. Candidates will be examined by a City physician, at City expense, before appointment is approved. Candidates are cautioned not to resign or give notice to present employers until they qualify on the medical examination.

The City of Pasadena conforms with State and Federal obligations to make reasonable accommodation for applicants and workers with disabilities. The Human Resources Department asks that it be advised of special needs prior to the filing deadline.

Pasadena residency is a factor in making an employment offer, provided all other qualifications are equal amongst other candidates.

Many positions involve frequent travel to various sites and locations to fulfill job responsibilities and may require a valid California Drivers License or other alternative transportation arrangements made by the incumbent. Verification of a valid license is required via a DMV printout prior to appointment, and a safe driving record.

**SLIDING CLASSIFICATIONS AND UNDERFILLING POSITIONS:** Some classifications are designated as sliding classifications wherein an incumbent may be reclassified to the next budgeted higher level within the job series when qualified and upon demonstrated ability to perform the higher level job duties. Some positions may be filled at a lower classification level than what is budgeted, and the incumbent may be reclassified up to the budgeted classification when qualified and upon demonstrated ability to perform the higher level job duties.

**BENEFITS** for most Regular Full Time Employees (Benefits vary for part-time and temporary employees):

Ten days annual vacation for first 5 years of employment; 12 paid holidays per year; paid sick leave, medical and dental plans, and basic and supplemental life insurance; membership in the California Public Employees' Retirement System, credit union, deferred compensation program.

**VETERAN'S PREFERENCE POINTS:** For Open Recruitments, three additional points will be added to the passing score of Veterans who are honorably discharged with one year of active military duty. The DD214 form or other proof must be submitted at time of application.

**PRIDESHARE II PROGRAM:** All City employees are **required** to register in the City employee rideshare program. Solo drivers pay a monthly Clean Air/Parking Fee of \$35.

**CIVIL DEFENSE:** In accordance with State law, all City of Pasadena employees are disaster service workers and may be required to report for duty, or remain on duty, in the event of a disaster.

**NOTE:** The provisions of this job announcement do not constitute an expressed or implied contract. Any provision contained in this job announcement may be modified or revoked without notice.

**JOB LINE:** The City operates a 24-hour Job Line number, (626) 744-4600, which lists current job opportunities.

**HUMAN RESOURCES WEBSITE:** [www.ci.pasadena.ca.us/humanresources/currentopenings.asp](http://www.ci.pasadena.ca.us/humanresources/currentopenings.asp)

**CITY OF PASADENA'S WEBSITE:** [www.ci.pasadena.ca.us](http://www.ci.pasadena.ca.us)

**HUMAN RESOURCES TELEPHONE:** (626) 744-4366