

ROSE BOWL ADVISORY GROUP

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April 25, 2011

RE: Rose Bowl Local Hire Advisory Group – Status Report

Dear Honorable Mayor and Council;

The Mission of the Advisory Group; "Provide advice and recommendations to the Rose Bowl General Manager and to Pasadena First Buy Local (PFBL) on the Rose Bowl Renovations and Improvements Project related to maximizing local hiring efforts. Forward to the General Manager and PFBL comments received from the community".

During the first three meetings, the Advisory Group provided feedback, information, and suggestions to the General Manager and PFBL about the Pasadena citizenry's opinion of the local hiring accomplished to date by the Project. We have received all requested documentation and reports from the Finance Department detailing the projects timeline, funding sources, organizational structure and local hiring process and efforts. Based on the information received, we have communicated our concerns regarding how there could be an increase in local participation. In an effort to improve upon the current local hiring plan, we have developed additional criteria that we feel will maximize the projects local hiring efforts. The following is a summary of our discussion points;

- Observation and belief that current City policy related to local hire projects requires review to determine if it does the maximum that state and federal law will allow.
- Consideration of recommending to the General Manager, the Rose Bowl Renovations as a pilot program to implement a short- term goal for maximizing local hiring efforts. Other pilot projects such as the Robinson Park Master Plan Phase One and the recently released RFP

for Heritage Square serve as successful precedents for the concept. Although it has some limitation in a bid context, it is worth exploring.

- Members of the Advisory Group will attend the EDTECH meeting on May 4, 2011, as it is our understanding that the city's local hiring ordinance will be a subject on the agenda during that meeting
- Computer Database expected to be available in May 2011.
 - Use of the certified payroll database to quantify the number of Pasadena residents employed on the project each day and use of the Project schedules to predict the future number of available positions on the Project.

The Advisory Group has taken into account the concepts impact related to the pilot program and is thoughtful of the current economic climate/financial condition of the Rose Bowl renovation and project timeline for implementation.

The Advisory Group is working closely with Darryl Dunn (Rose Bowl General Manager), City Staff from "Pasadena First – Buy Local", Parsons. The Advisory Group is made up of a diverse selection of community leaders and volunteers who are committed to their mission. The advisory group members are: Joe Brown, Porfirio Frausto, Sandy Meji, Robin McCarthy, Charles Loveman, Charles Nelson, Chip Ossman, and Ishmael Trone. Staff and consultants that have attended each meeting have been: Darryl Dunn, Andy Green, Larry Hammond, Antonio Watson, Jim Mallon (Parsons – Owners Representative) and Clarence Broussard (consultant)

We thank you in advance for your support and attention.

Sincerely,

Advisory Group to the Rose Bowl General
Manager concerning Local Hire

Cc; Darryl Dunn and Rose Bowl Advisory Group