



Agenda Report

October 4, 2021

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACTS WITH DENIKA KING AND GINA ACUNA FOR FILM MONITORING SERVICES FOR THE PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT, CULTURAL AFFAIRS DIVISION

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the action proposed herein is exempt from the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15061(b)(3) (General Rule); and
2. Authorize the City Manager to enter into a contract for Film Monitoring Services following a competitive selection process, pursuant to Pasadena Municipal Code Section 4.08.047 for an amount not to exceed \$120,000 or a two-year period, whichever occurs first, with Denika King; and
3. Authorize the City Manager to enter into a contract for Film Monitoring Services following a competitive selection process, pursuant to Pasadena Municipal Code Section 4.08.047 for an amount not to exceed \$120,000 or a two-year period, whichever occurs first, with Gina Acuna.

BACKGROUND:

The City's Planning & Community Development Department, Cultural Affairs Division, provides film permitting for all film activity throughout the City. The City has traditionally contracted with outside contractors as assigned personnel to supervise permitted film activity. Film Monitor responsibilities include ensuring adherence to the film permit approved activity, interfacing with location managers, residents, business owners and other assigned City personnel, including those from the Police, Fire, Public Works, Transportation and PARCS departments as necessary.

Most permits that are issued by the Planning and Community Development Department involve *reactive* enforcement processes. For instance, the Code Compliance Division responds to complaints in the City about unpermitted uses or property maintenance issues when they are reported to the Department. Likewise, Building Inspectors conduct inspections at construction sites when they are requested by the contractor. This is not the case with the Film Office. When film permits are issued, they require proactive enforcement before, during, and after filming has occurred. The City has engaged the services of Film Monitors to actively monitor film shoots in real time rather than send someone out to investigate a complaint after the fact. Film Monitors duties include but are not limited to: interfacing with location managers and other film personnel; oversight of parking plans and interacting with neighbors.

A Request for Proposals (RFP) for Film Monitor services was issued on June 11, 2021 with three proposals received by the proposal due date. To be considered for selection, proposals were to demonstrate substantial knowledge and experience in film permit monitor services in the City of Pasadena. The Planning & Community Development Department staff evaluated proposals based on the criteria set forth in the RFP and in accordance with the City's competitive selection process for professional services. Based on staff's analysis of the proposals received, Denika King and Gina Acuna were determined to be the most qualified, knowledgeable, and experienced respondents to provide the necessary Film Monitor personnel services for the City.

During the two-year contract period, Planning staff will work with Human Resources to consider the development of permanent film monitor positions.

As such, it is recommended that contracts be awarded to Denika King and to Gina Acuna for Film Monitor personnel services in the amount not to exceed \$120,000 each, for a two-year term.

COUNCIL POLICY CONSIDERATION:

The proposed contract furthers the City Council's strategic plan goals of ensuring public safety. In addition, the contract award furthers the City's mission to deliver exemplary municipal services.

ENVIRONMENTAL ANALYSIS:

This project is exempt from CEQA review pursuant to CEQA Guidelines Section 15061(b)(3) (General Rule). The contract award is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to the provisions of CEQA.

FISCAL IMPACT:

The proposed contracts with Denika King and Gina Acuna will have a fiscal impact of up to \$240,000. The FY 2022 Operating Budget includes \$765,000 appropriations in the General Fund for Film Monitor contract services.

Respectfully submitted,



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Prepared by:



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Cultural Affairs Division Manager

Approved by:



STEVE MERMELL
City Manager

Attachments: (1)

Attachment A – Proposal Evaluation Scoring