

# Agenda Report

January 24, 2022

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: CONTINUATION OF AGREEMENT WITH THE OLD PASADENA MANAGEMENT DISTRICT FOR ASSISTANCE WITH THE OVERSIGHT AND MARKETING OF THE SCHOOLHOUSE, DE LACEY, AND MARRIOTT GARAGES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that a contract with the Old Pasadena Management District (OPMD) for garage management is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301(b)(3), the Common Sense Exemption that CEQA only applies to project that may have an effect on the environment; and
2. Authorize the City Manager to enter into a contract with the OPMD for assistance with the oversight of the Schoolhouse, De Lacey, and Marriott parking garages for a period of three years, for an amount not to exceed \$1,590,000 for three years, with the option for two additional one-year terms at the discretion of the City Manager; and
3. To the extent this transaction could be considered a separate procurement subject to competitive selection, grant the proposed contract with OPMD an exemption from the Competitive Bidding and Competitive Selection processes pursuant to City Charter Section 1002(F), contracts for professional or unique services, and Pasadena Municipal Code Section 4.08.049(B), contracts for which the City's best interests are served.

## **BACKGROUND:**

Since 2003, the City has contracted with OPMD to manage Schoolhouse, De Lacey, and Marriott garages in Old Pasadena. OPMD is responsible for the management of the Old Pasadena Business Improvement District that contains the garages. OPMD's oversight of the Old Pasadena garages has helped improve customer service, ensure

proper maintenance and upkeep of the garages, and helped prioritize maintenance and repair work, which has kept the garages operating in order to serve Old Pasadena visitors and residents. OPMD is able to coordinate their efforts in the district with the City's efforts in the garages to provide maximum coverage and responsiveness combined with knowledge of the district. The current contract with OPMD will expire on January 31, 2022.

At the November 1, 2021 City Council meeting, Council directed staff to enter into an agreement with Parking Concepts, Inc. to operate the City's nine garages for a period of three years, with two one-year extension terms. While the City transitions from three separate contracted garage operators to a single operator, it necessitates a new agreement with OPMD. Both the City and OPMD desire to continue the partnership. It is in the City's interest to continue our partnership with OPMD to assist with oversight of the Schoolhouse, De Lacey and Marriott garages, and to leverage OPMD's marketing abilities to assist with marketing efforts to ensure high occupancy in the facilities. Some tasks that OPMD will assist the City with include the following:

- Inspect the garages on a daily basis;
- Receipt and investigation of customer complaints;
- Provide community outreach to the Old Pasadena business community;
- Assist with marketing of rate changes and the new validation system;
- Develop and implement seasonal marketing events in the garage facilities; and
- Assist the City with efforts to add public art to the garages.

**COUNCIL POLICY CONSIDERATION:**

The proposed contract is consistent with the City Council's goals to: (i) maintain fiscal responsibility and stability; (ii) improve, maintain and enhance public facilities and infrastructure; and, (iii) support and promote the quality of life and local economy.

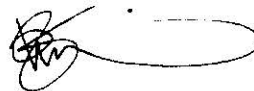
**ENVIRONMENTAL ANALYSIS:**

This recommended action is categorically exempt from CEQA under section 15061 (b)(3), the Common Sense Exemption that CEQA only applies to projects which have the potential for causing a significant effect on the environment.

**FISCAL IMPACT:**

The total cost of this action will be \$220,834 for the 5 calendar months of FY22 and \$530,000 in future fiscal years. The cost includes OPMD's operating fee of \$180,000 annually, plus pass-through expenses including security services for the garages in the amount of \$350,000 annually for the total annual contract amount \$530,000. Funding for this action will be addressed with existing budgeted appropriations from the Off Street Parking Fund (Fund 407) and future years' budget.

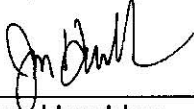
Respectfully submitted,



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