



# Agenda Report

January 27, 2025

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: AUTHORIZE THE CITY MANAGER TO AMEND CONTRACT NO. 23829 WITH THE PASADENA SENIOR CENTER BY EXTENDING THE TERM ONE-YEAR, WITH TWO OPTIONAL ONE YEAR EXTENSIONS, TO SUBSIDIZE PARKING FOR ITS PATRONS AND EMPLOYEES AT THE MARRIOTT GARAGE**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the action proposed herein is not a "project" subject to the California Environmental Quality Act (CEQA) pursuant to California Public Resources Code Section 21065 and within the meaning of CEQA Guidelines Section 15378(b);
2. Authorize the City Manager to amend the two-year term of Contract No. 23829 with the Pasadena Senior Center by extending the term one year to subsidize parking allowing their patrons and employees to park in the Marriott Garage at no cost until February 28, 2026; and
3. Authorize the City Manager to execute a contract amendment for the optional extension of the contract term for two additional one-year terms, at the City Manager's discretion as detailed in this agenda report.

## **BACKGROUND:**

The Pasadena Senior Center (PSC) located at 85 E. Holly Street, operating as a donor-supported nonprofit, serves the needs of seniors in Pasadena and surrounding communities through its mission of "improving the lives of older adults through caring service with opportunities for social interaction, recreation, basic support and needs services, education, volunteerism and community activism." To address the limited onsite parking at the PSC, the City previously provided the PSC with subsidized parking at the Holly Street Garage located at 150 E. Holly Street. In February of 2023, City Council approved a one-year agreement with an optional one-year extension with the PSC to provide subsidized parking at the Marriott Garage, a 147-space garage located at 171 N. Raymond Avenue, in response to the

expiration of the City's lease for the Holly Street Garage. Both parking arrangements were in place to reduce the financial burden on the PSC and its patrons.

Since the agreement was entered into in March 2023, PSC patrons have been parking in the Marriott Garage every day, excluding Sundays when the PSC is closed. Below are three key metrics that show the utilization rate potentially affecting the garage's availability to other paying patrons and overall revenue that funds maintenance projects to upkeep the facility.

1. Visitor Parking via Validations – PSC visitors use a validation, and parking use is tracked by a total number of daily validations. During the first year of the contract, from March 2023 through February 2024, there were 10,710 validated vehicles with a value of \$30,571. During the second year, from March 2024 through December 2024, there were 11,377 validated vehicles with a value of \$33,477, this partial second year has already outperformed the first full year and is projected to be 24% above the first year's totals once the second year reaches its end on February 28, 2025.
2. Employee Parking via Monthly Keycards – Per the contract terms, the PSC is issued up to 15 free monthly permits to employees. PSC has only used 14 keycards per month, with an annual subsidized value of \$14,280, and a total 22-month value of \$26,180. Vehicles with keycards contribute to the overall occupancy, which are in addition to the PSC Visitor validated vehicles.
3. Projected Increase of Subsidized Parking Demand – Data shows that as time progresses, the number of PSC Visitor Parking Validations has consistently increased. Since March 2024, we have validated 24% more vehicles than the previous year. With 147 parking spaces in the garage, at any given time there are up to 57 combined PSC Visitor and Employee vehicles, occupying up to 39% of the garage.

The parking garage access and revenue control system reports the value of the subsidized transactions as \$90,228, for validations and keycard parking combined, from the date the agreement was in effect in March 2023 through the end of December 2024. The City continues to absorb the subsidy and the cost to maintain the garage.

The City recognizes the importance of the PSC continuing to provide free parking for its patrons at a garage within walking distance. Therefore, the City would like to extend the existing contract with the PSC to continue to provide parking at the Marriott Garage for PSC patrons and employees. This arrangement will consist of up to 15 monthly keycards for staff, and daily parking validations for their patrons at no cost to the PSC. To ensure minimal impact to the Marriott garage's regular operations, Parking Division staff will continue to audit the usage of validations to ensure usage remains consistent with past usage numbers and patterns. If usage reaches an average of 60 daily validations in a given month, the PSC will be utilizing approximately 50% of the garage, and the terms of this agreement will be reviewed and may be renegotiated.



Authorization to Extend Contract No. 23289 with the Pasadena Senior Center to  
Provide Parking at the Marriott Garage  
January 27, 2025  
Page 3 of 4

This arrangement would be valid for an additional one-year, ending on February 28, 2026,  
with two optional one-year extensions at the discretion of the City Manager.

### **COUNCIL POLICY CONSIDERATION**

This project is consistent with the City Council's goal of the Strategic Plan: Support and  
promote the quality of life and the local economy.

### **ENVIRONMENTAL ANALYSIS:**

CEQA excludes, from environmental review, actions that are not "projects" as defined  
by California Public Resource Code Section 21065 and within the meaning of CEQA  
Guidelines Section 15378(b). Sections 21065 and 15378(b) define a project as an  
action which may cause either a direct physical change in the environment, or a  
reasonably foreseeable indirect physical change in the environment. Section 15378  
excludes from the definition of "project" administrative activities of governments that will  
not result in direct or indirect physical changes in the environment. The actions  
proposed herein, authorizing the City Manager to amend a contract to subsidize parking  
for the PSC, is an administrative activity, and therefore is not a "project" as defined by  
CEQA. Since the action is not a project subject to CEQA, no environmental document is  
required.

**FISCAL IMPACT:**

Providing free parking for the PSC impacts the Marriott Garage transient and monthly revenues from the potential loss of revenue from paying customers who would have otherwise utilized these spaces. The PSC subsidy, from the Off-Street Parking Facilities Fund (407), was \$45,871 for the first year of the current agreement, with the second year estimated at \$54,669. There is no impact to the General Fund (101).

Respectfully submitted,



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Prepared by:



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Approved by:



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