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Strategic Partners

Several partners have been secured to assist the city with small business technical assistance. These partners include East West Bank, Pacific Coast Regional, and Valley Economic Development Center. Additionally, there have been several collaborative partners onboard to assist with local hiring, they include Flintridge Center, Labor Ready, Foothill Workforce Investment Board, the Laborers Union (Local 300), Pasadena Development Corporation, the Los Angeles Urban League West Adams/Baldwin Hills WorkSource Center and Union Station.

City's Next Open House

With a focus on relationship building, information sharing, and preparation, Open House is designed to develop a nexus between our local businesses, our City Departments and Strategic Partners. As a follow up to the City's first Open House in October 2010, City staff is coordinating with departments to schedule one on one meetings between local businesses and City departments to discuss the potential of doing business. More information to follow.

STATUS ON ROSE BOWL LOCAL PARTICIPATION PLAN

The Finance Department's **Pasadena First Buy Local** released data today showing progress in local hiring and purchasing for the Rose Bowl Stadium renovation project.

To date, contractors working on the Rose Bowl Renovation and Tenant Improvement Project have employed a combined 47 Pasadena residents. In addition, Rose Bowl consultants have had 21 Pasadena residents working on the project, and \$2.2 million dollars were spent in Pasadena for consultants, vendors and supplies. This represents 21.5 percent of the total dollars spent in soft costs, or costs indirectly related to construction such as architectural engineering and legal fees.

As a result of the City's Opportunity Fair in July 2011, 60 Pasadena businesses participated in the "Bidding on Rose Bowl Projects Workshop." Additionally, 290 potential local hiring matches were identified.

In August, the Laborers Union (Local 300) facilitated an intensive week of boot camp training for a select group of 50 people countywide; which included 13 trainees from Pasadena. (Continues... pg. 3)

FAQ Regarding Rose Bowl Local Hiring

The following questions and answers are designed to describe the outreach efforts called for in the Local Participation Plan adopted by the Rose Bowl Operating Company.

Are contractors required to hire Pasadena residents? No, contractors are subject to a good faith effort that is being monitored by the City of Pasadena.

Can the contractors hire anyone they want? For contractors that are signatory to a union, not necessarily. Contractors that are signatory to the union must request their workers from a hiring hall. However, some unions allow their contractors to request individuals by name without a penalty.

What portion of the project has been Union? As of September 2011, approximately 90% of the work has been secured by Union contractors.

Is the City in charge of the Union halls (Los Angeles County Building and Construction Trades Council)? No, the Los Angeles County Building and Construction Trades Council is its own entity.

Can the City force the Unions to dispatch Pasadena residents only or first? No. However, the City is in communications with the Unions to find ways to encourage local participation on this project and others.

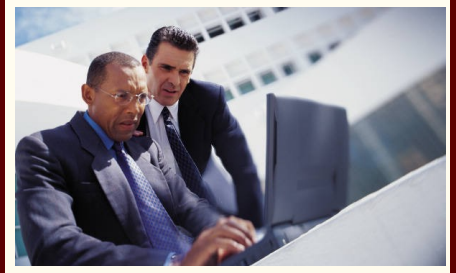
Can anyone join a Union? Anyone can apply. In addition to skills testing, some union halls require drug testing of their applicants. The City is working with non-profit service providers to identify technical assistance for Pasadena residents. In addition, the City is also working with some Unions to identify opportunities for Pasadena residents to join. Pasadena residents that have registered with the City for construction job referrals have been provided Union information and have been encouraged to apply.

How many Pasadena residents were hired on the City Hall, and Convention Center projects? It was reported by the contractors that 82 "local" residents worked on City Hall, and 71 "local" residents worked on the Convention Center.

How is this project different than City Hall, and Convention Center? The differences are: 1) Rose Bowl project is paying prevailing wage, as a result, union contractors have primarily been working on this project. 2) The Rose Bowl project has been a multi-prime project requiring outreach efforts to be duplicated for each prime contractor.

Are there any success stories for the Rose Bowl project? To date, there have been 47 Pasadena residents employed by the contractors, and there have been 21 Pasadena residents hired by the consultants. There have been \$2.2 million spent in soft costs to local businesses.

What is the expected number of hires by the end of the Rose Bowl Project? The Rose Bowl expects to hire 75 to 100 residents for the Rose Bowl project.



City's Online Bid Notifications (Planet Bids)

We are committed to providing an equal opportunity for all business enterprises to participate in our purchasing and contracting opportunities. Pasadena businesses are encouraged to use electronic bidding whenever possible.

To begin the process, please visit the www.pasadenafirstbuylocal.com, where you can register to receive bid notifications online, search for bid requests, order and download documents, bid electronically (where applicable). In addition, to our formal bids, some solicitations for purchases under \$25,000 are also processed through our online system.

Some bid packages which include engineering or architect's drawings may not be downloadable. These packages can be requested online and mailing payment by check. If a cost is shown for the bid package, payment must accompany your request. Mailing will be by US Postal Service unless the bidder provides a FedEx number.

Both formal and informal solicitations may be processed through our online system. All responses are due at or before the time shown on each solicitation. Late responses cannot be accepted. It is the bidder's/ proposer's responsibility to ensure that the most complete and current version of the solicitation has been downloaded or otherwise obtained, including any addenda. Amended bids received without the applicable addenda will be rejected as incomplete and non-responsive.



Recent Outreach Activity

Per the Local Participation Plan adopted by the Rose Bowl Operating Company, Pasadena businesses with an active business license with the City of Pasadena are referred to prime contractors bidding on the Rose Bowl project. The following trades referred to prime contractors bidding on the Rose Bowl project included: Demolition; Concrete; Roofing; Structural Painting; Awnings; Plumbing Piping; Suppression Piping and Equipment; Common Motor Requirements for Plumbing; Equipment; Expansion Fittings and Loops For Plumbing; Piping; Sleeves and Sleeve Seals for Plumbing Piping; Escutcheons for Plumbing Piping; Meters and Gages for Plumbing Piping; General Duty Valves for Plumbing Piping; Hangers and Supports for Plumbing Piping and; Equipment; Vibration and Seismic Controls for Plumbing; Piping and Equipment; Equipment; Plumbing Piping Insulation; Domestic Water Piping; Domestic Water Piping Specialties; Domestic Water Pumps; Sanitary Waste and Vent Piping; Sanitary Waste Piping Specialties; Sanitary Waste Interceptors; Domestic Water Filtration Equipment; Fuel Fired Domestic Water Heaters; Plumbing Fixtures; Natural Fuel Gas Systems-Plumbing; Common Work Results for HVAC; Common Motor Requirements for HVAC; Equipment; video surveillance; Irrigation; Storm Drain; and Excavation.

City staff facilitated outreach to approximately 400 Pasadena residents informing them of the upcoming Laborers Union Boot Camp to become an apprentice with the Local 300. Thirteen Pasadena residents participated in the Laborers Union Boot Camp on August 29, 2011. It has been reported to the City by the Union that the Pasadena residents that completed the boot camp are all working.

At the request of the prime contractors working on the Rose Bowl Project, City staff is updating the Local Hiring data base to include more information regarding certifications and licenses.

At the request of Steven Green Construction , City staff reached out to a local business (Robertson) that provides concrete supplies and encouraged them to be more competitive on a potential procurement opportunity with Steven Green Construction. This local business was eventually selected by Steven Green Construction to provide concrete for the Rose Bowl Project.

Status on Rose Bowl (from pg.1)

There are now more than 350 Pasadena residents in the city's database for construction job referrals as a result of the Local Participation Plan.

To facilitate financial assistance for those residents in need of equipment and/or union dues, **Pasadena First Buy Local** is working with its financial partners, Los Angeles Urban League, and Flintridge Center.

Collaborative partners who have been essential to the success of **Pasadena First Buy Local** include the Rose Bowl General Manager's Local Hiring Advisory Group, Parsons, Bernards Barton Marlow, the Laborers Union (Local 300), Iron Workers (local 433), Cement Masons (local 600), Foothill Workforce Investment Board, Flintridge Center, Union Station, Pasadena Development Corporation and the Los Angeles Urban League.

Additionally, **Pasadena First Buy Local** has several partners with which Memoranda of Understandings were signed, they include Labor Ready, Pacific Coast Regional (Small Business Development Center), East West Bank, and the Valley Economic Development Center.

The city has facilitated all required elements of the Local Participation Plan adopted by the Rose Bowl Operating Company on February 17, 2011. While there are several ongoing items, the following elements were completed or established:

- Ongoing local hiring intake, outreach and a referral process
- Ongoing coordination with the project managers, architects, engineers, and contractors
- Ongoing local subcontractor outreach and referral process
- Ongoing promotion of pre-bid meetings
- Local procurement outreach and online bidding processes for the contractors
- Outreach to local organizations and community centers
- Labor and contract compliance monitoring system
- Ongoing outreach to the building and construction union trades
- An opportunity fair for local businesses and residents



Outreach Briefing

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