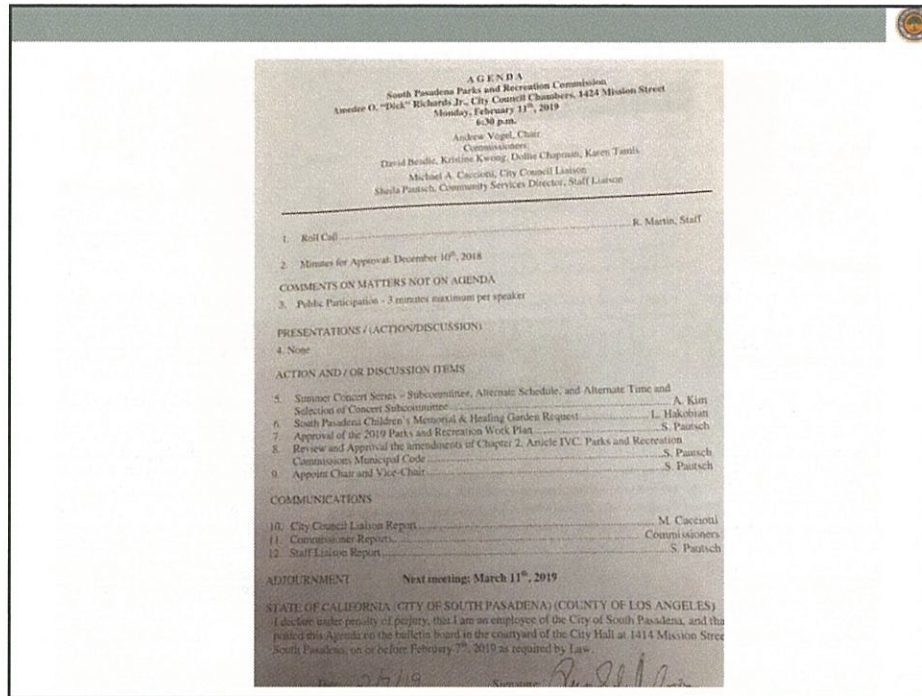
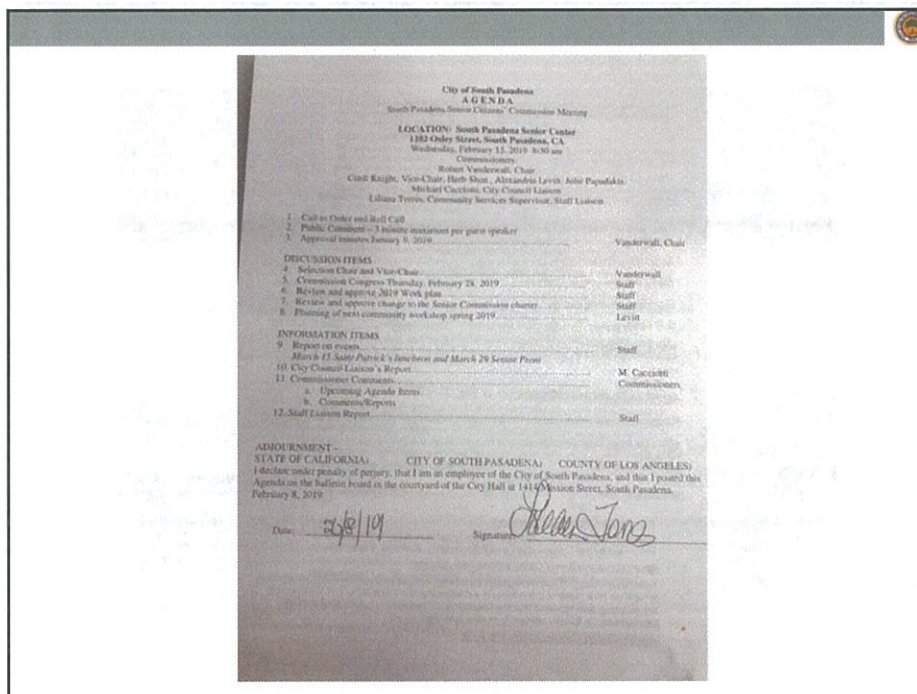
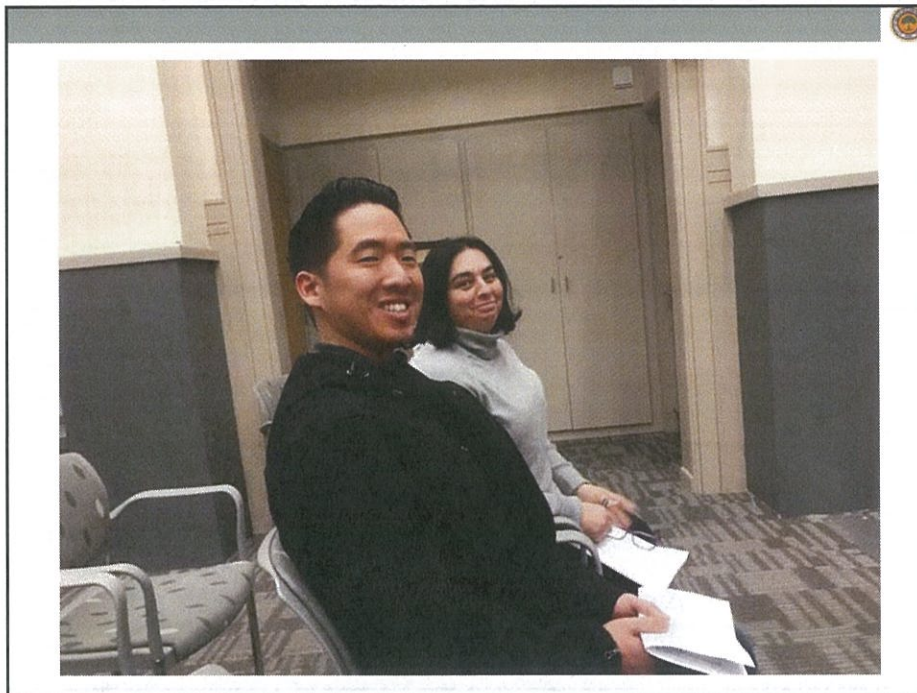




Additional Documents Distributed for the Regular City Council Meeting February 20, 2019

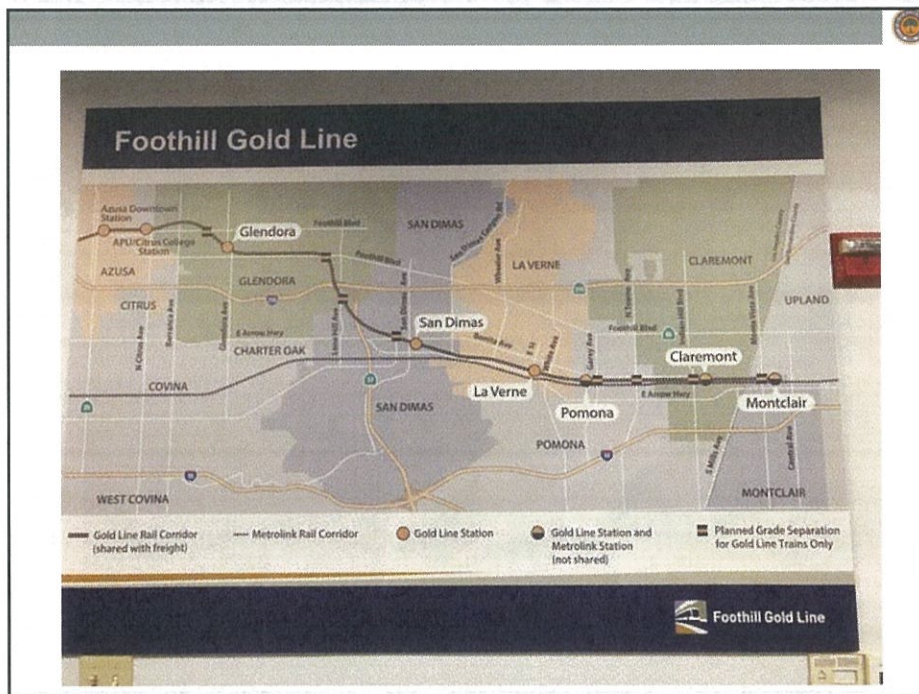
| Item No. | Agenda Item Description | Distributor | Document |
|----------|--|---|--|
| 5 | Councilmember Communications | Michael Cacciotti | PowerPoint; Various Photos |
| 8 | Minutes of the February 6, 2019 City Council meeting | Marc Donohue Chief City Clerk | Staff Memo re. Revision to February 6, 2019 Council minutes |
| 17 | Approve appointment of 2 nd Alternate to the Clean Power Alliance to Represent the City of South Pasadena | Marc Donohue Chief City Clerk | Staff Memo re. Revision to appointment list listing correct representative |
| 19 | Mid-Year Financial Report for Fiscal Year 18-19 | Craig Koehler Finance Director | PowerPoint Presentation |
| 20 | Budget Outreach Plan | John Pope Public Information Officer | PowerPoint Presentation |
| 21 | South Pasadena Brand Guidelines | John Pope Public Information Officer | PowerPoint Presentation |





SEARCHED
SERIALIZED
INDEXED
FILED







Metro presents
626 GOLDEN STREETS
SAVE-THE-DATE: **MAY 19, 2019**
South Pasadena - Alhambra - San Gabriel



WWW.626GOLDENSTREETS.COM

Metro Presents: 626 Golden Streets
Mission to Mission
May 19, 2019
5 miles ~ 9:00am - 4:00pm



626 GOLDEN STREETS ROUTE
CROSSING FOR CARS
SOUTH PASADENA GOLD LINE STATION
FESTIVAL HUBS

OPEN STREETS
MADE POSSIBLE BY Metro



City of South Pasadena
City Clerk's Division

Memo

Date: February 20, 2019

To: The Honorable City Council

Via: Stephanie DeWolfe, City Manager *[Signature]*

From: Marc A. Donohue, Chief City Clerk *[Signature]*

Re: February 20, 2019 City Council Meeting Item No. 8 Additional Document –
Minutes of the City Council Meeting of February 6, 2019

Attached is an additional document that provides additional details in the February 6, 2019 City Council meeting minutes under items 19, 21, and 22.

Additional Material
AGENDA ITEM # 8
2/20/19 City Council Mtg.



Wednesday, February 6, 2019
Minutes of the Regular Meeting of the City Council

CALL TO ORDER

A Regular Meeting of the South Pasadena City Council was called to order by Mayor Khubesrian on Wednesday, February 6, 2019, at 7:45 p.m., in the Amedee O. "Dick" Richards, Jr., Council Chamber, located at 1424 Mission Street, South Pasadena, California.

ROLL CALL

Present: Councilmembers Cacciotti, Mahmud, and Schneider; Mayor Pro Tem Joe; and Mayor Khubesrian.

Absent: None.

City Staff

Present: City Manager DeWolfe; City Attorney Highsmith; and Deputy City Clerk Esquivel were present at Roll Call. Other staff members presented reports or responded to questions as indicated in the minutes.

PLEDGE OF ALLEGIANCE

Mayor Pro Tem Joe led the Pledge of Allegiance.

PUBLIC COMMENTS

Paul Heintz, South Pasadena Resident, discussed his new business, "Show Your Courage", which helps victims of abuse.

Laurie Wheeler, Chamber of Commerce, discussed the upcoming Arts Crawl event.

John Srebalus, South Pasadena Resident, discussed minimum wage salaries.

Helen R. Shaw, Southern California Gas Company, discussed natural gas and renewable gas options.

Emilia Lomeli Fanning, South Pasadena Resident, discussed affordable housing.

Bianca Richards, South Pasadena Resident, discussed the newly installed Council Chamber art work.

1. CLOSED SESSION ANNOUNCEMENTS**A. Initiation of Litigation**

CONFERENCE WITH LEGAL COUNSEL – INITIATION OF LITIGATION, Pursuant to Government Code Section 54956.9(d)(4):

Number of Cases: 1

B. Anticipated Litigation

CONFERENCE WITH LEGAL COUNSEL—Significant Exposure to Litigation (Government Code Section 54956.9(d)(2))

Number of potential cases: 2

C. Liability Claims

LIABILITY CLAIMS – Pursuant to Government Code Section 54956.95

Claimant: Kuntz

Agency Claimed Against: City of South Pasadena

D. Existing Litigation

CONFERENCE WITH LEGAL COUNSEL—Existing Litigation (Government Code Section 54956.9(d)(1))

Name of Case: *City of Gardena, et al. v. Regional Water Quality Control Board, et al.*

E. Public Employee Performance Evaluation

PUBLIC EMPLOYEE PERFORMANCE EVALUATION, Pursuant to Government Code Section 54957(b)(1):

Title: City Manager

City Attorney Highsmith reported that the City Council received briefings and provided direction to staff regarding the agendaized Closed Session Items, but did not take any reportable action.

PRESENTATIONS**2. Certificate of Recognition of Art Gallery Participant**

Mayor Khubesrian presented Certificate of Recognition to Jose Ramirez.

Deputy City Clerk Esquivel shared pictures of some of Jose's paintings.

3. Proclamation – Nelbert Chouinard Day

Mayor Khubesrian presented a proclamation declaring February 9, 2019 as Nelbert Chouinard Day in the City of South Pasadena.

Representatives from the Nelbert Chouinard Foundation accepted the proclamation.

4. Merchant Minute – Café X2O**ITEM MOVED TO A FUTURE CITY COUNCIL MEETING****5. Purple Communication Presentation**

Acting Police Chief Solinsky delivered a presentation regarding the Police Department's new Purple Communication tool.

COMMISSION APPOINTMENTS**6. Commission Appointments**

MOTION BY COUNCILMEMBER CACCIOTTI, SECOND BY MAYOR PRO TEM JOE, CARRIED 5-0, to:

1. Appoint the following individuals to partial terms: Steven Friedman to the Cultural Heritage Commission (term ending December 31, 2020); Fredrick Findley to the Finance Commission (term ending December 31, 2020); Edwin Choi to the Finance Commission (term ending December 31, 2019); and Alan Ehrlich to the Public Safety Commission (term ending December 31, 2020).
2. Appoint the following individuals to the Public Art Commission: Howard Spector to the Public Art Commission (Councilmember Schneider Appointment; term ending December 31, 2020); Betty Avila to the Public Art Commission (Councilmember Mahmud Appointment; term ending December 31, 2022); Jeffrey Burke to the Public Art Commission (Councilmember Cacciotti Appointment; term ending December 31, 2022); Steven Wong to the Public Art Commission (Mayor Pro Tem Joe Appointment; term ending December 31, 2020); Jaz Sawyer to the Public Art Commission (Mayor Khubesrian Appointment; term ending December 31, 2020).

COMMUNICATIONS**7. Councilmembers Communications**

Mayor Pro Tem Joe discussed the Chinese New Year holiday and a City Hall tour he participated in with students from Monterey Hills Elementary school.

Councilmember Schneider discussed his attendance at a recent Women Involved in South Pasadena Political Action (WISPPA) meeting and trees in the City.

Councilmember Cacciotti discussed coyote activity in the City; the use of leaf blowers in the City; water overflowing at Garfield Park; and hydrofluoric acid use at refineries.

MOTION BY CACCIOTTI, SECOND BY SCHNEIDER to have the Natural Resources and Environmental Commission discuss the ban on leaf blowers in the City and to bring back a recommendation to the City Council.

Councilmember Mahmud discussed the commencement of electricity service delivery by the Clean Power Alliance; an upcoming City meeting to discuss coyotes; an upcoming San Gabriel Valley Council of Governments (SVCOG) to discuss coyotes; and reminded everyone to turn off their irrigation systems during periods of rain.

Mayor Khubesrian discussed the new members of the Natural Resources and Environmental Commission (NREC); upcoming events at the City library; and a recognition the City received from the American Lung Association regarding tobacco control policies.

8. City Manager Communications

City Manager DeWolfe discussed several open City job recruitments and the upcoming holiday closure.

9. Reordering of and Additions to the Agenda

City Manager DeWolfe requested to move Item No.17 to a future City Council meeting.

CONSENT CALENDAR

Councilmember Schneider pulled Item No. 19 for separate discussion.

Councilmember Schneider pulled Item No. 21 for separate discussion.

Mayor Khubesrian pulled Item No. 22 for separate discussion.

Councilmember Mahmud noted that changes to Item Nos. 10, 12, 13, 14, 15, and 23 were submitted via additional document prior to the meeting.

MOTION BY COUNCILMEMBER MAHMUD, SECOND BY COUNCILMEMBER SCHNEIDER, CARRIED 5-0, to approve Consent Calendar Item Nos. 10-16, 18, 20, AND 23, as amended to include the changes from the additional documents that were submitted. Councilmember Cacciotti abstained on Item No. 15.

10. Minutes of the City Council Meeting of February 6, 2019

Approved the minutes of the February 6, 2019 City Council Meeting.

11. Prepaid Warrants, General City Warrants, and Payroll

Approved the City of South Pasadena Prepaid Warrants Nos. 205614 through 205728 in the amount of \$329,588.55; General City Warrants Nos. 205729 through 205861 in the amount of \$1,356,807.14; and Payroll dated January 11, 2019 and January 25, 2019, in the amount of \$ 1,352,859.50.

12. Second Reading and Adoption of an Ordinance, Amending Chapter 34 (Trees and Shrubs) of the South Pasadena Municipal Code

Read by title only for second reading, waived further reading, and adopted an ordinance entitled “An Ordinance of the City Council of the City of South Pasadena, California, amending Chapter 34 (Trees and Shrubs) of the South Pasadena Municipal Code.”

13. Second Reading and Adoption of an Ordinance Revising Article IV (Boards and Commissions – General Provisions) of the South Pasadena Municipal Code to Provide Clarification on Commission Terms and to Require Brown Act Training for Commissioners

Read by title only for second reading, waived further reading, and adopted an Ordinance revising Article IV (Boards and Commissions – General Provisions).

14. Authorize the City Manager to Execute a Professional Services Agreement with Right of Way, Inc. Not to Exceed \$72,805 on Behalf of the 626 Golden Streets Mission to Mission Ciclovía Working Group for the 626 Golden Streets Mission to Mission Ciclovía

Authorized the City Manager to execute a Professional Services Agreement with Right of Way, Inc. not to exceed \$72,805 on behalf of the 626 Golden Streets Mission to Mission (Mission to Mission) Ciclovía Working Group for the Mission to Mission event to be held on May 19, 2019.

15. Acceptance of Project Completion and Authorization to File a Notice of Completion for the Garfield Avenue Improvement Project and Authorization to Release Retention Payment to Sully-Miller Contracting Co. in the Amount of \$57,203

1. Accepted the Garfield Avenue Improvement Project as complete;
2. Authorized the recordation of the Notice of Completion with the Los Angeles County Registrar-Recorder County Clerk;
3. Authorized release of retention payment to Sully-Miller Contracting Co. (Contractor), in the amount of \$57,203; and
4. Authorized the appropriation of the remaining balance amount of \$75,157 to the phase three of the Monterey Road Street Improvement Project in the Account Number 104-9000-9203.

16. Authorize a Contract Amendment with LA Solutions for Engineering Resources (LASER), LLC for On-Call Public Works and Project Management Support Services in an Amount Not-to-Exceed \$30,000 for a Total Not-to-Exceed Contract Amount of \$54,900

Authorized the City Manager to execute a Contract Amendment with LASER, LLC, in an additional not-to-exceed amount of \$30,000, for on-call public works and project management support services.

17. Award a Contract to Lotus Communications, LLC to Replace the Current Cabling Infrastructure in Several City Facilities and the Purchase of Network Switches, Ports, and Hardware for an Amount Not-to-Exceed \$141,280

ITEM MOVED TO A FUTURE CITY COUNCIL MEETING

18. Acceptance of Project Completion and Authorization to File a Notice of Completion for the Fire Department's Emergency Operations Center Upgrades and Authorization to Release Retention Payment to Studio Spectrum, Inc., in the Amount of \$5,670.82.of Completion – Fire Department EOC

1. Accepted the Fire Department's Emergency Operations Center Upgrades (Project) as complete;
2. Authorized the recordation of the Notice of Completion with the Los Angeles County Registrar-Recorder County Clerk; and
3. Authorized release of retention payment to Studio Spectrum, Inc., (Contractor), in the amount of \$5,670.82.

20. Approve a Purchase Order with Advanced Traffic Solutions, LLC for advanced traffic controller software in the amount of \$65,000

Approved a Purchase Order with Advanced Traffic Solutions, LLC in the amount of \$65,000, for the purchase of advanced traffic controller software (known as D4).

23. Authorization to Execute a Contract Amendment with PayTech for Implementation of Additional Payroll Administration Software and Hardware for a Total Not To Exceed Amount of \$60,000

Authorized the City Manager to execute an amended agreement with PayTech to assist with the implementation of additional payroll administration software and hardware for an additional \$40,500 for a new total not-to-exceed contract amount of \$60,000

ITEMS PULLED FROM THE CONSENT CALENDAR

19. Adoption of a Resolution Authorizing the County of Los Angeles Agriculture Commissioner to Inspect and Abate Weeds, Brush and Native Vegetation Declared to be an Existing or Potential Fire Hazard, and Schedule a Public Hearing to be Held on February 20, 2019 to Hear Objections or Protests to the Vegetation Management Program

Councilmember Schneider requested information on the use of goats for weed abatement.

Fire Chief Riddle provided an update on the use of goats to control the weed growth.

Mayor Khubesian opened the public comment period.

There being no one desiring to speak on this item, Mayor Khubesian closed the public comment period.

MOTION BY COUNCILMEMBER SCHNEIDER SECOND BY COUNCILMEMBER MAHMUD, CARRIED 5-0, to adopt the resolution authorizing the County of Los Angeles Agriculture Commissioner to inspect and abate weeds, brush and native vegetation declared to be an existing or potential fire hazard, and schedule a Public Hearing to be held on February 20, 2019 to hear objections or protests to the vegetation management program.

21. Authorize the Purchase of Sodium Hypochlorite from Matt Chlor, Inc. for the breakpoint chlorination operation in an amount not to exceed \$34,000

Councilmember Schneider inquired as to how much money has been spent to comply with the State Water Resources Control Board's elimination of 1,2,3-Trichloropropane from the City's water supply.

City Manager DeWolfe stated that staff is currently compiling that number and will bring that information to the City Council when it's made available.

Mayor Khubesian opened the public comment period.

There being no one desiring to speak on this item, Mayor Khubesian closed the public comment period.

MOTION BY COUNCILMEMBER SCHNEIDER SECOND BY COUNCILMEMBER MAHMUD, CARRIED 5-0, to authorize the City Manager to purchase the Sodium Hypochlorite from Matt Chlor, Inc., and issue the Purchase Order for a total not-to-exceed \$34,000 for the break point chlorination system.

22. Approval of First Amendment to City Manager Employment Agreement

Mayor Khubesian requested the City Attorney to provide a staff report on this item.

City Attorney Highsmith presented the staff report and responded to City Council inquiries.

Mayor Khubesian opened the public comment period.

There being no one desiring to speak on this item, Mayor Khubesian closed the public comment period.

MOTION BY COUNCILMEMBER CACCIOTTI, SECOND BY MAYOR PRO TEM JOE, CARRIED 5-0, to approve the First Amendment to Employment Agreement for Stephanie DeWolfe, City Manager, to provide a 2.5% increase in compensation and also pay \$175/month as taxable reimbursement for the increased monthly cost of insurance premiums.

PUBLIC HEARINGS**24. Public Hearing and Adoption of a Resolution Amending the Master Schedule of Fees to Establish a Permit Fee for Sidewalk Vending**

Finance Director Koehler provided a staff report and responded to City Council inquiries.

Mayor Khubesrian opened the public hearing.

There being no one desiring to speak on this item, Mayor Khubesrian closed the public hearing.

MOTION BY COUNCILMEMBER MAHMUD, SECOND BY COUNCILMEMBER CACCIOTTI, CARRIED 5-0, conducted a public hearing and adopt a resolution amending the Master Schedule of Fees and establish a fee for a sidewalk vending permit.

ACTION/DISCUSSION**25. Receive and File Summary of Future Housing Policy Issues Regarding Accessory Dwelling Units and Inclusionary Housing**

Interim Planning and Building Director Bergman provided a staff report and responded to City Council inquiries.

Mayor Khubesrian opened the public comment period.

John Srebalus, South Pasadena Resident, expressed his support of Accessory Dwelling Units ("ADU"s) and Inclusionary Housing.

Emilia Lomeli-Fannan, South Pasadena Resident, discussed different details pertaining to ADUs.

Bianca Richards, South Pasadena Resident, expressed her support of ADUs and Inclusionary Housing.

Anne Bagasao, South Pasadena Resident, expressed her support of ADUs and Inclusionary Housing.

There being no one else desiring to speak on this item, Mayor Khubesrian closed the public hearing.

The City Council discussed the item at length and provided comments and suggestions to staff.

ACTION: The City Council received and filed the report.

26. First Reading and Introduction of an Ordinance to the South Pasadena Municipal Code Regulating a Police Department Tow Service Through a Non-exclusive Franchise Agreement

Acting Police Captain Valencia & Acting Police Chief Solinsky provided a staff report and responded to City Council inquires.

Councilmember Mahmud noted that changes to the ordinance were provided as an additional document prior to the meeting.

Mayor Khubesrian opened the public comment period.

There being no one desiring to speak on this item, Mayor Khubesrian closed the public comment period.

MOTION BY COUNCILMEMBER CACCIOTTI, SECOND BY COUNCILMEMBER MAHMUD, CARRIED 5-0, read by title only for the first reading, waiving further reading, and introduce an Ordinance to the South Pasadena Municipal Code (SPMC) regarding procedures and requirements for a Police Tow Services Franchise, as amended to include the changes from the submitted additional document.

ADJOURNMENT

Mayor Khubesrian adjourned the City Council Meeting at 10:15 p.m.

Evelyn G. Zneimer
City Clerk

Marina Khubesrian, M.D.
Mayor

Minutes approved by the South Pasadena City Council on February 20, 2019.



City of South Pasadena
City Clerk's Division

Memo

Date: February 20, 2019

To: The Honorable City Council

Via: Stephanie DeWolfe, City Manager *SD*

From: Marc A. Donohue, Chief City Clerk *MS*

Re: February 20, 2019 City Council Meeting Item No. 17 Additional Document –
Approve the Appointment of a Second Alternate to the Clean Power Alliance to
Represent the City of South Pasadena

Attached is an additional document with the correct list of City Council Liaison & Regional Appointments. The copy provided in the agenda packet erroneously listed Mayor Khubesrian as the primary representative on the Clean Power Alliance when it should state Councilmember Mahmud.

Additional Material
AGENDA ITEM # 17
2/20/19 City Council Mtg.



Liaison and Regional Group Appointments
Marina Khubesrian, M.D., Mayor
January 2019 to December 2019

| City Commissions, Boards, and Committees | Appointed Liaison | Alternate |
|---|------------------------------|---------------------|
| Animal Commission | Schneider | Mahmud |
| Cultural Heritage Commission | Joe | Schneider |
| Finance Commission | Mahmud | Khubesrian |
| Fourth of July – Festival of Balloons Committee■ | Cacciotti | N/A |
| Freeway & Transportation Commission | Schneider | Cacciotti |
| Library Board of Trustees | Mahmud | Joe |
| Natural Resources and Environmental Commission | Khubesrian | Cacciotti |
| Parks and Recreation Commission | Cacciotti | Schneider |
| Planning Commission | Schneider | Mahmud |
| Public Arts Commission | Khubesrian | Schneider |
| Public Safety Commission | Khubesrian | Mahmud |
| Public Works Commission | Joe | Schneider |
| Renewable Energy Council | Cacciotti & Mahmud | N/A |
| Senior Citizen Commission | Cacciotti | Joe |
| South Pasadena Tournament of Roses Committee■ | Khubesrian | Joe |
| Youth Commission | Joe | Cacciotti |
| Ad Hoc/Committees | Appointed Liaisons | |
| Ad Hoc/Committee: City Council and SPUSD Subcommittee | Joe & Khubesrian | |
| Ad Hoc/Committee: Economic Development | Joe & Khubesrian | |
| Ad Hoc/Committee: General Plan Advisory | Khubesrian & Mahmud | |
| Ad Hoc/Committee: Mission-Meridian Village Subcommittee | Khubesrian & Mahmud | |
| Ad Hoc/Committee: Caltrans Homes Subcommittee | Khubesrian & Schneider | |
| Ad Hoc/Committees | Appointed Liaisons | |
| Ad Hoc/Committee: South Pasadena Chamber of Commerce - Legislative | Mahmud | |
| Ad Hoc/Committee: South Pasadena Chamber of Commerce – Economic Development | Khubesrian | |
| Ad Hoc/Committee: South Pasadena Chamber of Commerce – Chamber Board | DeWolfe, City Manager | |
| Regional Groups – Appointment by City | Appointed Liaison | Alternate(s) |
| ☐ Arroyo Verdugo Communities Joint Powers Authority | Khubesrian | Mahmud |
| Foothill Employment and Training Consortium Policy Board | Joe | Schneider |
| Los Angeles County City Selection Committee | Khubesrian (always Mayor) | Joe |

■ Members not appointed by Mayor

Liaison & Regional Group Appointments

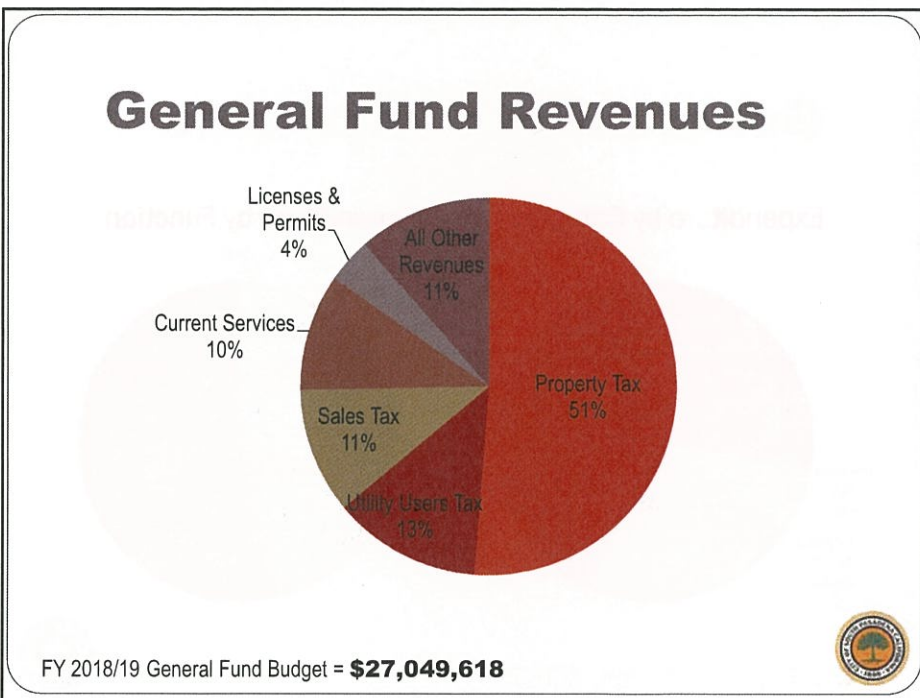

Page 2

| | | | |
|--|---|------------------------------|---------------------|
| ☰ ★ Δ | Los Angeles County Sanitation Districts, Board of Directors, District 16 | Khubesrian (always Mayor) | Joe |
| | League of California Cities, Los Angeles Division | Mahmud | Khubesrian |
| ☰ ❖ Δ | Metro Gold Line Phase II Joint Powers Authority Board | Cacciotti | Schneider |
| ☰ ❖ Δ | San Gabriel Valley Council of Governments Governing Board | Mahmud | Joe |
| ☰ ❖ Δ | Southern California Association of Governments General Assembly | Mahmud | Joe |
| ☰ ❖ Δ | San Gabriel Valley Mosquito and Vector Control District | Khubesrian | N/A |
| ❖ | Clean Power Alliance | Mahmud | Kim Hughes Joe |
| Regional Groups – Appointment by Regional Group | | Appointed Liaison | Alternate(s) |
| ☰ Δ | Arroyo Verdugo Communities Representative to the Southern California Association of Governments Community, Economic and Human Development Committee | Joe | None |
| ☰ | Arroyo Verdugo Communities Appointment to the League of California Cities, LA county Division Board of Directors | Mahmud | None |
| ☰ Δ | San Gabriel Valley Council of Governments appointment to Southern California Association of Governments Energy and Environment Committee | Mahmud | None |
| ☰ ☰ | Santa Monica Mountains Conservancy | Cacciotti | None |
| ☰ ☰ Δ | South Coast Air Quality Management District San Gabriel Valley Board Member | Cacciotti | None |

- ☰ Requires FPPC Form
- ❖ Council vote
- ★ Board Member is current Mayor; Alternate is appointed by Mayor
- ☰ Voted by Regional Group
- Δ Stipend

Mid-Year FY 2018/19

City of South Pasadena
February 20, 2019



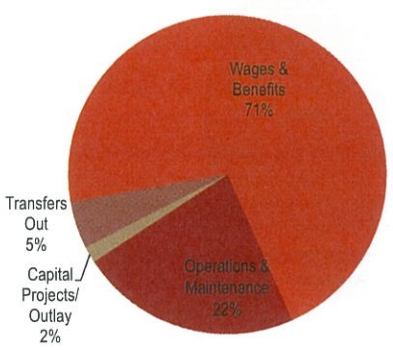
General Fund Revenues

| Category | Actual 2016/17 | Adopted 2017/18 | FY 2018/19 Budget | Mid-Year Revenues | Percent Received |
|---------------------------|-------------------|---------------------|---------------------|---------------------|------------------|
| Property Taxes | \$13,236,932 | \$13,664,979 | \$13,855,000 | \$4,945,685 | 35.7% |
| Sales Taxes | 2,456,666 | 2,625,000 | 2,925,000 | 896,753 | 30.7% |
| Utility Users Taxes | 3,381,948 | 3,430,000 | 3,430,000 | 1,651,692 | 48.2% |
| Franchise Fees | 818,724 | 840,000 | 830,000 | 412,746 | 49.7% |
| Licenses & Permits | 1,054,463 | 1,006,440 | 1,041,400 | 417,463 | 40.1% |
| Fines & Forfeitures | 397,738 | 367,000 | 380,000 | 152,272 | 40.1% |
| Use of Money & Property | 541,749 | 632,671 | 666,136 | 252,102 | 37.9% |
| Other Agencies | 76,385 | 670,000 | 45,000 | - | 0.00% |
| Current Services | 2,915,875 | 2,386,050 | 2,703,700 | 1,434,840 | 53.1% |
| All Other Revenues | 1,475,703 | 1,112,502 | 1,173,382 | 373,069 | 31.8% |
| TOTAL GENERAL FUND | 26,356,183 | \$26,734,642 | \$27,049,618 | \$10,536,623 | 39.0% |

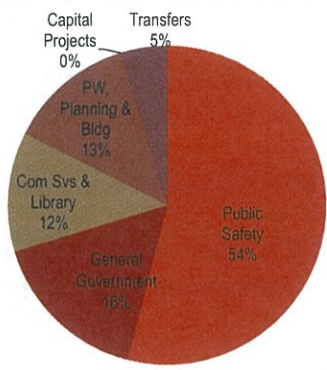


General Fund Expenses

Expenditure by Category



Expenditure by Function



FY 2018/19 General Fund Budget = **\$26,286,835**



Mid-Year Expenditures

| Department | FY 2018/19 Budget | Mid-Year Expenses | Percent Expended |
|------------------------|---------------------|-------------------|------------------|
| City Council/Treasurer | \$ 67,678 | 19,988 | 29.5% |
| Management Services | 2,464,984 | 1,131,370 | 45.9% |
| Finance | 834,879 | 534,395 | 64.0% |
| Non-Departmental | 918,290 | 393,855 | 42.9% |
| Police | 8,815,924 | 3,994,791 | 45.3% |
| Fire | 5,388,170 | 2,391,859 | 44.4% |
| Public Works | 2,149,141 | 726,097 | 33.8% |
| Planning & Building | 1,225,953 | 432,780 | 35.3% |
| Library | 1,754,789 | 708,348 | 40.4% |
| Community Services | 1,422,027 | 617,912 | 43.5% |
| Capital Projects | - | 542,172 | - |
| Transfers Out | 1,245,000 | - | - |
| TOTAL | \$26,286,835 | 11,493,567 | 43.7% |

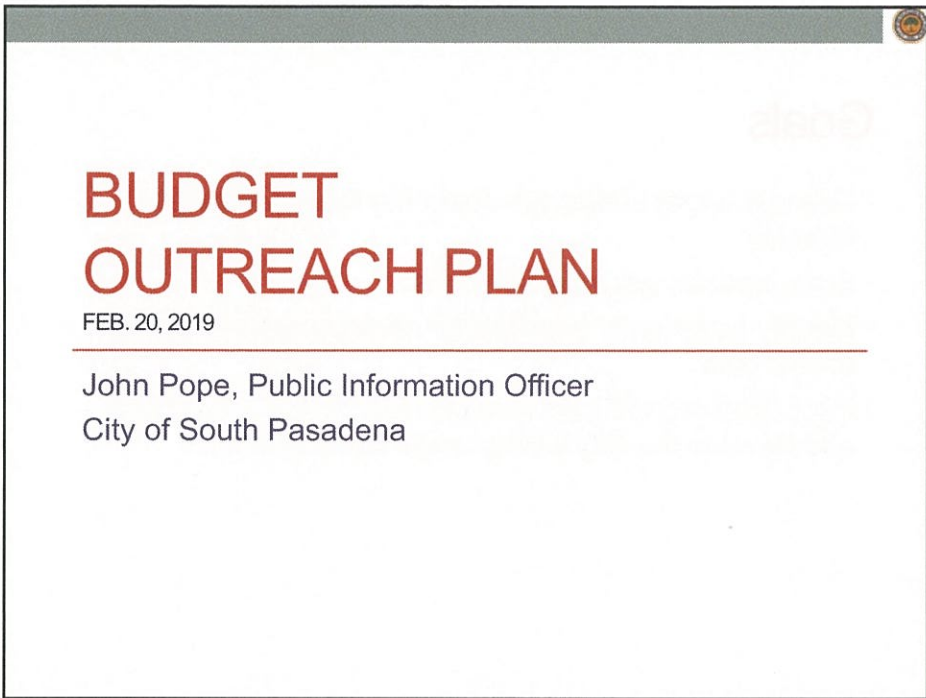


Recommendation Action

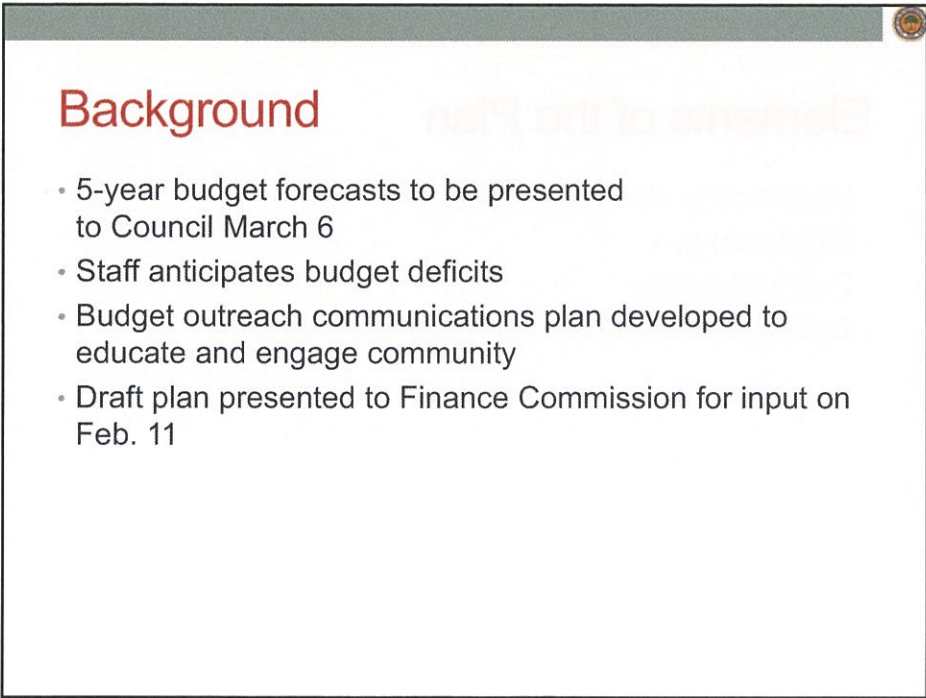
- Appropriate from General Fund Reserves: \$32,000 to Account #101-6010-6601-8140-000 for the City's move to 100% Renewable Energy Mix for the Clean Power Alliance.
- Receive and File the Mid-Year Financial Report for Fiscal Year 2018-19.







Slide 1: BUDGET OUTREACH PLAN
FEB. 20, 2019
John Pope, Public Information Officer
City of South Pasadena



Slide 2: Background

- 5-year budget forecasts to be presented to Council March 6
- Staff anticipates budget deficits
- Budget outreach communications plan developed to educate and engage community
- Draft plan presented to Finance Commission for input on Feb. 11

Goals

- Educate target audiences about the five-year budget forecast
- Seek input on potential solutions
- Identify community priorities for revenue enhancements and/or cuts
- Input received will help to inform FY 2019-2020 budget and develop the City's long-range financial plan.

Elements of the Plan

- Identification of target audiences
- Key messages
- Outreach tactics
- Checklist including timelines and responsibility

Materials Development

- Key Messages
- Fact Sheet
- News Releases
- Q and A
- Website page specifically dedicated to the project
- PowerPoint Presentation
- Fliers to promote community meetings
- Online survey (SurveyMonkey)
- Social media content
- E-newsletter content

Media Relations

- News releases
- Background briefings for reporters on the budget and opportunities for public input.
- Issue regular updates to media


Events/Meetings:

- 2 Community Meetings:
 - Wednesday, March 13, 7 p.m., Library Community Room
 - Sunday, March 24, 2 p.m., Senior Center
- City Council:
 - March 6 special meeting
- Employee briefings
- Finance Commission
- Service Clubs and Organizations
 - Chamber of Commerce
 - Kiwanis
 - Rotary
 - WISPPA

Publications/Social Media

- E-neighbors
- City Web Site
- South Pasadena Review
- Southpasadenan.com
- WISPPA newsletter
- Chamber of Commerce e-blast
- Nextdoor
- Facebook


Questions, Comments, Input



SOUTH PASADENA BRAND GUIDELINES

FEB. 20, 2019

John Pope, Public Information Officer
City of South Pasadena



Background

- Economic Development planning
 - Identify City strengths and aspirations
 - Market and promote assets
 - Help existing businesses thrive
 - Attract new businesses and increase economic activity
- Consistent branding critical to marketing effort
 - Common set of colors, typography, logo design
- Audit of City logos and marketing materials
 - Not consistent
 - No established color palette or typography
 - Challenge to utilize City seal in digital media and some promotional items

Goals

- Support City's economic development initiatives
- Establish more consistency in City marketing materials
- Reflect City's heritage and traditions
- Modern and contemporary feel
- Does NOT replace City seal

Elements of Brand Guidelines

IDENTITY ELEMENTS

LOGO BRAND GUIDELINES

SOUTH PASADENA LOGO

South Pasadena logo is the centerpiece of communication. It's bold, modern and simple. The logo is a nod to the heritage of the City of South Pasadena, yet feels contemporary for a modern audience.



SYMBOL
The visual and emotional representation of City of South Pasadena.

City of
SOUTH PASADENA

WORDMARK
A contemporary type treatment that feels modern and forward thinking.

VERSION 1

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Elements of Brand Guidelines

SOUTH PASADENA LOGO

LOGO FORMS & ORIENTATION

South Pasadena logo has two lockups. The stacked orientation is our primary lockup and should be used whenever possible. The horizontal orientation can be used when required by the application. The wordmark can be used when limited by space.

City of SOUTH PASADENA

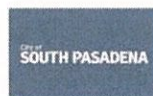
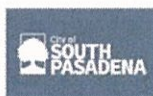
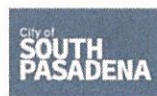


City of SOUTH PASADENA

POSITIVE LOGO (preferred orientation)

ICON POSITIVE LOGO

LOGOTYPE



REVERSED LOGO (preferred orientation)

ICON REVERSED LOGO

REVERSED LOGOTYPE

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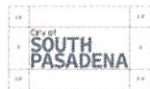
Elements of Brand Guidelines

IDENTITY ELEMENTS

LOGO BRAND GUIDELINES

CLEAR SPACE & MINIMUM SIZES

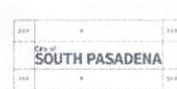
Protecting the integrity of the mark is critical to building consistency within the brand. No other graphics or copy should appear in the clear space. Also shown are the minimum sizes that have been established to provide a measure of consistency and legibility in standard print and digital applications. No maximum size is required. The logo should be prominent, but not overbearing, and maintain the defined clear space.



STACKED LOGO CLEAR SPACE



HORIZONTAL LOGO CLEAR SPACE



WORDMARK CLEAR SPACE

SOUTH PASADENA



SOUTH PASADENA



SOUTH PASADENA



LOGO PRINT

LOGO DIGITAL

WORDMARK PRINT

WORDMARK DIGITAL

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Elements of Brand Guidelines

SOUTH PASADENA LOGO

BRAND TYPOGRAPHY

The typeface below makes up our type system.

PRIMARY TYPEFACE

Century Gothic is a typeface that works well for large headlines, body copy and email design.

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

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JANUARY 2019



Elements of Brand Guidelines

IDENTITY ELEMENTS
LOGO BRAND GUIDELINES





COLORS

Color says as much about our brand as words and symbols. Using consistent colors will help clients recognize and identify with City of South Pasadena. We have chosen two main blue colors. Additionally, we have a palette of accent colors that can be used as well.

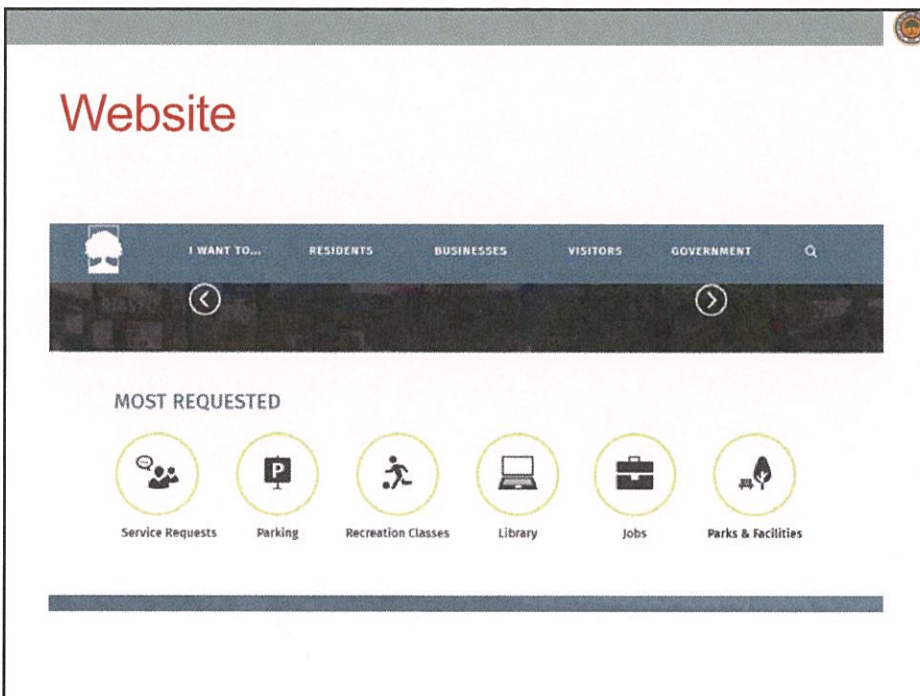
BLUE COLOR PALETTE

| | | |
|-------------------------|---|---|
| Name: Coated Match CMYK |  |  |
| | PMS 649 C P# 43 30 3 | PMS 637 C P# 30 40 0 |
| Electronic: RGB HEX | R# 122 132 E#A987 | R# 200 214 E#C8D9 |




ACCENT COLOR PALETTE

| | | | | |
|-------------------------|---|---|---|---|
| |  |  |  |  |
| Name: Coated Match CMYK | PMS 165 C C# 66 37 0 | PMS 127 C C# 72 92 0 | PMS 447 C C# 43 42 38 | PMS White 0 0 0 0 |
| Electronic: RGB HEX | R# 115 37 E#72CE | R# 211 92 E#D46A | R# 31 31 E#1A1A1A | R# 255 255 255 E#FFFFFF |

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Website

| | |
|---|--|
|  Coexisting With Coyotes: Community Meeting Feb. 27 | FEB 20 City Council Meeting 7:30PM |
|  City Earns "A" Grade in Anti-Smoking Report | FEB 26 Natural Resources and Environmental Commission 7:00PM - 9:00PM |
|  City Seeks Input from Community on 'Library of Things' | FEB 27 Coexisting with Coyotes 7:00PM - 8:30PM |

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