OFFICE OF THE CITY MANAGER

October 30, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

I am pleased to announce that effective with this week's newsletter, active hyperlinks are now included.

1. Pasadena's 2014 Ralph C. Larson Housing Policy Leadership Award:

On October 24, 2014, the Urban Land Institute (ULI) Tewillinger Center for Housing recognized the cities of Pasadena, CA and Austin, TX with 2014 Ralph C. Larson Housing Policy Leadership Awards given for the nation's most outstanding housing policies at its fall meeting in New York City.

The award recognizes exemplary state and local programs, policies, and practices which support the production, rehabilitation, or preservation of affordable and workforce housing. It honors state or local governmental agencies with innovative policy initiatives that provide ongoing and sustainable support for affordable and workforce housing. Specifically, these policies should support the creation and preservation of housing affordable to households earning at or below 120 percent of area median income.

The Robert C. Larson Housing Policy Leadership Awards program was created in 2011, with the purpose of honoring the legacy of the late Robert C. Larson, former ULI Foundation Chairman and longtime ULI trustee. The award's criteria were structured so that it provides visibility to exemplary state or local governments that provide ongoing and sustainable support for the production, rehabilitation or preservation of workforce housing. Additional information can be found on the attached memorandum from William Huang, Director of Housing and Career Services.

2. PWP Annual Report Wins APPA Award for 2nd Year in a Row:

The American Public Power Association ("APPA") on October, 29, 2014 awarded Pasadena Water and Power ("PWP") the Award of Merit for its 2013 Annual Report at the APPA annual Customer Connections Conference in Jacksonville, Florida. Last year, PWP received the same APPA

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award for its annual report. PWP won the award in the print category for utilities with gross revenues between $200 million and $400 million.

APPA conducts the annual report contest to encourage and recognize excellence in communications. The reports were judged in two categories: digital and print. Awards were given to utilities' reports that showed an ingenuity and creativity in copy, design, financial data, graphics, organization, and communicating the utility's special story. Annual report contest judges were Mark Hand, senior editor at SNL Energy in Arlington, Virginia; James Ylisela, president of Duff Media Partners in Chicago, Illinois; and Scott Mattern, art director and illustrator at Bevel Design, Inc., in Towson, Maryland.

3. Pasadena City Officials and USC Open Data LA Project Host Workshop:

Phillip Leclair, Chief Information Officer for the Department of Information Technology, shares an article from the USC Annenberg Center on Communication Leadership & Policy on the successful workshop held at Pasadena City Hall on October 25, 2014 titled "Beyond Hackathons: What's next for Open Data in Pasadena?" The workshop focused on several questions about Open Data efforts happening in Pasadena and regionally to increase government transparency, release City data sets and structure future Civic Hackathons. The event attracted fifty participants including City officials from Los Angeles and Santa Monica. The results of the workshop will be released in the coming months as a part of the USC Open Data LA project.

Contact Phillip Leclair at 626-744-3784 for more information. The event was part of Innovate Pasadena's CONNECT Week, a series of events highlighting technology, innovation, design and research and development in Pasadena. Attached is the USC article and it can also be found at: http://communicationleadership.usc.edu/blog/open_data_la_workshop.html

4. Planning and Community Development Monthly Activity Report – September:

Attached for your information are September monthly activity reports from Vince Bertoni, Director of Planning and Community Development.

5. PUSD Supports Prop 47:

Several weeks ago the City Council went on record to support Proposition 47, the Safe Neighbors and School Act. Last week the Pasadena Unified School District also gave their support to Prop 47. I have attached a copy of their resolution.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachment

HOUSING & CAREER SERVICES DEPARTMENT

DATE: October 28, 2014

TO: Michael J. Beck, City Manager

FROM: William K. Huang, Director of Housing and Career Services

SUBJECT: Pasadena's 2014 Ralph C. Larson Housing Policy Leadership Award

On October 24, 2014, the Urban Land Institute (ULI) Tewillinger Center for Housing recognized the cities of Pasadena, CA and Austin, TX with 2014 Ralph C. Larson Housing Policy Leadership Awards given for the nation's most outstanding housing policies at its fall meeting in New York City.

The award recognizes exemplary state and local programs, policies, and practices which support the production, rehabilitation, or preservation of affordable and workforce housing. It honors state or local governmental agencies with innovative policy initiatives that provide ongoing and sustainable support for affordable and workforce housing. Specifically, these policies should support the creation and preservation of housing affordable to households earning at or below 120 percent of area median income.

Pasadena's recognition was based on its housing policy and programs which have resulted in the development of over 5,000 housing units in transit-oriented areas, including 1,370 units of affordable and workforce housing. Pasadena's commitment to its housing vision, community engagement, and informed dialog has produced a highly integrated and effective mix of goals, policies, and programs for its 2014-2021 housing element plan. Implementing a comprehensive set of policies, the city of Pasadena was aptly placed at the top of the State of California's Department of Housing and Community Development "Housing Elements Best Practices" list. Policies, programs and tools mentioned in the application were Pasadena's Inclusionary Housing and Density Bonus Ordinances, fee waivers for affordable housing, www.PasadenaHousingSearch.com, and Project HOUSED, the City's housing first program for the chronically homeless.

The Robert C. Larson Housing Policy Leadership Awards program was created in 2011, with the purpose of honoring the legacy of the late Robert C. Larson, former ULI Foundation Chairman and longtime ULI trustee. The award's criteria were structured so that it provides visibility to exemplary state or local governments that provide ongoing and sustainable support for the production, rehabilitation or preservation of workforce housing. Policy programs are judged on a number of factors, including impact on the supply of workforce housing, comprehensiveness of the tools and programs employed involvement of public-private partnerships, and the ability to leverage private and nonprofit funds, among other criteria.

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ROBERT C. LARSON
HOUSING POLICY
LEADERSHIP
AWARDS

2014 WINNER

ORGANIZATION
City of Pasadena, California

YEAR OF IMPLEMENTATION
2001

AFFORDABILITY
- 66 percent of units affordable to households at or below 50 percent of AMI
- 8 percent of units affordable to households at 51–80 percent of AMI
- 25 percent of units affordable to households at 81–120 percent of AMI

NUMBER OF UNITS PRODUCED
1,370

WEBSITE
www.cityofpasadena.net/housing
www.pasadenahousingsearch.com

Photo: Orange Grove Gardens, Abode Communities

City of Pasadena

Since 2001, the city of Pasadena has produced 1,370 units of affordable and workforce housing through an evolving and comprehensive combination of policies and programs. Many of these units are located near transit stops and employment centers, reflecting a commitment to these important linkages with housing.

Pasadena (pop. 148,000), renowned for its high quality of life in southern California, faces formidable challenges in providing affordable housing in an expensive market with high land costs and a limited amount of developable real estate. The steady escalation of housing prices has made housing unaffordable even for households earning more than $100,000 annually.

In a dedicated effort to overcome these challenges, the city since 2001 has provided direct funding assistance totaling over $22 million to subsidize the construction, rehabilitation, and preservation of affordable housing. Pasadena's commitment to its housing vision, community engagement, and informed dialogue has produced a highly integrated and effective mix of goals, policies, and programs that have produced over 5,000 transit-oriented housing units since 2001, including 1,370 units of affordable and workforce housing. Funding resources include local sources (redevelopment housing setaside funds, inclusionary funds, city general funds); federal housing entitlements (the HOME Investment Partnerships Program, community development block grants, Section 8 project-based vouchers); and a variety of state housing programs.

Urban Land Institute
Terwilliger Center for Housing

Collaborative approaches among city departments as well as public/private agencies in the community have proved essential to the success of Pasadena's efforts.

The city's steady approach to tackling affordable housing needs are illustrated in three notable policies:

- the Inclusionary Housing Ordinance (2001);
- the Housing Incentives Fee Program (2004); and
- the Density Bonus Ordinance (2006)

Additional initiatives include Pasadena Housing Search, a free website that seeks to connect landlords to renters looking for housing, and Project HOUSED, which helps social-services providers and businesses identify permanent housing for the city's homeless population.

Pasadena initiated the first in its succession of workforce and affordable housing–friendly policies and programs when the City Council adopted the city's Inclusionary Housing Ordinance (IHO) in 2001. The IHO requires that residential developments of ten or more units set aside 15 percent of dwelling units as affordable housing. For rental projects, the required mix is 10 percent low income (51 to 80 percent of the Los Angeles County AMI), and 5 percent moderate income (81 to 120 percent of the Los Angeles County AMI). The affordability of the units is deed restricted in perpetuity. For homeownership, the required mix is 15 percent moderate income, and resale and equity share requirements are in place for 45 years pursuant to deed restrictions. The IHO allows developers to pay a fee in lieu of providing the inclusionary affordable units, which has generated about $16.6 million in revenues. The city has used these funds to subsidize a variety of affordable housing projects, ranging from small urban infill homeownership projects to high-density seniors' housing. IHO has produced 446 affordable units to date, and an additional 253 are in the city's project entitlement pipeline.

The Housing Incentives Fee Program, adopted by the City Council in 2004, incentivizes affordable housing production by providing developers with significant reductions in impact fees, building permit fees, construction taxes, and transportation fees. The city also adopted its Density Bonus Ordinance in 2006, which provides developers of housing projects with affordable units with a bonus in the number of units that may be constructed on a site.

Pasadena embraces the transportation/housing/employment link in its 2014–2021 Housing Element. (California state law requires every city and county to

"The success of affordable housing is rarely only financial. Even if funding is secured, gaining public acceptance is a prerequisite. Greater inclusiveness of the community in the early planning stages of a project can result in a smoother project approval process and a better project.

William K. Huang
Housing Director
Pasadena, California

Avalon/Del Mar Station, Archstone

Fair Oaks Court, Heritage Housing Partners

have a housing element to plan to meet existing and projected housing needs, and that it be updated every five to six years). The plan targets growth and emphasizes linkages to transit by clustering mixed-use projects near light-rail stations, major corridors, and employment areas. As a result of efforts to encourage transit-oriented development, the majority of residential and mixed-use projects built during the 2000s were located within a half mile of a transit stop or employment center. Over 50 percent of the affordable units produced under IHO were developed along such major corridors. Two large IHO projects have been developed close to Gold Line light-rail stations, and a third project (totaling 212 units) is forthcoming.

Examples of the leveraging of public and private resources include federal funding (e.g., low-income housing tax credits and new markets tax credits), funding from a local historic preservation nonprofit organization, funding from academic institutions to support student housing, and leasing partnerships with local nonprofit groups. As part of the city's entitlement review process, affordable housing projects undergo a rigorous process to ensure that they are indistinguishable from market-rate housing in terms of design, appearance, materials, and finished quality. Pasadena is one of the few cities in the region that has a Design Review Commission.

In addition, Pasadena's efforts to promote affordable housing have extended beyond simple subsidies to encompass community outreach. According to William Huang, housing director for the city of Pasadena, "The success of affordable housing is rarely only financial. Even if funding is secured, gaining public acceptance is a prerequisite."

"The City's Inclusionary Housing policy has not only filled the affordable housing gap by causing the development of hundreds of affordable housing units, but it has resulted in the geographic de-concentration of new affordable housing production -- which is an outcome that previously was challenging to achieve. "

William K. Huang
Housing Director
Pasadena, California

Pasadena's Green City Action Plan details more than 70 citywide initiatives to encourage sustainability, which include policies and programs that promote compact, walkable, mixed-use development and neighborhoods. The city provides incentives to encourage the design and construction of residential, mixed-use, and commercial buildings certified under the Leadership in Energy and Environmental Design (LEED) program.

Pasadena's efforts to address a wide range of community housing needs have included housing affordable to very low-, low-, and moderate-income households, as well as seniors' housing, housing for the homeless, special-needs housing, and student housing. The California Department of Housing and Community Development has recognized Pasadena's affordable housing efforts that have reached far beyond statutory requirements with a top listing in its "Housing Elements Best Practices" selections.

USC ANNENBERG CENTER ON
COMMUNICATION LEADERSHIP & POLICY
Shaping *the future* of news, information and civic discourse

Open Data LA workshop connects community leaders and city officials

By Elizabeth Krane | October 28, 2014 0

City governments around the world have started to release public data sets (called "open data") that can help communities and businesses address issues in areas such as transportation, healthcare, and economic development. CCLP's Open Data LA team partnered with the City of Pasadena to host a workshop on October 25 for city officials, application developers, thought leaders, and interested citizens to form new connections and discuss the future of open data.

Titled **Beyond Hackathons: What's Next for Open Data in Pasadena?**, the workshop focused on several discussion questions, including:

- Which city data sets are the most important?
- What are the elements that define transparency? What is the difference between transparency and open data?
- What is a successful hackathon? Should the City host another hackathon next Spring

Notable guests included Rick Cole, Deputy Mayor for Budget & Innovation for the City of Los Angeles, and Pasadena City Manager Michael Beck.

Left to right: Rick Cole, LA Deputy Mayor for Budget & Innovation; Michael Beck, Pasadena City Manager; Dana Chinn, CCLP faculty fellow; and Phillip Leclair, Pasadena Chief Information Officer

Hack for Pasadena
@HackForPasadena

Follow

City Manager Michael Beck of # Pasadena in group at Beyond the Hackathon/OpenDataLA for #connectweek #innovatpasadena pic.twitter.com/fK3SgFqtm4

11:59 AM - 25 Oct 2014

1 RETWEET 1 FAVORITE

Throughout the conversations, participants noted that one of the biggest barriers to open data initiatives and creating successful hackathons is the lack of collaboration between different cities, and even between departments *within* cities.

"There are a lot of assumptions about what data is actually available," said one participant. "I thought everybody knows where [the data] is, but that's not true."

The groups also discussed the importance of data journalism as a bridge between city data portals and the general public. "In general, people are not used to looking at data sets," said one software developer. "I don't imagine that the average citizen will ever go into an open data portal and look for information."

Others agreed that it will be up to journalists to interpret the raw city data and frame it within a larger context to illuminate the community issues most important to residents.

Open Data LA researcher Brett Shears leads a group discussion about which city data sets are the most useful for citizens

Beth Kuchar
@bethkuchar

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Working on fixing public parking thru city data @HackForPasadena #BeyondHackathons pic.twitter.com/egZXPQgUyD

12:36 PM - 25 Oct 2014

1 RETWEET

Many participants highlighted the success of crowd-sourcing apps like See Click Fix, which enable citizens to notify their local government about problems in their neighborhoods, like potholes and broken street lamps. But for larger issues like education and transportation, more innovative solutions are needed to help citizens engage in an open dialogue with their local governments.

Left to right: ***Peter J. Robertson****, USC Price School of Public Policy;* ***Phillip Leclair****,* ***Liz Krane****, CCLP Web & IT Coordinator;* ***Andrew Schrock****, USC Annenberg Ph.D candidate;* ***Dana Chinn****;* ***Leonard Hyman****, USC Price School of Public Policy alumnus; and* ***Brett Shears***

The **Beyond Hackathons** event was part of Innovate Pasadena's Connect Week, a series of independently organized seminars, workshops, and social events unfolding in venues across the city of Pasadena throughout the week of October 20-26.

The USC Open Data LA team is conducing research on the current state of open data throughout L.A. County, using surveys and in-depth interviews to identify the key challenges that hinder open data initiatives in L.A. County's 88 incorporated cities. Depending on funding support in the future, Open Data LA hopes to organize a conference for public officials and journalists to learn about open data and develop new partnerships.

Categories: Communication Leadership Blog

Tags: discussion, event, government, open data, open data LA, open government, workshop

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PLANNING DEPARTMENT

Monthly Activity Report
SEPTEMBER, 2014
Permits & Fees

Permits & Valuation

	Month Sep-14	Month Sep-13	YTD FY 2015	YTD FY 2014
Total Value	**$ 12,476,025**	**$ 6,035,440**	**$ 64,970,951**	**$ 25,730,062**
Total Permits	**271**	**206**	**778**	**725**
Residential - New				
Valuation	$ 290,000	$ -	$ 11,483,358	$ 736,405
Permits	1	0	9	5
Residential - Rehab				
Valuation	$ 4,995,725	$ 2,762,565	$ 13,382,735	$ 9,063,682
Permits	210	166	582	568
Non-Residential - New				
Valuation	$ 1,400,000	$ -	$ 21,400,000	$ -
Permits	1	0	2	0
Non-Residential - Rehab				
* Valuation	$ 5,790,300	$ 3,272,875	$ 18,704,858	$ 15,929,975
Permits	59	40	185	152

Fees Collected

Permit and Plan Check	$ 364,643	$ 227,368	$ 1,163,528	$ 1,030,712
Residential Development Impact	$ -	$ -	$ 106,513	$ 62,879
Transportation Improvement Fee	$ -	$ -	$ 440,733	$ 7,901
Construction Tax	$ 216,052	$ 93,615	$ 1,146,321	$ 421,560

Fees Waived

Northwest Enterprise Zone	$ 4,646	$ 5,715	$ 16,115	$ 31,836
Research and Development	$ 111	$ -	$ 111	$ -
Affordable Housing	$ -	$ -	$ -	$ -

Other

Inspections	2,021	2,017	6,682	6,675

PLANNING &
COMMUNITY DEVELOPMENT
DEPARTMENT

Monthly Building Permit Report
SEPTEMBER, 2014
Dwelling Units

DATE	STREET ADDRESS OF DWELLING UNITS	VALUATION	NEW SINGLE UNITS	NEW DUPLEX UNITS	NEW APART UNITS	UNITS MOVED IN	UNITS MOVED OUT	UNITS DEMOLISHED
8/20/2014	695 W WASHINGTON BLVD	$ 290,000	1					
9/26/2014	64 ARLINGTON DR							1
	GRAND TOTAL	$ 290,000						

EOC 10/2/14

PLANNING &
COMMUNITY DEVELOPMENT
DEPARTMENT

Monthly Activity Report
SEPTEMBER, 2014
Development Processing Section

PLAN CHECK OVER $ 500,000

3425 E COLORADO BLVD	Tenant improvement of a retail store @ 40,468 square feet (Osh) Project value $ 2,500,000
1245 LINDA RIDGE RD	New construction of a single family residence @ 4,607 square feet with attached garage @ 495 square feet Project value $ 1,250,000

BUILDING PERMITS OVER $ 500,000

300 E GREEN ST	Rehabilitation of historic exhibition (PCOC) Project value $ 500,000
361 S RAYMOND ST	New construction of a cat center @ 3,878 square feet (Humane Society) Project value $ 1,400,000
37 W COLORADO BLD	Tenant improvement of a retail space @ 5,694 (Nike) Project value $ 500,000
74 N PASADENA AVE	Tenant improvement for an office space @ 25,500 square feet Project value $ 637,500
55 S LAKE AVE	Tenant improvement for a restaurant @ 7,177 square feet (Del Frisco's Grille) Project value $ 800,000

BOARD OF EDUCATION
PASADENA UNIFIED SCHOOL DISTRICT
Pasadena, California

Resolution No. 2307

Support for Proposition 47 Reduced Penalties for Some Crimes Initiative (Safe Neighborhoods and Schools Act of 2014)

WHEREAS, among many decisions before California voters on the November 4th ballot is Proposition 47, that will end felony sentencing for simple drug possession and petty theft crimes, safely stem the tide of over-incarceration, and direct financial savings to K-12 education, mental health treatment, and victim services; and

WHEREAS, Dangerous criminals would be kept incarcerated by preventing any prisoner with prior sex convictions, or conviction for murder, rape or child molestation from being eligible, and would give judges discretion to prevent petitioners from eligibility; and

WHEREAS, Proposition 47 would change six of the lowest levels of nonviolent crimes, such as drug possession and petty theft crimes such as shoplifting, from felony/wobblers to simple misdemeanors, authorizing resentencing for anyone who is incarcerated for these offenses and poses no threat to public safety; and

WHEREAS, The majority of those affected with these changes would be woman and men of color, particularly African Americans and Latinos. These changes apply to juveniles as well as adults.

WHEREAS, California has decreased higher education spending but dramatically increased prison spending, illustrated by the fact that since 1980 twenty-two prisons have been built yet only one university; and

WHEREAS, California spends $8,500 per K-12 student per year, versus $47,000 per inmate per year – that is six times more on incarceration then education; and

WHEREAS, Hundreds of millions of dollars will be redirected from prison spending to K-12 and treatment: California counties will save hundreds of millions annually and state prison reductions will generate between $750 million to $1.25 billion in savings over the next five years alone. The savings will be invested into mental health and drug treatment (65%), K-12 school programs (25%) and trauma recovery services for crime victims (10%); and

NOW THEREFORE BE IT RESOLVED, that the Board of Education of the Pasadena Unified School District does hereby support the passage of Proposition 47 on the November 2014 ballot, and encourages law makers and voters to voice their commitment and support.

ADOPTED this 23th day of October, 2014, at the regular meeting of the Board of Education of the Pasadena Unified School District, Los Angeles County, California

Scott Phelps, President

Kimberly Kenne, Vice President

Tyron Hampton, Clerk

Renatta Cooper, Member

Mikala Rahn, Member

Elizabeth Pomeroy, Member

Tom Selinske, Member