OFFICE OF THE CITY MANAGER

November 26, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

The City of Pasadena will be closed Thursday and Friday in honor of the Thanksgiving holiday. As we observe this national tradition, it is important to reflect on how blessed we are as a community, and how fortunate we are to live in the great United States of America. It is important to also note that there are people with limited access to food, shelter, healthcare, friendship, and safety living across the globe, within our country, and in our community. As an organization of dedicated people committed to serving others, let us use this time of thanksgiving to consider what more we can do as individuals to help those less fortunate. The City of Pasadena has a proud history of compassionate service. May you and your family experience a blessed Thanksgiving.

1. Pasadena Residents Invited to Job Recruitment Event for Pipe Fitters:

The City of Pasadena is hosting apprenticeship recruitment on Wednesday, Dec. 10, 2014 at 8:30 a.m. at City Hall, 100 N. Garfield Ave., for Pasadena residents interested in working on the Glenarm Repowering Project as union pipe fitters.

According to Phyllis Currie, General Manager, the recruitment will be held in the City Hall Grand Conference Room, Basement S038. Parking will be validated for attendees who park at Paseo parking garage, 300 E. Colorado Blvd. The recruitment event is provided through the City's "Pasadena First: Buy Local" initiative. During the recruitment event, Pasadena residents can learn about two union pipe fitter apprentice programs:

- Steamfitter and Industrial Pipefitter Apprenticeship Training Program provides on-the-job training and technical instruction. For application information, call (310) 323-4475.
- Sprinkler Fitters UA Local 709 Joint Apprenticeship Training Center provides training to install, and service fire suppression systems in commercial, residential, and industrial sites. For details call (562) 907-7622.

City Hall
100 N. Garfield Avenue, Room S228
Mailing Address: P.O. Box 7115 · Pasadena 91109-7215
(626) 744-4333 · Fax (626) 744-4774
mbeck@cityofpasadena.net

Hundreds of Pasadena job seekers have already registered for job referrals. As of October 10, 2014, Pasadena residents accounted for 32.5 percent of the reported certified payroll, and Pasadena businesses accounted for 27.3 percent or $451,208 of the total contracting and procurement. For more information about this event please visit http://cityofpasadena.net/waterandpower/GT5/

2. PWP Tests New No-Discharge System for Flushing Pipes:

Beginning next week, Pasadena Water & Power (PWP) is testing a new no-discharge pipeline flushing system meant to ensure top water quality for customers while conserving thousands of gallons of potable water. PWP will test the new system from December 1-19 at 18 locations throughout the city.

As the truck is moved to different locations throughout the city December 1-19, no parking signs will be posted and affected customers will be notified at least one day in advance with informational door hangers. Customers will be advised not to use their water for 4-8 hours while their scheduled flush is underway to avoid sediment and other water quality concerns. I have attached a memorandum from Phyllis Currie, General Manager for additional detailed information on the no-discharge pipeline flushing system.

3. Updated Unemployment Rates Convey Strong Improvement for Pasadena:

As part of the continued effort to track relevant trends and opportunities, the City's Economic Development staff works with other agencies and monitors data sources that track Pasadena's economic condition. Last week, the State's Employment Development Department (EDD) released employment and unemployment statistics in California for October 2014. This Labor Force Data for Cities and Census Designated Places (CDP) indicates Pasadena has a 6.0% unemployment rate. This is a significant improvement from our 9.6% unemployment rate of just 4 years ago. The list below compares Pasadena's October 2014 unemployment rates to adjacent communities and a few reference cities in Los Angeles County. More detailed information is available on the EDD web site at www.labormarketinfo.edd.ca.gov.

San Marino	3.5%	Alhambra	6.8%
South Pasadena	3.8%	Glendale	6.8%
Arcadia	4.4%	Monrovia	6.9%
Altadena CDP	5.5%	Rosemead	6.9%
Pasadena	**6.0%**	Los Angeles, County	8.0%
Burbank	6.4%	Los Angeles, City	8.7%
Santa Monica	6.5%	Long Beach	8.7%

4. Léeme un Cuento:

Jan Sanders, Director, Libraries and Information Services shares an article from Lorito Books, a publisher of books written in Spanish and bilingual text. The article highlights Léeme un Cuento (Read Me a Story), a program at the La Pintoresca Branch crafted to encourage Spanish-speaking parents to spend more time reading to their children. The program began as a "Staff Innovation Fund" endeavor. Librarian Rosa Cesaretti developed the program and selects the materials to share. Librarian Rosa

Cesaretti and Technical Specialist Lupita Barajas provide storytime in Spanish to enrich the experience for families that speak either English or Spanish or for children attending duo language schools. Many parents have commented on the inclusion they feel because of the program. It's a great way for two generations (or more!) to connect through books and reading.

Happy Thanksgiving

May the good things of life be yours in abundance not only at Thanksgiving but throughout the coming year!

MICHAEL J. BECK
City Manager

/attachments

PASADENA WATER AND POWER

MEMORANDUM

November 26, 2014

To: Michael J. Beck
City Manager

From: Phyllis E. Currie
General Manager

Subject: **City Manager Newsletter Items**

PWP TESTS NEW NO-DISCHARGE SYSTEM FOR FLUSHING PIPES

Beginning next week, Pasadena Water & Power (PWP) is testing a new no-discharge pipeline flushing system meant to ensure top water quality for customers while conserving thousands of gallons of potable water. PWP will test the new system from December 1-19 at 18 locations throughout the city.

As with all water utilities, PWP regularly flushes underground water mains to remove the buildup of sediment, minerals and natural byproducts from disinfection. This buildup has the potential to affect water quality and interfere with water flow. PWP's Water Quality team flushes all water mains on a regular schedule, and when necessary due to water quality issues, construction projects or customer concerns over water color or taste.

When flushing a main, the crew forces fresh water at a high velocity to scour the inside of the pipe and then releases the overflow through city fire hydrants and into the storm drain system. Each pipe is flushed until the water runs clear, and any sediment is captured by onsite "waddles" or booms, and then transported to the Rio Hondo or Arroyo Seco riverbeds.

To eliminate this runoff, PWP is testing the NO-DES Gooseneck Truck System, an onsite water treatment system manufactured by NO-DES, Inc. The system captures the flushed water from the hydrant, filters any sediment, adds chlorine to eliminate bacteria and returns the water to the underground distribution system through another nearby fire hydrant.

The no-discharge system is said to save up to 30,000 gallons of potable water per flush, or enough to serve a typical Pasadena single-family home for one week. During this pilot project, PWP will evaluate the manufacturer's claims, as well as operational feasibility, community impacts, costs and benefits.

As the truck is moved to different locations throughout the city December 1-19, no parking signs will be posted and affected customers will be notified at least one day in advance with informational door hangers. Customers will be advised not to use their water for 4-8 hours while their scheduled flush is underway to avoid sediment and other water quality concerns.

Customers who have questions can call PWP's Water Quality Manager at (626) 744-3704 in the morning or (626) 744-7315 after noon.

(626) 744-4425 – (626) 744-6640 FAX
150 South Los Robles, Pasadena, CA 91101

LORITO BOOKS®

Children's Spanish Books and Audiobook Sets.

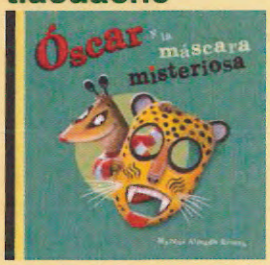
¡Talking Books from a Talking Bird!

Look for Lorito at These Events:

La Cosecha Dual Language Conference
Santa Fe, New Mexico
November 19-22, 2014

Feria Internacional Del Libro
Guadalajara, Mexico
December 1-3, 2014

Coming Soon: The Newest Óscar, el tlacuache



Our favorite opossum has a new book! This is the sixth book in the Óscar series and was written and illustrated by Marcos Almada Rivero and published by Editorial Progreso. In this book the ever curious Óscar discovers a mysterious mask and is determined to find the creature behind the mask. Available November, 2014. For details, email: pam@loritobooks.com.

¡Squawk Notes!

October 2014

One of the things I love most about my work is getting out to visit libraries. It is gratifying to hear success stories from libraries serving Latino populations and building a library centered community. When story times are standing room only, entire families come to the library and books circulate so much that they fall apart: that's success!

A recent visit to the La Pintoresca Branch of the Pasadena Public Library was just this kind of story. This small but very active branch is located in a neighborhood of young families. Promotions for their early literacy program started with posters around the library but Rosa and Lupita, the librarians who run the program went further. They connected with mothers' groups and encouraged them to get the word out. When they observed children speaking English on behalf of their parents at the library, they personally invited those parents to story time. The result is highly successful Spanish story time program, which has built awareness for the other resources the library offers, including ESL and computer classes.

Here are some comments from families:

"I know children learn a lot through song and books and I had no access to these prior to this program..."

"I am bilingual and have recognized the great benefit I have being bilingual. I want my children to have the same opportunities I have had..."

Thank you so much to the Pasadena Library for sharing this wonderful story with us!

Pam Fochtman
Founder & President