January 22, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Organizational Changes:

In an effort to keep you informed of City Manager Michael Beck's communication to all city employees, I have attached the January 20, 2015 letter that was sent to all employees outlining the significant matters that occurred in our organization earlier this week. In addition, Workers' Compensation and Safety Programs are being reassigned from the Finance Department to Human Resources effective February 2nd. This will allow the Finance Department more time to focus on the issues that were raised in the KPMG report.

2. General Plan Update and Environmental Impact Report:

The General Plan Update represents a multiyear collaborative effort among residents, business owners, property owners, neighborhood associations, business associations, community groups, the General Plan Update Advisory Committee, City Commissions and the City Council. As a result of this effort, a Draft General Plan Update and the associated Draft Environmental Impact Report (DEIR) have been completed. The Draft General Plan Update includes major revisions to the Land Use and Mobility Elements, including the incorporation of several other previously independent optional elements that will sunset upon the adoption of the new elements. The attached memorandum from Vincent Bertoni, Director of Planning & Community Development provides a summary of the Draft General Plan Update and DEIR, an overview of the public outreach program designed to solicit public input, and an estimated schedule for adoption by the City Council. Web links to the full documents are also provided and hard copies of the documents are being provided to the City Council under separate cover.

3. Hiring Awareness Campaign – Recruitment of Entry Level Positions in Power Distribution Field Services:

The Power Distribution division of Pasadena Water and Power (PWP) has a number of vacant entry level positions available for hire. PWP in partnership with the City's Human Resources Department will be conducting a city-wide hiring campaign to ensure that the Pasadena community is aware of these new job opportunities. With more than a dozen vacancies, PWP is seeking to hire Electrical Craft Helper and Apprentice Electrical Distribution Mechanics, which are represented by the International Brotherhood of Electrical Workers (IBEW).

Community outreach is expected to begin Thursday, January 29, 2015 and run approximately for four weeks. I have attached a memorandum from Phyllis E. Currie, General Manager Water and Power that provides additional information on the outreach efforts

4. PWP Creates Drought Tolerant Landscape Online Guide for Residents:

One of the most effective ways residents can reduce their water usage is to replace their high water using grass with drought tolerant plants. Nearly 70% of all household water use in California comes from landscape irrigation, while grass uses 50% more water than any other plant. To date, Pasadena Water and Power (PWP) customers have removed over 500,000 square feet of turf with help from PWP's turf removal program.

To further assist our residents with their water reducing efforts, PWP has created a new webpage, PWPweb.com/Landscapes, that offers an easy to use five-step guide on methods for removing grass, determining how much grass to remove, how to apply for rebates, tips for altering irrigation schedule, as well as design ideas and layouts. This spring, PWP will expand this online guide to the classroom in a series of free landscaping workshops.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

OFFICE OF THE CITY MANAGER

January 20, 2015

To All City Employees,

As part of my commitment to keep you informed of significant matters occurring in our organization, I want to let you know that Finance Director Andrew Green and Public Works Director Siobhan Foster are no longer working for the City. Assistant City Manager Julie Gutierrez will serve as interim director of both departments while we complete an extensive search for new directors.

During this time, I will be retaining other outside temporary professionals and consultants to assist with special assignments to support department operations and to lead the necessary efforts to implement department reforms.

As City Manager, my responsibility to the residents of Pasadena and to our employees is to take measures to effectively advance our organization to enable us to fulfill the program and service expectations of our community. As part of that process, and after very careful consideration, I have had to make many difficult decisions, including the news I am sharing with you today.

I am grateful to Andy and Siobhan for their service to Pasadena. Andy successfully restructured the City's finances to resolve deficits and other fiscal challenges related to the Great Recession. Siobhan successfully developed a strong customer focused culture in Public Works, best demonstrated by her management of the massive cleanup efforts after the 2011 windstorm and implementation of the Citizen Service Center. Their contributions will have a lasting impact, but our current challenges require a change in department leadership to meet the City's future organizational needs.

These are difficult times for all of us and more challenges are ahead. I encourage anyone with questions to contact me directly; to attend an upcoming Brown Bag meeting, or to email us at contactHR@cityofpasadena.net to share your questions or concerns.

Our organizational commitment to the people we serve is to ensure the City's quality of life is among the best in the country. This has not changed and I appreciate how hard our employees work every day with honesty and integrity to achieve that goal. We still have work to do to ensure Pasadena is, in fact, a model municipal organization and I am confident this goal will be achieved.

Sincerely,

Michael J. Beck
City Manager

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(626) 744-4222 · Fax - (626) 744-3921

MEMORANDUM

TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development Department

DATE: January 22, 2015

SUBJECT: **GENERAL PLAN UPDATE AND ENVIRONMENTAL IMPACT REPORT**

BACKGROUND

The General Plan Update represents a multiyear collaborative effort among residents, business owners, property owners, neighborhood associations, business associations, community groups, the General Plan Update Advisory Committee, City Commissions and the City Council. As a result of this effort, a Draft General Plan Update and the associated Draft Environmental Impact Report (DEIR) have been completed. The Draft General Plan Update includes major revisions to the Land Use and Mobility Elements, including the incorporation of several other previously independent optional elements that will sunset upon the adoption of the new elements. This memorandum provides a summary of the Draft General Plan Update and DEIR, an overview of the public outreach program designed to solicit public input, and an estimated schedule for adoption by the City Council. Web links to the full documents are provided at the end of this memorandum and hard copies of the documents are being provided to the City Council under separate cover.

The Draft General Plan Update is based upon the community's goals and vision for balanced growth of the City. With assistance and advice of the former General Plan Update Advisory Committee (GPUAC), staff has led an extensive community outreach program with events that varied widely in topic, format, approach, and location. Through these events, the community, City Commissions, and City Council have affirmed support of four foundational concepts for the Draft General Plan Update:

1. Protect and preserve residential neighborhoods, historic districts, and open space;
2. Target growth within the Central District and transit & neighborhood villages;
3. Plan for walking, biking, transit, and accessibility; and
4. Focus on economic vitality.

RECENT MILESTONES

Draft General Plan Update approved by City Council to initiate preparation of DEIR: On April 29, 2013, the City Council approved a Draft Land Use Diagram, modifications to the City's Guiding Principles, a reorganization of the land use and mobility elements, modifications to Specific Plan boundaries, and new development caps in the Specific Plan areas. Based on these actions, the City Council directed staff to prepare an EIR for the proposed General Plan Update.

Draft EIR Alternatives approved by City Council: On February 10, 2014, the City Council approved the following alternatives to be studied in the Draft EIR:

A. No Project Alternative
B. Central District, South Fair Oaks, Lincoln Ave Alternative
C. Efficient Transportation Alternative
D. Reduced Air Quality and Noise Impact Alternative

New Goals and Policies for Draft Elements approved by City Council: On April 28, 2014, the City Council reviewed and approved Draft Goals and Policies that represented the bulk of the Land Use Element. These goals and policies consist of existing land use policies as well as policies from the optional elements (to be retired upon the adoption of the new General Plan) that were determined to be relevant. In addition, new goals and policies were drafted to reflect the most progressive thinking in land use management by demonstrating the link between land use policies and historic preservation, urban design, sustainable infrastructure, community services and a number of other topics. The Draft Land Use Element contains Implementation Measures for the Goals and Policies, a Technical Appendix, and a Glossary of terms which are being viewed for the first time since the council action.

Options for East Pasadena and Lamanda Park (Council District 4): On June 9, 2014, the City Council directed staff to include within the Draft EIR an alternative that includes no more than 850 new housing units in the Specific Plans that are located in the eastern portion of the city, generally east of Sierra Madre Blvd. (within Council District 4). In addition, the Council requested that the total overall housing units are not reduced Citywide and that any reduction in housing units in the eastern portion of the City are redistributed along Colorado Blvd., west of Sierra Madre Blvd. In order to accomplish this, a new option was created under Alternative 7.5 (Central District, South Fair Oaks, Lincoln Ave) in the Draft EIR. This option would create a new Lamanda Park Specific Plan from areas currently in the East Colorado and East Pasadena Specific Plans. Additionally, some housing units were moved from these new specific plan boundaries for Lamanda Park and East Pasadena to the remainder of the East Colorado Specific Plan.

New Transportation Performance Measures adopted by City Council: On November 3, 2014, the City Council adopted new transportation performance measures for transportation analysis and impact thresholds. Rather than measure a project's impact using automobile delay or number of trips generated, the new measures reflect the Draft Mobility Element policy objectives to: 1) enhance livability; 2) encourage walking, biking, transit, and other alternatives to motor vehicles; and 3) create a supportive climate for economic viability. Moreover, the new measures are designed to align with Senate Bill 743.

OVERVIEW OF DRAFT GENERAL PLAN UPDATE:

The Draft General Plan Update document is comprised of the Draft Land Use Element and Draft Mobility Element.

Land Use Element

Draft Land Use Diagram

The Land Use Diagram visually represents the foundational concepts of neighborhood protection, targeted growth around transit centers and corridors, encouraging alternative forms of transportation and fostering a healthy economy.

Adding Land Use Designations to the Specific Plan Areas

The most important change to the Land Use Diagram is the addition of land use designations for the specific plan areas. In the existing General Plan, all specific plan areas are listed as "Specific Plan" and there are no land uses or densities for parcels in Specific Plan areas or for non-residential land use designations. The only designations or regulations are contained in the specific plan documents. The Draft General Plan Land Use Diagram assigns development intensities to these parcels, allowing a range of development potential through a Floor Area Ratio (FAR) calculation.

Mixed Use Land Use Designations

The introduction of the Mixed Use designation is the most essential tool in fostering a reduction in the frequency and lengths of vehicle trips, increasing transit ridership, and fostering high quality architectural design and a sense of place. It has the potential to achieve this by creating a mix of uses in a geographically concentrated area, which reduces the need to make longer and more frequent vehicle trips. Also, the Mixed Use designation has been placed along most major corridors to grant access to transit for new residents or employees. The design of mixed use projects, with shared public spaces, colonnades, arcades, ground level storefronts and access to high quality transit stations, can develop into aesthetically pleasing and functional buildings.

R&D Flex Space

The R&D Flex Space designation is a land use designation designed to foster a stronger local economy by allowing non-traditional industrial uses, creative office space, biological & technological start-ups, and research & development. These industries create high quality jobs, and would work synergistically with local institutions such as the California Institute of Technology and the Jet Propulsion Laboratory.

Changes to Specific Plan Boundaries

Multiple changes were made shifting boundaries between specific plans, moving areas into specific plans there were previously governed by the Zoning Ordinance, and eliminating one specific plan. The first change expanded the East Colorado Specific Plan, providing more opportunity sites to create a College/University district. The second change moved the boundary between the Central District and East Colorado Specific Plans east one block to South Wilson Ave. The existing buildings and the vision for this block of East Colorado corresponds more to the Central District than to the lower density, commercial development typical along the rest of the East Colorado Specific Plan area. The third change moved the Lamanda Park area from the East Pasadena Specific Plan into the East Colorado Specific Plan. The fourth change was to move an area along East Colorado Blvd. between Kinneloa Ave. and the City's eastern boundary from the East Colorado Specific Plan to the East Pasadena Specific Plan. This change will allows the areas north and south of the Gold Line Station to share a more unified vision as a transit village. The fifth change expands the boundary of the South Fair Oaks Specific Plan north to Del Mar Boulevard, east to Arroyo Parkway, and south to Arlington Drive. This change allows the area to take on a

new focus of becoming an employment center to serve major institutions in the area such as Huntington Memorial Hospital, the Art Center's South Campus, and other new medical and creative office uses. Finally, the West Gateway Specific Plan was proposed for elimination and that area would be governed by the Zoning Ordinance.

Draft Guiding Principles, Goals and Policies

Guiding Principles

In April of 2013, the City Council provided staff with direction on the proposed wording of the eight General Plan Guiding Principles. The most significant discussion centered on changes to the Second Guiding Principle related to Historic Preservation and the content of the eighth Guiding Principle related to Education. These Principles remain in their adopted form (see page 1 of the Land Use Element).

Goals and Policies

The General Plan process has been moving from a broader vision - as defined in the Guiding Principles - to more detailed components of the vision, the Goals and Policies. The new Goals and Policies demonstrate the relationship between land use policies and policies that foster high quality design, the arts and culture, sustainable infrastructure, a vital economy, exemplary public services, and public involvement and participation. The draft Goals and Policies are divided into three sections including those applicable globally to all uses and locations in the City, to each principal land use category depicted on the Land Use Diagram, and to sub-areas of the City including adopted Specific Plan areas. Goals typically provide general direction, present an ideal future end related to expressions of community values, and may be abstract in nature. Policies are specific statements guiding decision-making indicating commitments to a particular course of action that carry-out one or more goals.

Implementation Program, Glossary & Technical Appendices

The Implementation program provides an overview of the type of actions or tools the City will use to implement the General Plan Land Use Element policies. Staff has also prepared a Glossary of terms and a Technical Appendix.

Retiring Optional Elements

Goals and policies have also been added to the Land Use and Mobility Elements to allow outdated, optional elements (Public Facilities, Social Development, Cultural and Recreational, Economic Development and Employment, Historic and Cultural, and Scenic Highways) to be retired.

Development Caps

These development caps are meant to regulate building intensity and population density consistently with the designations established by the Land Use Diagram. Cumulative new development within the Specific Plan analyzed in the Draft EIR.

Mobility Element

As Pasadena updates its General Plan, the City is using this opportunity to redefine critical aspects of its transportation policy. In addition to sustainability, the City's transportation system is expected to support the goals of livability, neighborhood protection and mobility. The Mobility Element is

focused on three main policy objectives, as refined from the 2004 General Plan and extensive community input:

- Enhance livability
- Encourage walking, biking, transit, and other alternatives to motor vehicles
- Create a supportive climate for economic viability

DRAFT ENVIRONMENTAL IMPACT REPORT:

In accordance with the requirements of the California Environmental Quality Act, a Draft Environmental Impact Report (EIR) has been prepared. The intent of the Draft EIR is to identify and analyze the potential environmental impacts associated with the implementation of the proposed General Plan Update by comparing existing conditions to predicted conditions in the build out year of 2035.

Notice of Preparation and Scoping Meetings

On September 5, 2013, a Notice of Preparation (NOP) with a schedule of Scoping Meetings was released to the general public, various agencies, organizations, and interested parties, requesting identification of environmental issues and information that should be considered in the EIR. The public review period extended from September 5, 2013 to October 21, 2013. A total of four scoping meetings were held on four different dates, which included two community meetings (September 12 and 14, 2013), one Transportation Advisory Commission meeting (September 18, 2013), and one Planning Commission meeting (September 25, 2013). The comments received during the public review period have been addressed in the Draft EIR.

Notice of Availability

The public review period for the Draft EIR started on January 22, 2015, and will end on March 24, 2015. On January 22, 2015, the City provided a Notice of Availability (NOA) to the public, the Office of Planning and Research, the State Clearinghouse, and the County Clerk's Office. The NOA contains a project description, a brief description of the process for certification of the EIR, a list of locations where the public can view the Draft EIR, and starting and ending dates of the review period. The City also published a notice in the Pasadena Journal on January 22, 2015, and notified all interested parties that participate in the General Plan Update mailing list via social media and email accounts. In addition, the notice was sent directly to any individuals or agencies that provided comment during the scoping period.

The Draft Environmental Impact Report

The Draft EIR analyzed the environmental impacts to the following study areas: 1) Aesthetics, 2) Air Quality, 3) Biological Resources, 4) Cultural Resources, 5) Greenhouse Gas Emissions, 6) Hazards and Hazardous Materials, 7) Hydrology and Water Quality, 8) Land Use and Planning, 9) Noise, 10) Population and Housing, 11) Public Services, 12) Recreation, 13) Transportation and Traffic, and 14) Utilities and Service Systems. The Draft EIR identified potentially significant effects related to the Air Quality, Biological Resources, Cultural Resources, Greenhouse Gas Emissions, Noise, and Transportation and Traffic. However, with the incorporation of mitigation measures, the Draft EIR determined that all potentially significant effects would be reduced to a less than significant level, except for Air Quality, Greenhouse Gas Emissions, Noise, and Transportation and Traffic. The summary of potential impacts and recommended mitigation measures are listed in Table 1-4 Summary of Environmental Impacts, Mitigation Measures and Levels of Significant after

Mitigation. Due to the identified significant and unavoidable impacts to Air Quality, Greenhouse Gas Emissions, Noise, and Transportation and Traffic, the Council will consider the adoption of a Statement of Overriding Considerations during final certification of the EIR and adoption of the Land Use and Mobility Elements.

PUBLIC OUTREACH PROGRAM:

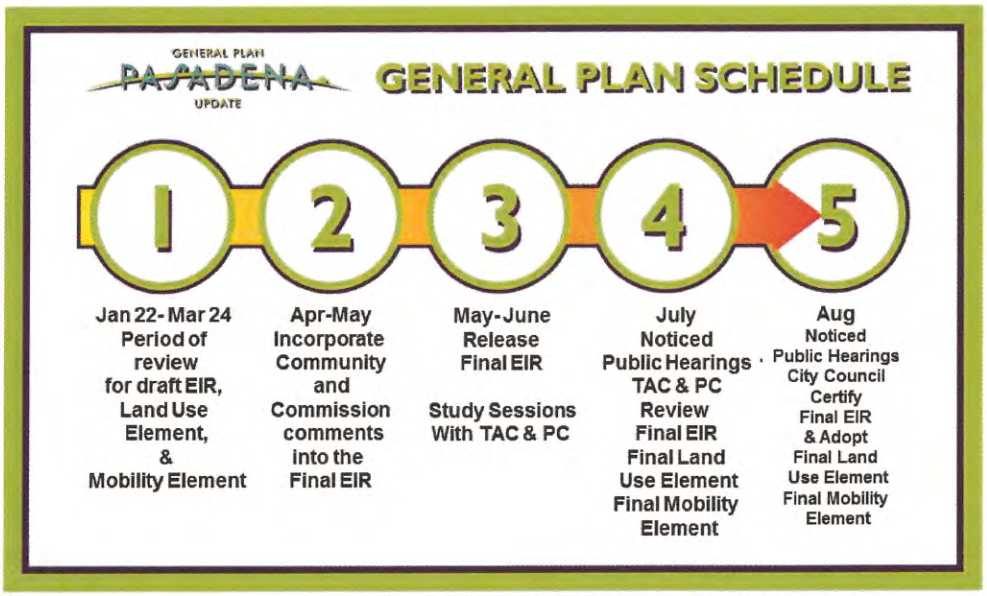
The benchmark of the General Plan Update process has been a commitment to open and frequent communication with the community and advisory commissions. The comments received from both the advisory bodies and individuals up to this date have been substantive, significant, and invaluable to the process.

In order to continue this commitment, staff is will be making presentations summarizing the Draft EIR, the Draft Land Use Element, and the Draft Mobility Element to the Commissions listed in the table below. Staff will also organize two public forums to discuss the same documents with individuals and community organizations. These dates have been scheduled to coincide with the EIR's 60-day comment period and staff will be recording and organizing all comments made by the Commissions, and the individuals and organizations that participate in the Public Forums. The dates displayed in the table are tentative and are subject to change:

Commission and Public Meetings	Date
Planning Commission	February 11, 2015
Historic Preservation Commission	February 17, 2015
Environmental Advisory Commission	February 17, 2015
Community Forum	February 19, 2015
Community Forum	February 21, 2015
Design Commission	February 24, 2015
Transportation Advisory Commission	February 26, 2015
Recreation & Parks Commission	March 3, 2015
Senior Commission	March 10, 2015
Planning Commission	March 11, 2015
Art & Culture Commission	March 11, 2015
Human Services Commission	March 12, 2015
Northwest Commission	March 12, 2015

Steps Following the Draft EIR, Land Use Element, & Mobility Element Period of Review

The period of review for these documents extends from January 22, 2015 until March 24, 2015. At the end of the comment period, staff and the environmental consultant will prepare responses to the comments that were received during the public comment period. These responses, along with any necessary corrections or clarifications, will be incorporated into the Final Environmental Impact Report (FEIR). Staff estimates that the completion of the Final EIR will occur in May, 2015. The Final EIR, Final Land Use Element, and Final Mobility Element will then be scheduled for individual Study Sessions and public hearings with both the Transportation Advisory Commission and the Planning Commission in June and July for these Commissions to make their formal recommendations to the City Council. It is estimated that the General Plan Update and Final EIR will be schedule for the City Council to review and approval in August.



Electronic Links

The Draft Environmental Impact Report, the Draft Land Use Element, and the Draft Mobility Element are all available at the following website:

http://cityofpasadena.net/planning/General-Plan-Update/

PASADENA WATER AND POWER

MEMORANDUM

January 22, 2015

To: Michael J. Beck
City Manager

From: Phyllis E. Currie
General Manager

Subject: **City Manager Newsletter Item**

Hiring Awareness Campaign – Recruitment of Entry Level Positions in Power Distribution Field Services

The Power Distribution division of Pasadena Water and Power (PWP) has a number of vacant entry level positions available for hire. PWP in partnership with the City's Human Resources Department will be conducting a city-wide hiring campaign to ensure that the Pasadena community is aware of these new job opportunities. With more than a dozen vacancies, PWP is seeking to hire Electrical Craft Helper and Apprentice Electrical Distribution Mechanics, which are represented by the International Brotherhood of Electrical Workers (IBEW).

Community outreach is expected to begin Thursday, January 29, 2015 and run approximately for four weeks. Outreach efforts will include:

1. Coordination with the Career Center at Pasadena City College, and educators who teach courses in electric theory (or related subjects) to make their students aware of the job openings
2. Partnerships with the local Workforce Investment Board
3. Target outreach efforts to veterans & the City's Maintenance Assistance and Services to Home Owners (MASH)
4. Publication of recruitment flyer on PWP home page PWPweb.com
5. Circulation of recruitment bulletin at city-owned facilities (recreation centers, libraries, etc.)
6. Distribution of recruitment flyer at community events

We will be excited to see the wide range of candidates that are expected to apply and we look forward to having some of them join the Pasadena team.

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

Electrical Craft Helper

Apprentice Electric Distribution Mechanic

WE'RE HIRING!

Pasadena Water and Power is seeking motivated individuals to serve our community in a variety of positions! As part of our team of professionals, you'll have the opportunity to work in an innovative and highly rewarding environment.

To Apply:

1. Visit CityofPasadena.net/HumanResources
2. Click 'Current Job Opportunities'
3. Select the job opportunity you are interested in
4. Click 'Apply' and submit your application online

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