OFFICE OF THE CITY MANAGER

February 5, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. <u>Styrofoam™ Food Packaging Ban at City Facilities</u>:

As part of the City of Pasadena's commitment to lead by example in protecting our unique environment, effective March 1, 2015, City funds shall not be utilized to purchase polystyrene food packaging items, which includes "Styrofoam™" cups, plates, bowls, meal serving trays and take-out containers. The Styrofoam™ food packaging purchase ban applies to all City managed facilities and operations. In addition to the purchasing ban, Styrofoam™ food packaging shall no longer be in use at any City managed facility as March 1, 2015. A memo explaining this directive went out to all City employees on February 5, 2015.

The purpose of the polystyrene food packaging ban is to reduce Styrofoam™ litter and encourage the use of products that can be readily recycled or composted, or decomposed when landfilled. Styrofoam™ is lightweight and often becomes litter. It can travel via wind or through storm drains into our wetlands, creeks, and nearby rivers and waterways. Styrofoam™ breaks into small pieces that are mistaken for food by birds, fish and other animals causing illness and death.

Impacts on City programs are anticipated to be minimal since cost effective alternatives are available and many City departments have already switched to non-Styrofoam™ options. Employees have been informed of alternative materials and resources that are preferred.

In October 2014, the City Council adopted the Pasadena Zero Waste Strategic Plan, which sets a goal of achieving zero waste to landfills and incinerators by the year 2040. One of the Zero Waste program initiatives will be evaluating a citywide ban on polystyrene food packaging. Over 80 California cities have implemented similar bans. In the coming months, City staff will begin a collaborative process with community stakeholders to develop solutions tailored to Pasadena.

City Hall
100 N. Garfield Avenue, Room 231
Mailing Address: P.O. Box 7115 • Pasadena 91109-7215
(626) 744-7371 • Fax (626) 744-4774
jgutierrez@cityofpasadena.net

2. Annual Grants Program FY 2015-2016:

Applications for the City's FY 2015-2016 Annual Grants Program are available online from the Cultural Affairs Division of the Planning & Community Development Department. The deadline to submit for all applicants is Thursday, May 14, 2015 by 5:00 p.m.

The Annual Grants Program provides support to local arts and culture organizations for projects and programs that engage both local and regional audiences and PUSD students. Applicants may submit proposals in four categories: Arts & Culture I, II or II (based on organizational budget size), Arts Education, Festivals & Parades or Individual Artists Projects. All applicants are required to meet guideline requirements and awards are based Selection Panel recommendations. I have attached a memorandum from Vince Bertoni, Director of Planning & community Development that provides additional information on workshops that are currently being offered.

3. Pasadena Police Calls for Service Report – January 2015:

Attached is the Preliminary Monthly Statistical Report for the month of January 2015 from Phillip L. Sanchez, Chief of Police. This report is based on report calls for service rather than the uniform crime reports (UCR) stats. The report reflects specific call types that resulted in a report/arrest disposition sorted by Service Area and Council District.

4. Income Tax Assistance Program:

The Villa-Parke Community Center located at 363 E. Villa Street, will be offering "Do It Yourself" income tax services every Wednesday from 3:30pm to 5:00pm beginning this past Wednesday, January 28th and continuing through Wednesday, April 8th. No appointments are required. Certified Staff will be in attendance to assist you through this E-File service. Please see the attached flyer for detailed information on the specific qualifications or you can contact the Villa-Parke Community Center for additional information at (626) 744-6530.

5. Citizen Service Center Activity Report Update – January:

I have attached the January Monthly Activity Report from Mandy Templeton, 311 Call Center Manager of Public Works that outlines the recent developments and metrics related to the operation of the Pasadena Citizen Service. The Citizen Service Center finished strong in January experiencing a 76.30% service level (percentage of calls answered within 30 seconds) and 6,451 total calls answered.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

TO: Michael J. Beck, City Manager

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

DATE: February 5, 2015

SUBJECT: Annual Grants Program FY 2015-2016

Annual Grants Program Applications Available

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Free Technical Assistance Workshops: Each year, the Cultural Affairs Division offers a series of free technical assistance workshops to the public in order to improve grant writing skills and answer questions pertaining to the application process.

All first-time applicants, and those who have not applied since the 2010/2011 Grants Program cycle, MUST attend a City-sponsored grant-writing workshop to be eligible to apply. Due to changes to the FY 2015-16 Program Guidelines and the California Cultural Data Project (CCDP) requirements, it is recommended that ALL applicants attend at least one of the grant-writing workshops offered. Please RSVP to (626) 744-7062.

Grants Program Workshop Schedule:

- Wednesday, February 25, 2015 from 6:00-8:00 p.m.
  City of Pasadena Permit Center Hearing Room
  175 N. Garfield Avenue

- Tuesday, March 24, 2015 from 6:00-8:00 p.m.
  Jackie Robinson Community Center
  1020 N. Fair Oaks Avenue

- Thursday, April 16, 2015 from 6:00-8:00 p.m.
  City of Pasadena Permit Center Hearing Rm
  175 N. Garfield Avenue

Funding for the Annual Grants Program is provided by the City of Pasadena to eligible Pasadena-based organizations and artists. For more information and a calendar of current Grants Program funded events, visit: www.cityofpasadena.net/arts or contact Rochelle Branch, Cultural Affairs Division Manager, Planning & Community Development Department: (626) 744-7062.

PASADENA POLICE DEPARTMENT

PRELIMINARY - Monthly Statistical Report

January 2015

This Preliminary Monthly Statistical Report is based on Call for Service (CFS) data and is not Uniform Crime Report (UCR) compliant. Select call types are included for incidents closed with a report disposition. Using preliminary information allows for timely information to make immediate deployment decisions.

	Service Areas					
Offense	**1**	**2**	**3**	**4**	**5**	
Homicide		1				1
Rape	1	5				6
Robbery	1	3	2	2	3	11
ADW	1	7	3		2	13
Assault	1	12	4	2	6	25
Assault DV		6	2	2	4	14
Burglary Commercial	1	3	4	10	9	27
Burglary Other	1	4	5	6	3	19
Burglary Residential	10	14	14	6	5	49
Burglary Vehicle	12	14	17	12	19	74
Theft	27	20	19	16	37	119
Recovered Vehicle	*3*	*4*	*3*	*1*		*11*
Stolen Vehicle	8	5	4	3	1	21
	63	**94**	**74**	**59**	**89**	**379**

	Council Districts							
Offense	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
Homicide					1			1
Rape	2		1		2	1		6
Robbery		1	5	2		1	2	11
ADW	1	3	6		2	1		13
Assault	2	4	10	2	4	3		25
Assault DV	3		1	2	6	1	1	14
Burglary Commercial		4	11	10		1	1	27
Burglary Other	3	4	1	6		2	3	19
Burglary Residential	7	8	4	8	6	9	7	49
Burglary Vehicle	11	4	12	12	9	9	17	74
Theft	10	9	25	16	14	28	17	119
Recovered Vehicle	*2*	*1*	*2*	*1*	*1*	*1*	*3*	*11*
Stolen Vehicle	1	1	3	4	1	7	4	21
	40	**38**	**79**	**62**	**45**	**63**	**52**	**379**

**Totals do not include recovered vehicles

INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

	Combined Service Areas and Council Districts - January 2015																				
	West				Northwest				Central					East		Midtown					
Council District	**1**	**6**	**7**		**1**	**3**	**5**		**2**	**4**	**5**	**7**		**4**		**1**	**3**	**5**	**6**	**7**	
Homicide							1	1													1
Rape		1		1	2	1	2	5													6
Robbery		1		1		3		3	1			1	2	2	2		2			1	3	11
ADW		1		1	1	4	2	7	3				3				2				2	13
Assault		1		1	2	6	4	12	4				4	2	2		4		2		6	25
Assault DV					3		3	6			2		2	2	2		1	1	1	1	4	14
Burglary Commercial			1	1		3		3	4				4	10	10		8		1		9	27
Burglary Other		1		1	3	1		4	4			1	5	6	6				1	2	3	19
Burglary Residential		8	2	10	7	3	4	14	8	2	1	3	14	6	6		1	1	1	2	5	49
Burglary Vehicle	3	5	4	12	8	4	2	14	4		5	8	17	12	12		8	2	4	5	19	74
Theft	4	20	3	27	6	6	8	20	9		4	6	19	16	16		19	2	8	8	37	119
Recovered Vehicle		*1*	*2*	*3*	*2*	*2*		*4*	*1*		*1*	*1*	*3*	*1*	*1*							*11*
Stolen Vehicle		6	2	8	1	3	1	5	1	1		2	4	3	3				1		1	21
	7	**44**	**12**	**63**	**33**	**34**	**27**	**94**	**38**	**3**	**12**	**21**	**74**	**59**	**59**	**0**	**45**	**6**	**19**	**19**	**89**	**379**

	Combined Service Areas and Council Districts - 2015 Year to Date January																				
	West				Northwest				Central					East		Midtown					
Offense	**1**	**6**	**7**		**1**	**3**	**5**		**2**	**4**	**5**	**7**		**4**		**1**	**3**	**5**	**6**	**7**	
Homicide							1	1													1
Rape		1		1	2	1	2	5													6
Robbery		1		1		3		3	1			1	2	2	2		2			1	3	11
ADW		1		1	1	4	2	7	3				3				2				2	13
Assault		1		1	2	6	4	12	4				4	2	2		4		2		6	25
Assault DV					3		3	6			2		2	2	2		1	1	1	1	4	14
Burglary Commercial			1	1		3		3	4				4	10	10		8		1		9	27
Burglary Other		1		1	3	1		4	4			1	5	6	6				1	2	3	19
Burglary Residential		8	2	10	7	3	4	14	8	2	1	3	14	6	6		1	1	1	2	5	49
Burglary Vehicle	3	5	4	12	8	4	2	14	4		5	8	17	12	12		8	2	4	5	19	74
Theft	4	20	3	27	6	6	8	20	9		4	6	19	16	16		19	2	8	8	37	119
Recovered Vehicle		*1*	*2*	*3*	*2*	*2*		*4*	*1*		*1*	*1*	*3*	*1*	*1*							*11*
Stolen Vehicle		6	2	8	1	3	1	5	1	1		2	4	3	3				1		1	21
	7	**44**	**12**	**63**	**33**	**34**	**27**	**94**	**38**	**3**	**12**	**21**	**74**	**59**	**59**	**0**	**45**	**6**	**19**	**19**	**89**	**379**

** Totals do not include Recovered Vehicles

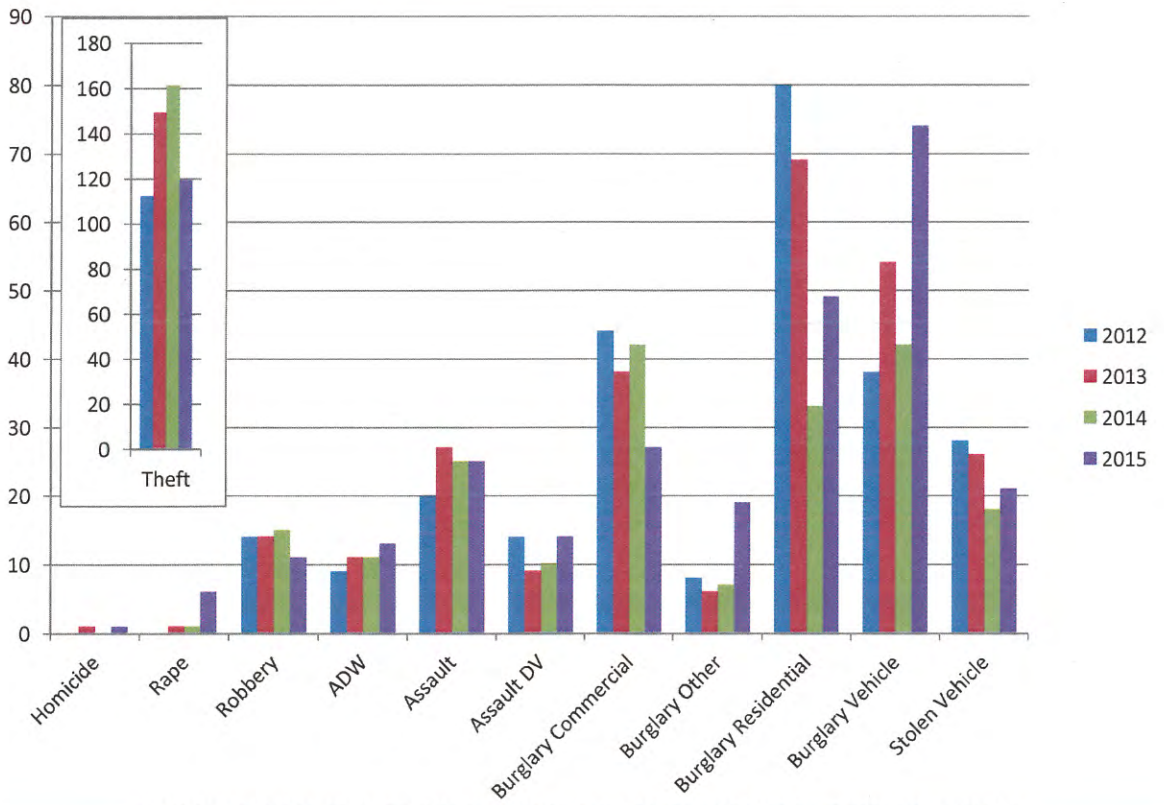
INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Jan 2012 - Jan 2015

	2012	2013	2014	2015	Change from 2014
Homicide	0	1	0	1	N/C
Rape	0	1	1	6	500%
Robbery	14	14	15	11	-27%
ADW	9	11	11	13	18%
Assault	20	27	25	25	0%
Assault DV	14	9	10	14	40%
Burglary Commercial	44	38	42	27	-36%
Burglary Other	8	6	7	19	171%
Burglary Residential	80	69	33	49	48%
Burglary Vehicle	38	54	42	74	76%
Theft	112	149	161	119	-26%
Recovered Vehicle	*19*	*2*	*7*	*11*	57%
Stolen Vehicle	28	26	18	21	17%
	367	405	365	379	4%



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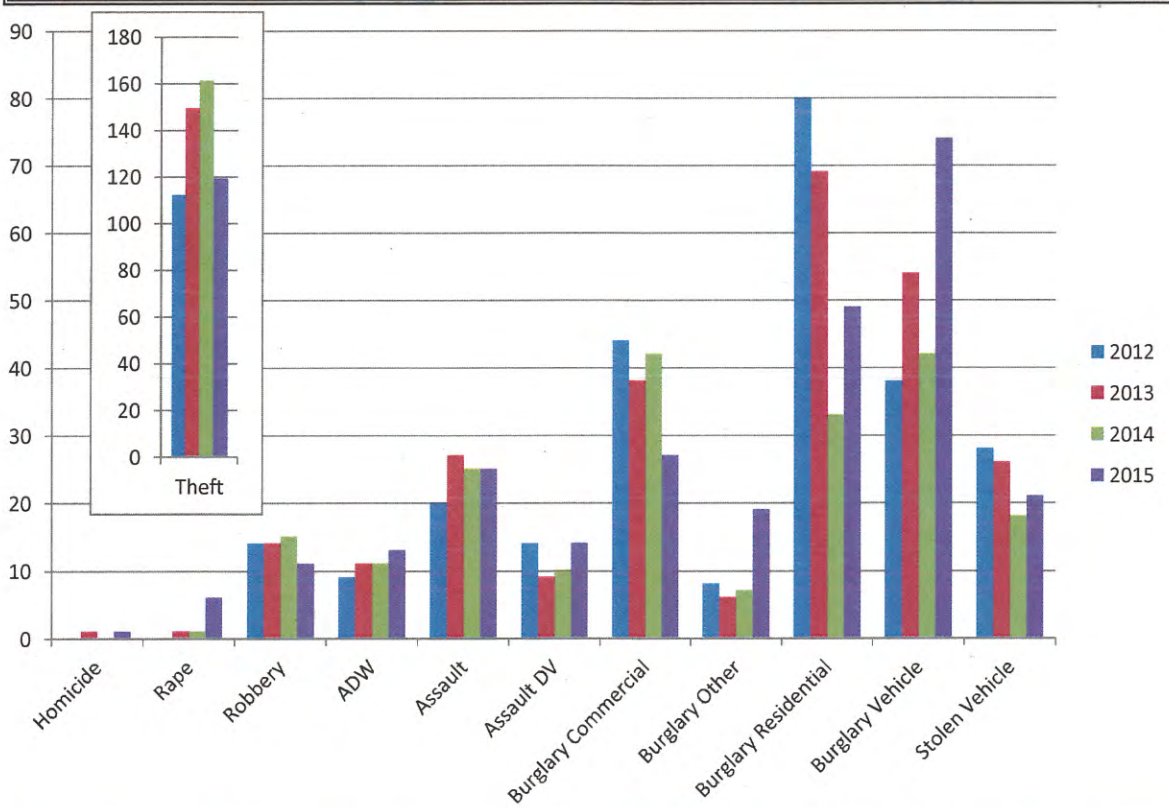
FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Year to Date through January

	2012	2013	2014	2015	Change from 2014
Homicide	0	1	0	1	N/C
Rape	0	1	1	6	500%
Robbery	14	14	15	11	-27%
ADW	9	11	11	13	18%
Assault	20	27	25	25	0%
Assault DV	14	9	10	14	40%
Burglary Commercial	44	38	42	27	-36%
Burglary Other	8	6	7	19	171%
Burglary Residential	80	69	33	49	48%
Burglary Vehicle	38	54	42	74	76%
Theft	112	149	161	119	-26%
Recovered Vehicles	*19*	*2*	*7*	*11*	57%
Stolen Vehicle	28	26	18	21	17%
Total	367	405	365	379	4%



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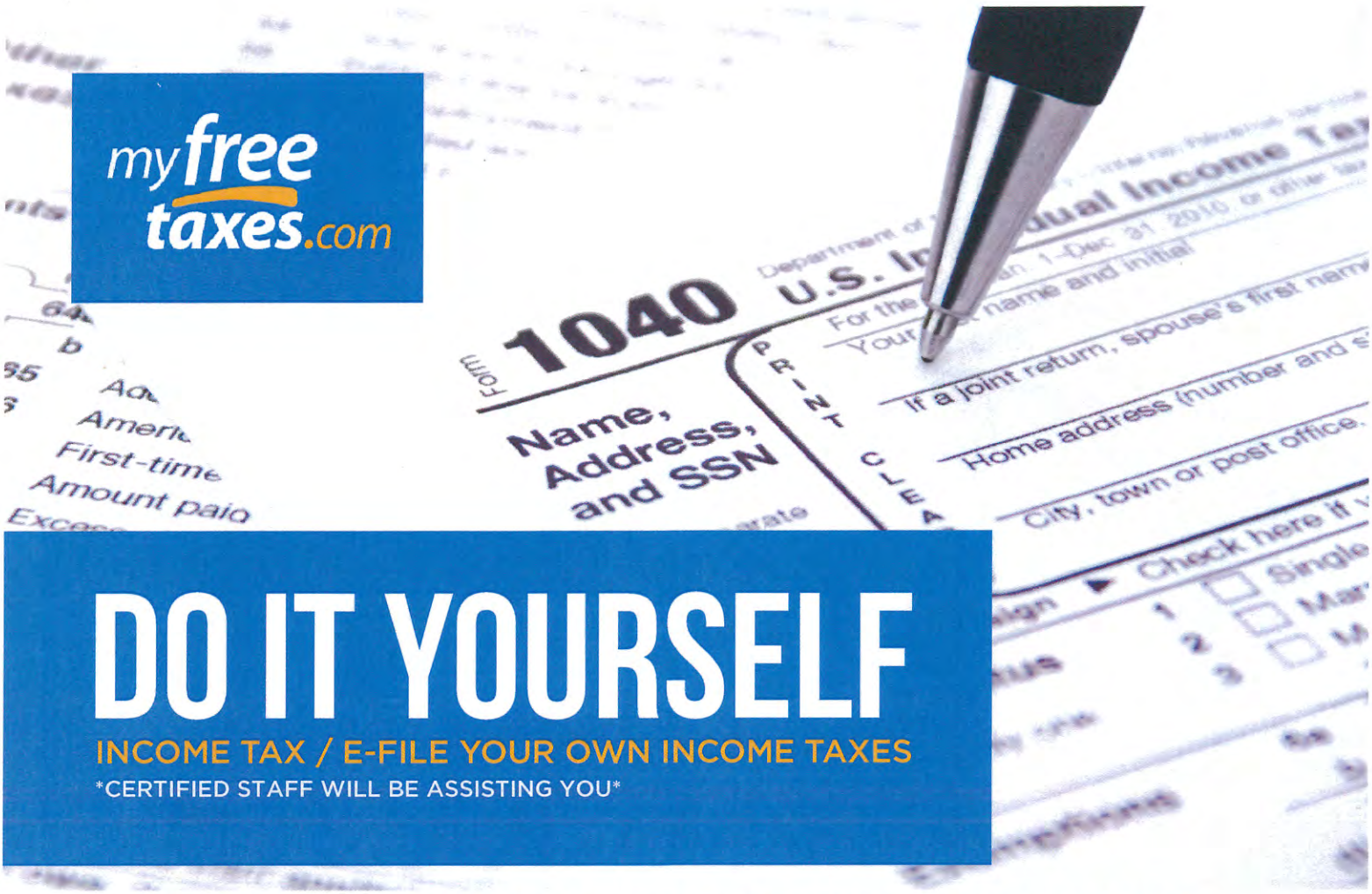
FOR PUBLIC DISTRIBUTION

myfree taxes.com



DO IT YOURSELF

INCOME TAX / E-FILE YOUR OWN INCOME TAXES

CERTIFIED STAFF WILL BE ASSISTING YOU

EVERY WEDNESDAY FROM 3:30 TO 5:00 PM

NO APPOINTMENT REQUIRED

START DATE: WEDNESDAY, JANUARY 28, 2015
END DATE: WEDNESDAY, APRIL 8, 2015

VILLA-PARKE COMMUNITY CENTER- SECOND FLOOR ROOM 211
363 E VILLA ST PASADENA, CA 91101

If you meet the following requirements:

- You need to file simple basic returns (1040-EZ)
- You have wages income reported on -W-2 forms(s)
- And/or you have unemploment income
- You don't have self employment income or any other schedules to report – no attachments
- Your income is below: $30,000
- You don't have dependents
- Your filing status is not: "married filing separately"
- You have basic computer knowledge

Bring Your 2013 Income Tax Copies(if any), Social Security, Bank Account and Routing Number.

For more information, please contact Villa-Parke Community Center at (626) 744-6530.

Walmart goodwill LIVE UNITED United Way NDI National Disability Institute CITY OF PASADENA HUMAN SERVICES AND RECREATION DEPARTMENT

PASADENA
CITIZEN SERVICE CENTER 626.744.7311

Monthly Activity Report

Call Center / Web Requests
January 2015

http://cityofpasadena.net/CSC

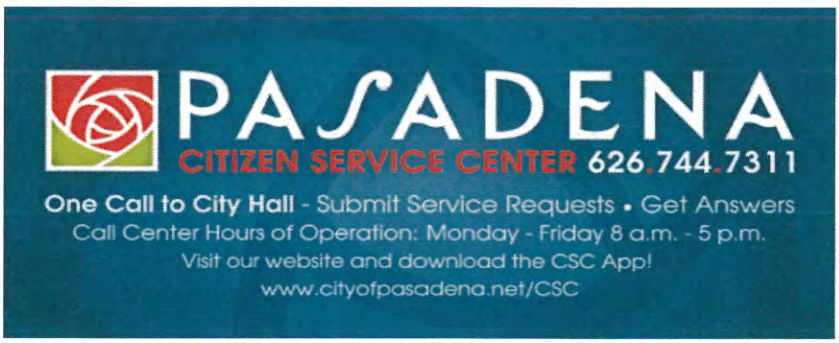
The Pasadena Citizen Service Center celebrated its one-year anniversary on January 24, 2015! The Pasadena Citizen Service Center ended January with the following results:

January 2015	
Total calls answered	**6,451**
Total service requests managed	**1,594**
Service level	**76.30%**
Average handle time (average talk time per call)	**1:34**
Average answer delay (in seconds)	**:19**

As a reminder, the Pasadena Citizen Service Center will be open for calls on the upcoming City holidays. On Thursday, February, 12 and Monday, February 16, the Call Center will be open from 8:00 a.m. – 5:00 p.m. to assist callers with their questions and service requests.

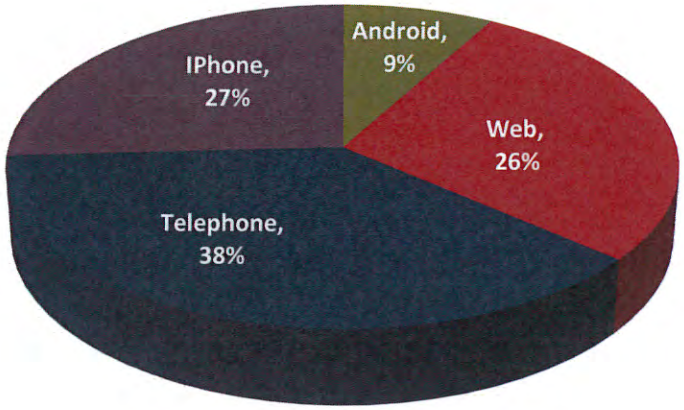
Don't forget to download the Pasadena Citizen Service Center mobile app. In addition to submitting and tracking service requests, users can view the extensive Frequently Asked Questions (FAQs) section and can contact the Call Center through the "Call Us Now" option. Visit the Pasadena Citizen Service Center website at http://www.cityofpasadena.net/CSC/Mobile-App/ to download the free mobile app. If you already have the app, make sure to update the mobile app to use the latest features!

Look for the Pasadena Citizen Service Center in your upcoming Pasadena Water and Power billing statements.

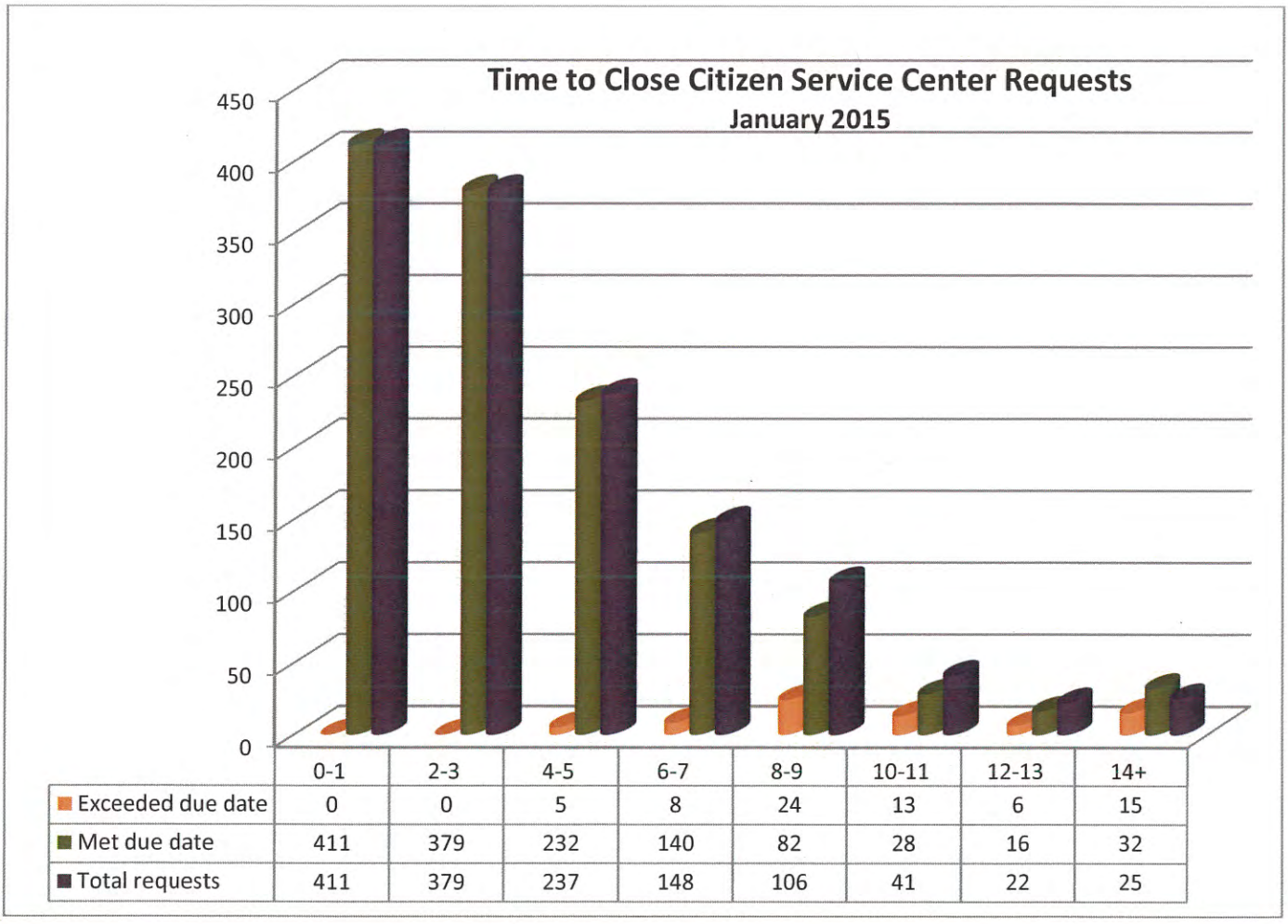


For more information about this report or the Pasadena Citizen Service Center, please contact Mandy Templeton at mtempleton@cityofpasadena.net or by phone at (626) 744-7151.

How Requests Are Reported
January 2015



Top Calls by Department January 2015	
Rank	**Department**
1	Public Works
2	Transportation
3	General City Questions
4	Water and Power
5	Planning and Permitting
6	Housing
7	Human Services and Recreation
8	Police
9	Public Health
10	Seasonal



	0-1	2-3	4-5	6-7	8-9	10-11	12-13	14+
Exceeded due date	0	0	5	8	24	13	6	15
Met due date	411	379	232	140	82	28	16	32
Total requests	411	379	237	148	106	41	22	25

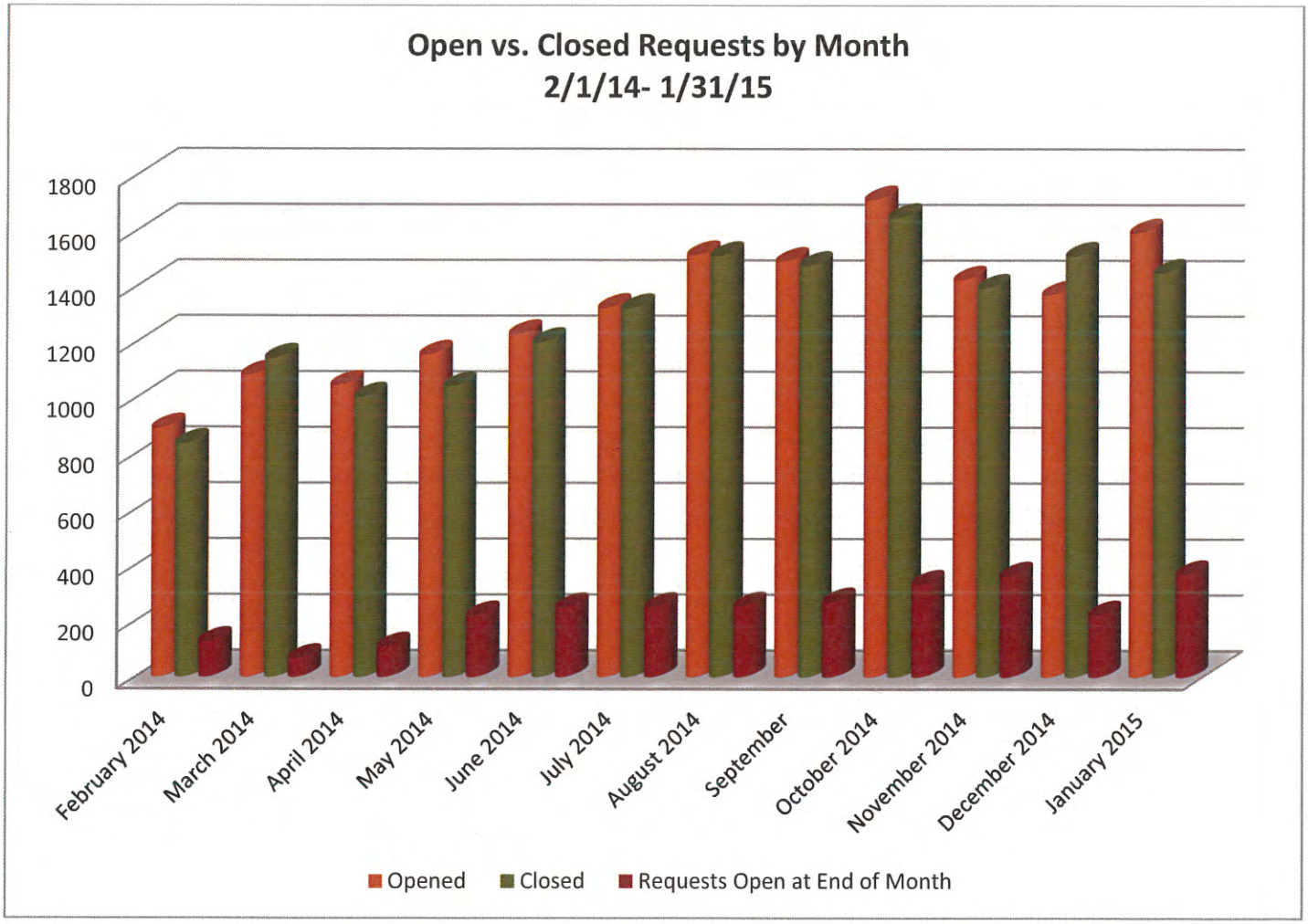
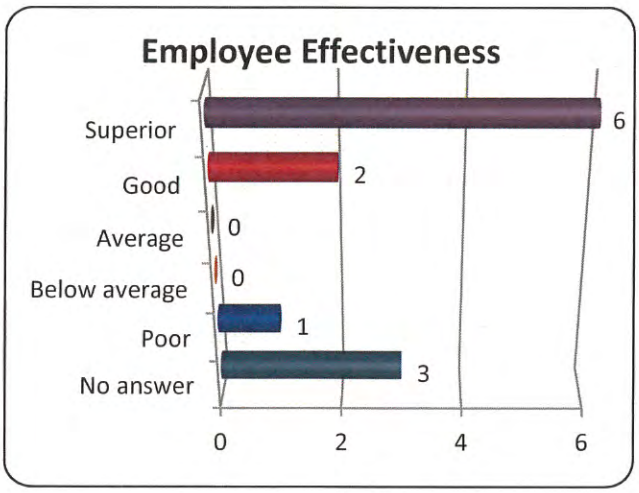
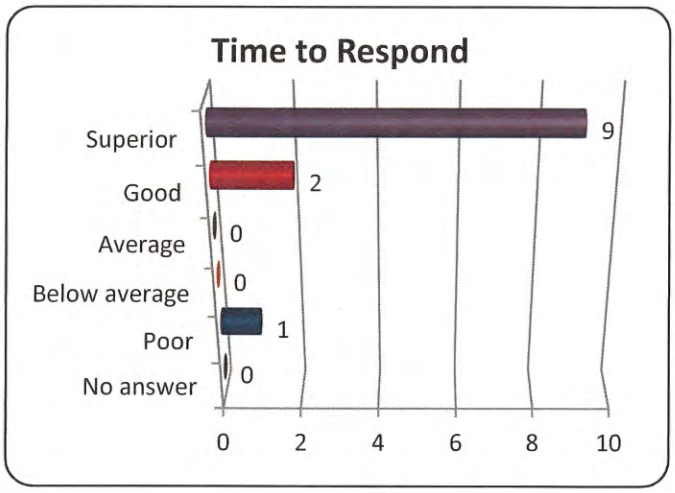
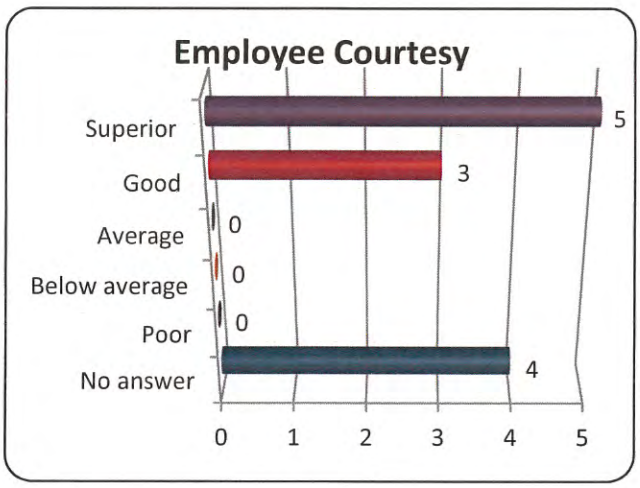
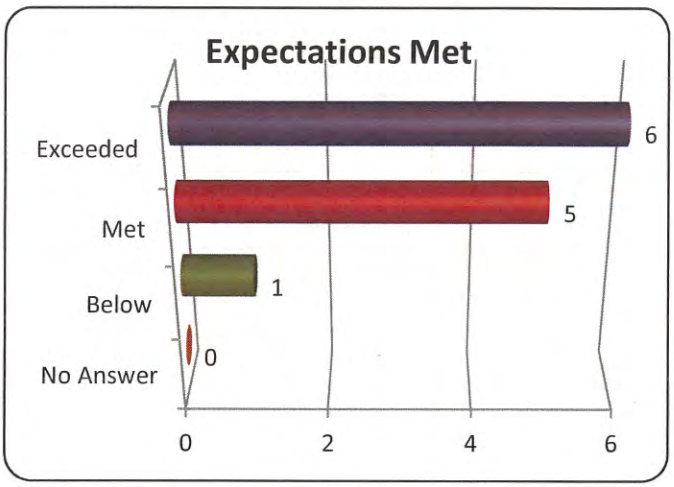
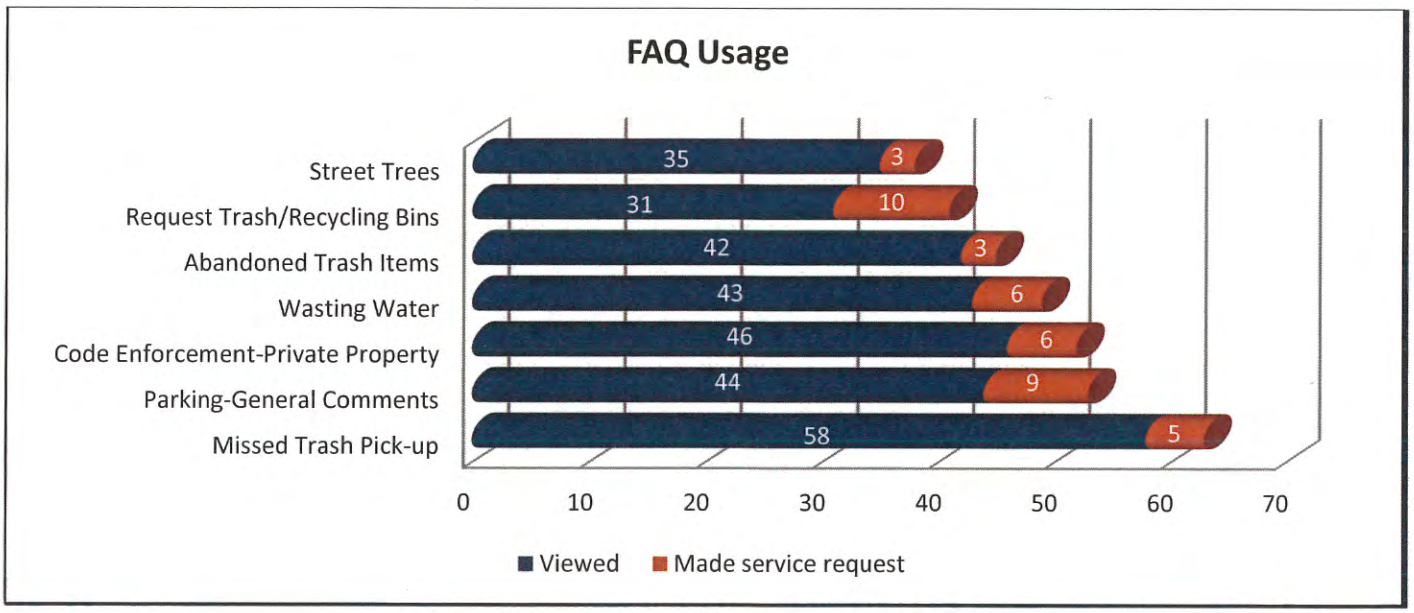
Service Level
76.3%
(Calls Answered within 30 Seconds)

Total Service Requests
1,594
(14 Departments Represented)

By the Numbers
January 2015

Total Calls Answered
6,451
Average Answer Delay
:19

Average Handle Time per Call
1:34
Calls Abandoned
2.6%



Customer Satisfaction Survey Results
January 2015