OFFICE OF THE CITY MANAGER

April 9, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Final Recommendation of SR-710 DEIR Alternatives and the Pasadena Working Group Proposal:

City Staff will provide an overview of the SR-710 DEIR Alternatives being proposed by Metro. The Pasadena Working Group members will present their recommendations at the April 13, 2015 City Council meeting. Staff is recommending that the City Council support the Working Group's preferred alternative at the City Council's Special Meeting scheduled to begin at 6:30pm at the Pasadena Convention Center – Ballrooms located at 300 East Green Street. This item will be heard around 7:00pm or shortly thereafter. Free parking, with validation will be available at the parking garage located at Los Robles & Green St. The public is encouraged to attend.

2. Caltrans and Metro add two more Public Hearings for Community Feedback to Draft Environmental Document on SR-710:

On April 2, 2015 the California Department of Transportation (Caltrans) and the Los Angeles County Metropolitan Transportation Authority (Metro) announced the addition of two more public hearings to offer community feedback on the Draft Environmental Impact Report/Environmental Impact Statement (EIR/EIS) for SR-710.

Additional public hearings have been scheduled for Wednesday, May 6, 2015 at the La Canada High School auditorium, 4463 Oak Grove Drive, La Canada-Flintridge, Calif. 91011 with map viewing at 5:00pm–6:00pm and public hearing 6:00pm–9:00pm and Thursday, May 7, 2015 at the Los Angeles Christian Presbyterian Church, 2241 N. Eastern Avenue, Los Angeles, Calif. 90032 with map viewing 5:00pm–6:00pm and public hearing 6:00pm–9:00pm. I have attached the news release that provides additional information.

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

3. Real Change Movement Receives Visual Arts Award:

Pasadena's public education campaign on homelessness, Real Change Movement, was recognized by the Academy of Interactive & Visual Arts (AIVA) with a 2014 Davey Award. This award is given for the best web, design, video, advertising and mobile work by small agencies worldwide.

The outreach campaign primarily uses an educational website www.RealChangeMovement.org and nine Real Change Movement meters set up throughout Pasadena as public donation stations. All donated funds will be matched by United Way of Greater LA. The program is on track to generate between $25,000-$30,000 per year, including the match, for homeless services in Pasadena. Additional meters will be installed in the coming year. The attached memorandum from William Huang, Director of Housing and Career Services provided additional information on the Real Change Movement's visual and messaging concept.

4. Civic Center Temporary Public Art Project Request for Proposals:

The Cultural Affairs Division of the Planning & Community Development Department has issued a Request for Proposals for new public art projects in the Civic Center area. The *My Pasadena*: NEA Our Town Public Art Project will consist of a series of temporary artist-led public art projects that will engage an expanded community with the historic and architecturally compelling Civic Center. The project is intended to build awareness of the contemporary role of government in civic life, enhance the understanding of and participation in civic dialog and community engagement.

The *My Pasadena* public art project has been developed as an implementation measure of the City's Public Art Master Plan and encourages artists and arts organizations to collaborate with existing project partners, including the Armory Center for the Arts, the Pasadena Library's We the People (PPL) Program, Pasadena Heritage, Pasadena Unified School District (PUSD) and the City's Northwest Programs Office. Pasadena's Side Street Projects is collaborating with the Cultural Affairs Division to develop these artists' projects. The attached memorandum from Vincent Bertoni, Director of Planning & Community Development provides additional information on funding and the Request for Proposals due date.

5. Citizen Service Center Activity Report Update – March:

I have attached the March 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 (CSC) had a very busy month in March, answering 6,561 calls and managed 1,963 CSC requests. This is the highest number of request to date.

6. Tips for Tree Maintenance and Care:

The City of Pasadena is proud to have thousands of mature trees that contribute long-term aesthetic, environmental, and economic benefits to the City. Our beautiful trees offer color, shape, texture and scale to our urban environment while filtering out air and water pollutants, increasing oxygen levels, and reducing solar glare. Trees help increase property values and enhance the experience of leisure and business travelers.

The Pasadena Department of Public works is responsible for maintain City trees that are planted in parkways, which are defined as the area between the curb and sidewalk, and in public rights-of-way. The City's Master Street Tree Plan designates the tree species to be planted in the parkway for every street in Pasadena. The department also follows American National Standards Institute standards for tree care to ensure public trees are maintained according to best management practices. I have attached a memorandum that provides informational tips for maintaining trees.

7. FY 2016-2020 CIP and Operating Budget Presentation Scheduled Meetings:

The joint meeting of the Finance Committee and the City Council on April 13th officially kicks off the FY 2016 Budget Season. This is the time when the City Manager presents the capital budget and then the operating budget recommendations for next fiscal year. Following are the scheduled meeting dates:

Monday, April 13th	1:30pm	CIP Budget Presentation
Monday, April 27th	1:30pm	CIP Budget Presentation and Adoption
Monday, May 11th	4:00pm	FY16 General Fee Schedule & FY16 Schedule of Taxes, Fees, and Charges
Monday, May 18th	3:00pm	Operating Budget Overview Presentation
Monday, June 1st	1:00pm	Operating Budget Department Presentation
Monday, June 8th	1:00pm	Operating Budget Department Presentation
Monday, June 15th	1:00pm	Operating Budget Affiliated Agencies & Department Presentation
Monday, June 22nd	4:00pm	Operating Budget Adoption General Fee Schedule and Schedule of Taxes, Fees, and Charges Adoption

All meetings will take place in the Council Chamber.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

Los Angeles County
Metropolitan Transportation Authority

Metro News

Contact: Lauren Wonder (213) 897-9092 lauren.wonder@dot.ca.gov
Paul Gonzales (213) 922-2702 gonzalesp@metro.net

Caltrans and Metro Add Two More Public Hearings for Community Feedback to Draft Environmental Document on SR-710

(April 2, 2015) The California Department of Transportation (Caltrans) and the Los Angeles County Metropolitan Transportation Authority (Metro) today announced the addition of two more public hearings to offer community feedback on the Draft Environmental Impact Report/Environmental Impact Statement (EIR/EIS) for SR-710.

Additional public hearings have been scheduled for Wednesday, May 6, 2015 at the La Cañada High School auditorium, 4463 Oak Grove Drive, La Cañada-Flintridge, Calif. 91011 with map viewing 5 p.m. -6 p.m. and public hearing 6 p.m. - 9 p.m. and Thursday, May 7, 2015 at the Los Angeles Christian Presbyterian Church, 2241 N. Eastern Avenue, Los Angeles, Calif. 90032 with map viewing 5 p.m. -6 p.m. and public hearing 6 p.m. -9 p.m.

The added meetings provide four opportunities to comment on the draft environmental document. The first two meetings are scheduled on Saturday, April 11, 2015 at the Rosco C. Ingalls Auditorium at East Los Angeles College with map viewing 10 a.m. -11 a.m. and public hearing 11 a.m. - 4 p.m. and Tuesday, April 14, 2015 at the Pasadena Convention Center with map viewing 5 p.m. - 6 p.m., and public hearing 7 p.m. -9 p.m. A 120-day public comment period began March 6 and ends July 6, 2015.

Caltrans and Metro are under a mandate from two million Los Angeles County voters that passed Measure R in 2008 to study a 100 square mile region affected by congestion and pollution caused by incomplete transportation infrastructure between the end of the I-710 freeway in El Sereno and the I-210 Freeway in Pasadena.

The Draft EIR/EIS proposes five alternatives regarding a 4.5 mile gap separating the freeways.

- No Build option that would leave conditions as they are
- A traffic management system to upgrade and synchronize signals and improvements to local street intersections to more quickly move traffic that exits the dead end freeway
- A rapid bus line featuring high frequency service with minimal stops and potentially a dedicated bus lane
- Light rail to carry passengers between East Los Angeles and Pasadena
- A freeway tunnel that would extend the SR-710

-MORE-

Caltrans-Metro Add Two Public Hearings to Comment on Draft EIR/EIS on SR-710 (1st Add)

No decisions have been made on any proposed alternative in the Draft EIR/EIS.

Members of the public are encouraged to attend the public hearings and read the document at http://goo.gl/84KSgF Public comment can be made on the link provided.

The full document can be viewed by appointment at the Caltrans District Office at 100 South Main Street, Los Angeles, CA 90012 and at the Metro library, 1 Gateway Plaza, Los Angeles, Calif. 90012. Copies are also available at public libraries listed here: http://www.metro.net/projects/sr-710-conversations/

An EIR is required to comply with the California Environmental Quality Act and an EIS fulfills requirements of the National Environmental Policy Act. The laws require government agencies to identify the significant environmental impacts of their actions and to avoid, minimize or mitigate any adverse effects. Information from public comments will be weighed before preparing the final environmental document.

Altogether, approximately 26 detailed technical studies are included in the Draft EIR/EIS.

Through the process of compiling the Draft EIR/EIS, Metro and Caltrans conducted 92 community meetings, participated in six city-sponsored community forums and held over 200 briefings with community stakeholders.

Metro 032

###

HOUSING & CAREER SERVICES DEPARTMENT

DATE: April 2, 2015

TO: Michael J. Beck, City Manager

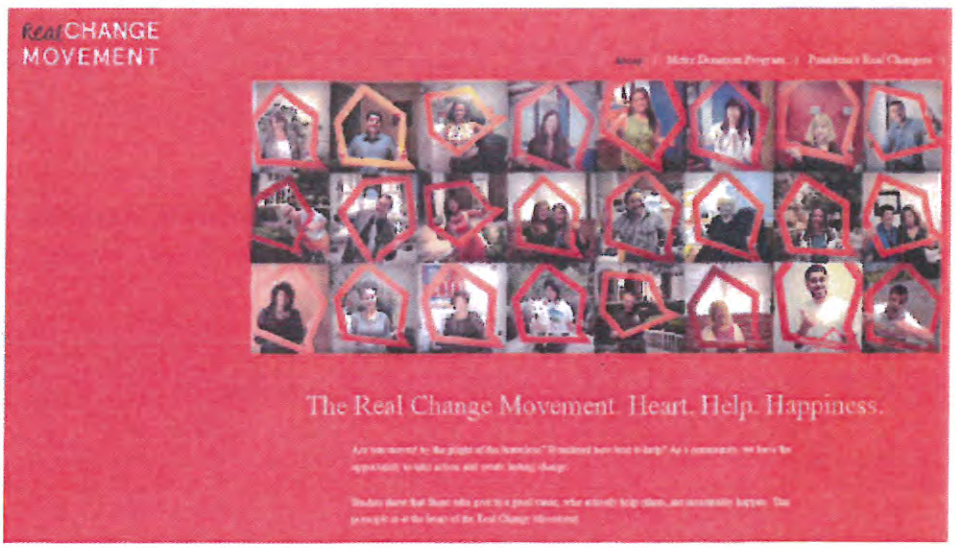
FROM: William K. Huang, Director of Housing and Career Services

SUBJECT: Real Change Movement Receives Visual Arts Award

Pasadena's public education campaign on homelessness, Real Change Movement, was recognized by the Academy of Interactive & Visual Arts (AIVA) with a 2014 Silver Davey Award. This award is given for the best web, design, video, advertising and mobile work by small agencies worldwide.

The Real Change Movement's visual and messaging concept was designed by Art Center College of Design's DesignMatters students then taken from concept to implementation by Saeshe, a professional advertising firm. Together they designed a uniquely positive and visually appealing public information campaign on the issue of homelessness.

The outreach campaign primarily uses an educational website (www.RealChangeMovement.org) and nine Real Change Movement meters set up throughout Pasadena as public donation stations. All donated funds will be matched by United Way of Greater LA. The program is on track to generate between $25,000-$30,000 per year, including the match, for homeless services in Pasadena. Additional meters will be installed in the coming year.



649 N. Fair Oaks Ave., Suite 202 • Pasadena, CA 91109-7215
(626) 744-8300 • Fax (626) 744-8340
www.cityofpasadena.net

GNC
LOS ROBLES AVENUE
ELEVATOR
Real CHANGE MOVEMENT
realchangemovement.org

MEMORANDUM

TO: Michael J. Beck, City Manager

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

DATE: April 9, 2015

SUBJECT: Civic Center Temporary Public Art Project Request for Proposals

---

My Pasadena NEA Our Town Civic Center Public Art Project: Request for Proposals

The Cultural Affairs Division of the Planning & Community Development Department has issued a Request for Proposals for new public art projects in the Civic Center area. The *My Pasadena*: NEA Our Town Public Art Project will consist of a series of temporary artist-led public art projects that will engage an expanded community with the historic and architecturally compelling Civic Center. The project is intended to build awareness of the contemporary role of government in civic life, enhance the understanding of and participation in civic dialog and community engagement.

The *My Pasadena* public art project has been developed as an implementation measure of the City's Public Art Master Plan and encourages artists and arts organizations to collaborate with existing project partners, including the Armory Center for the Arts, the Pasadena Library's We the People (PPL) Program, Pasadena Heritage, Pasadena Unified School District (PUSD) and the City's Northwest Programs Office. Pasadena's Side Street Projects is collaborating with the Cultural Affairs Division to develop these artists' projects.

Funded in part through a $100,000 National Endowment for the Arts (NEA) Our Town grant award to the Cultural Affairs Division, up to 14 temporary projects will be created to enliven the Civic Center area with award amounts that range from $2,500 to one award of $20,000. Projects may include sculpture, projections, performance, or other media and may utilize the resources of existing architectural tours or educational programs. A selection panel will make recommendations for final artist project awards to the Arts and Culture Commission.

The Request for Proposals is available through the on-line Call For Entry system (CAFÉ). Visit: www.callforentry.org to apply on or before May 4, 2015.

A Community Meeting will be held to present the Request for Proposals at the Armory Center for the Arts on Tuesday, April 14, 2015 at 6:00 p.m.

The goal of the *My Pasadena* project is to catalyze activity by creating a continuous series of events and changing artworks in the Civic Center area during the project timeframe (Fall, 2015 through Fall, 2016). These projects will produce an archive of ideas, images and stories that will extend Pasadena's cultural legacy into the future and may provide the basis for the development of permanent public art projects in the Civic Center area, as referenced in Policy #6 of the Public Art Master Plan.

The Request for Proposals is also available through the Cultural Affairs Division website: www.cityofpasadena.net/arts. For more information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department: 744-7062.

PASADENA
CITIZEN SERVICE CENTER 626.744.7311

Monthly Activity Report

Call Center / Web Requests
March 2015

http://cityofpasadena.net/CSC

The Pasadena Citizen Service Center (CSC) had a very busy month in March, answering 6,561 calls. The CSC managed 1,963 CSC requests in addition to the calls. This is the highest number of requests to date. Below is a comparison of the total number of requests for the months of January through March for 2014 and 2015.

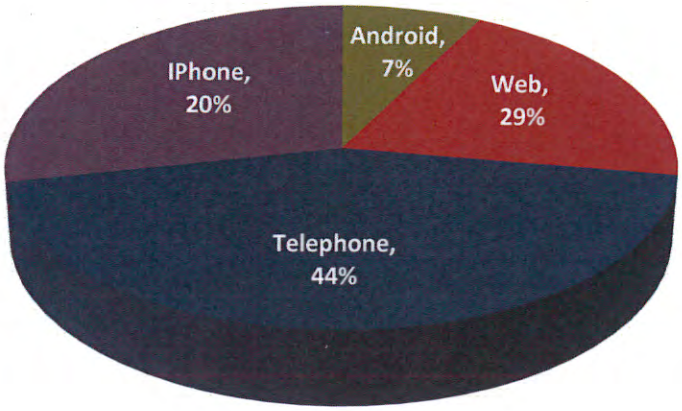
CSC Requests Received in 2014 & 2015

	2014	2015	% Change
January	1,001	1,593	59%
February	891	1,856	108%
March	1,083	1,963	81%

Don't forget to download the CSC 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 CSC 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!

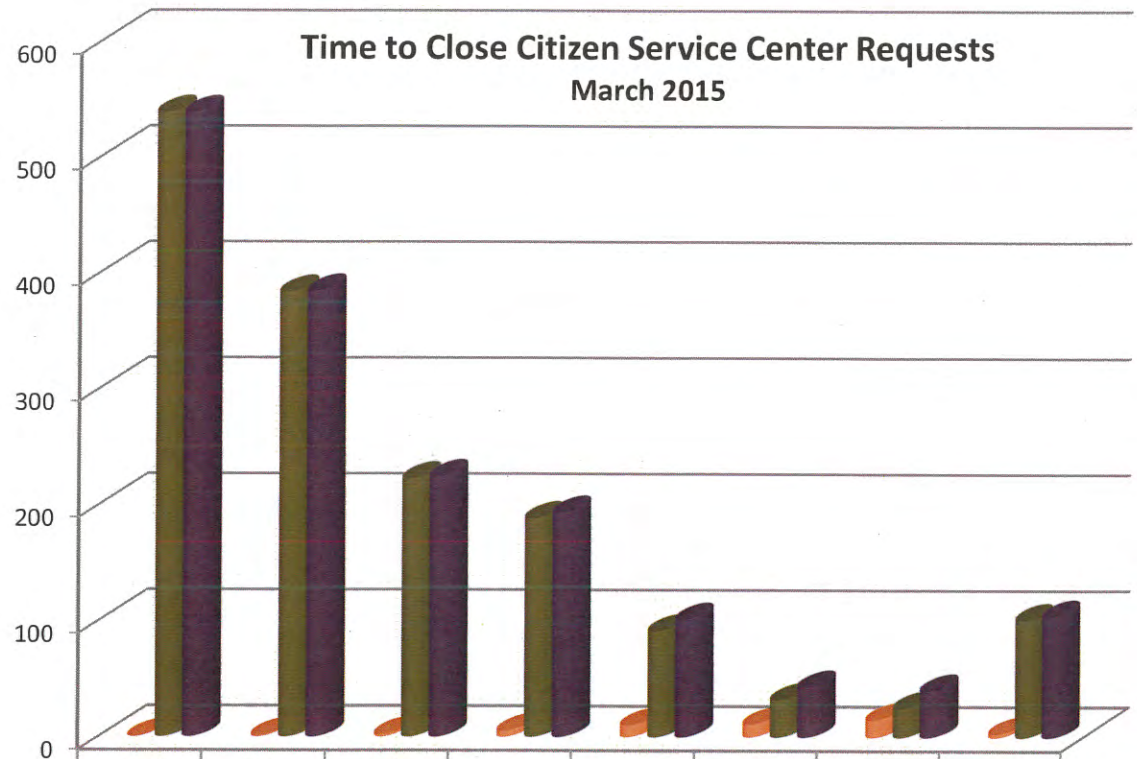
For more information about this report or the Pasadena Citizen Service Center, please contact Mandy Templeton at mtempleton@cityofpasadena.net or by phone at (626) 744-7151.

How Requests Are Reported
March 2015



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

Time to Close Citizen Service Center Requests
March 2015



	0-1	2-3	4-5	6-7	8-9	10-11	12-13	14+
Exceeded due date	0	1	2	5	10	11	15	3
Met due date	538	383	222	188	91	32	25	101
Total requests	538	384	224	193	101	43	40	104

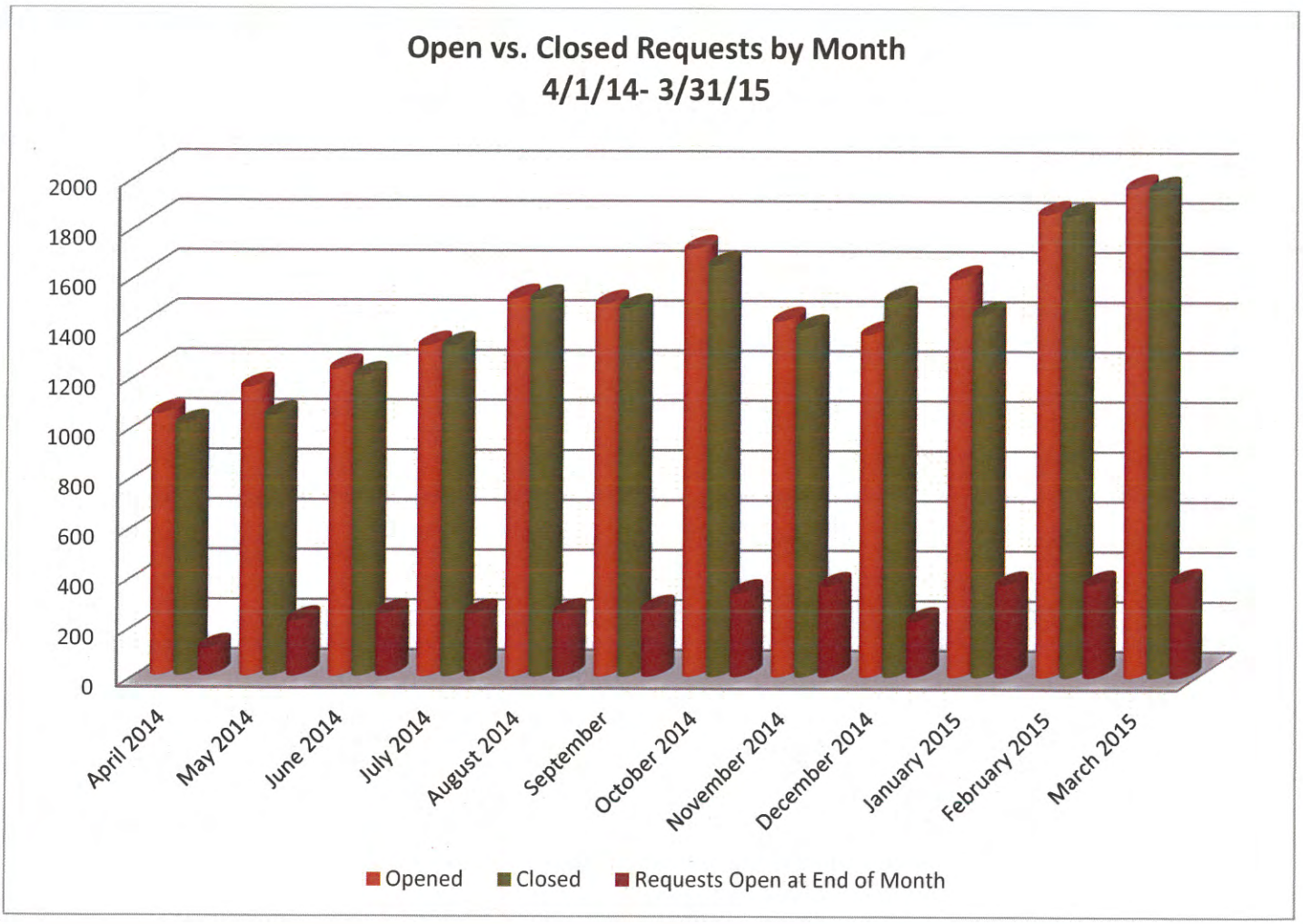
Service Level
74.1%
(Calls Answered within 30 Seconds)

Total Service Requests
1,963
(13 Departments Represented)

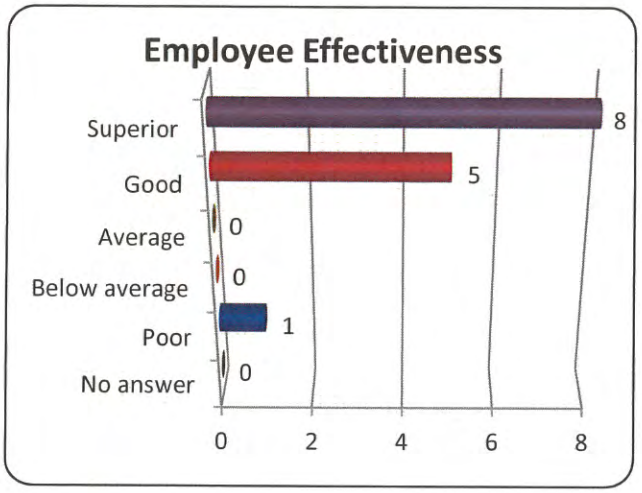
By the Numbers March 2015

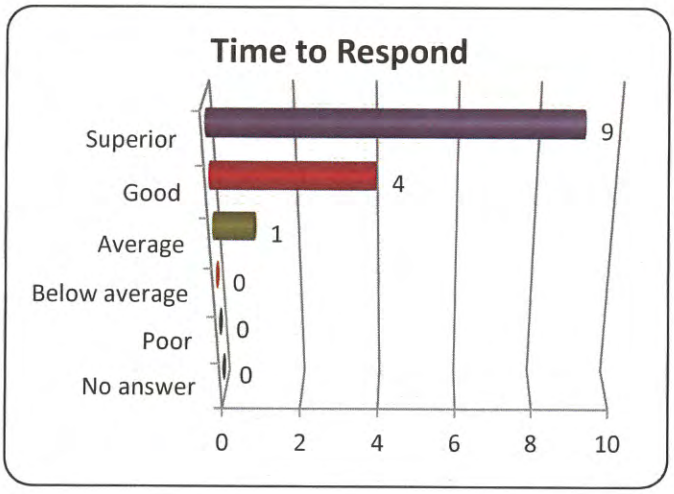
Total Calls Answered
6,561
Average Answer Delay
:20

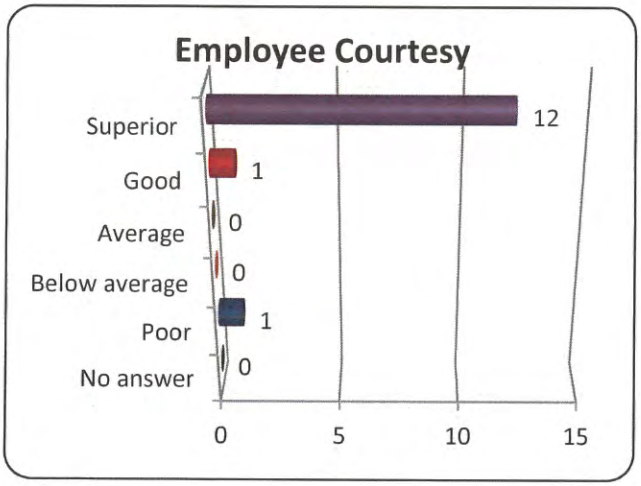
Average Handle Time per Call
1:43
Calls Abandoned
3.1%

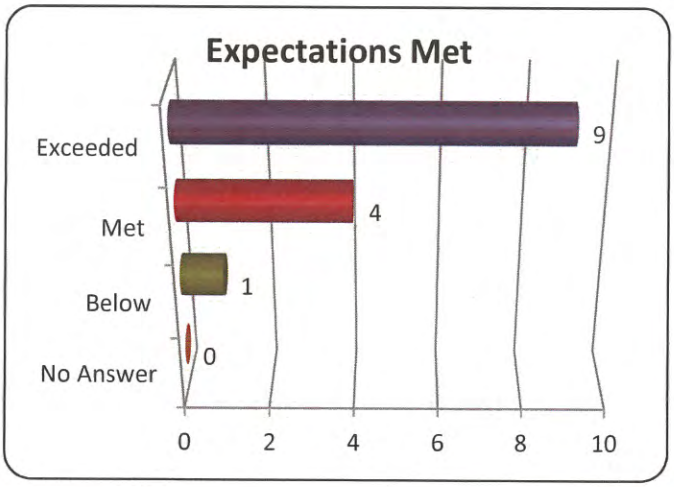


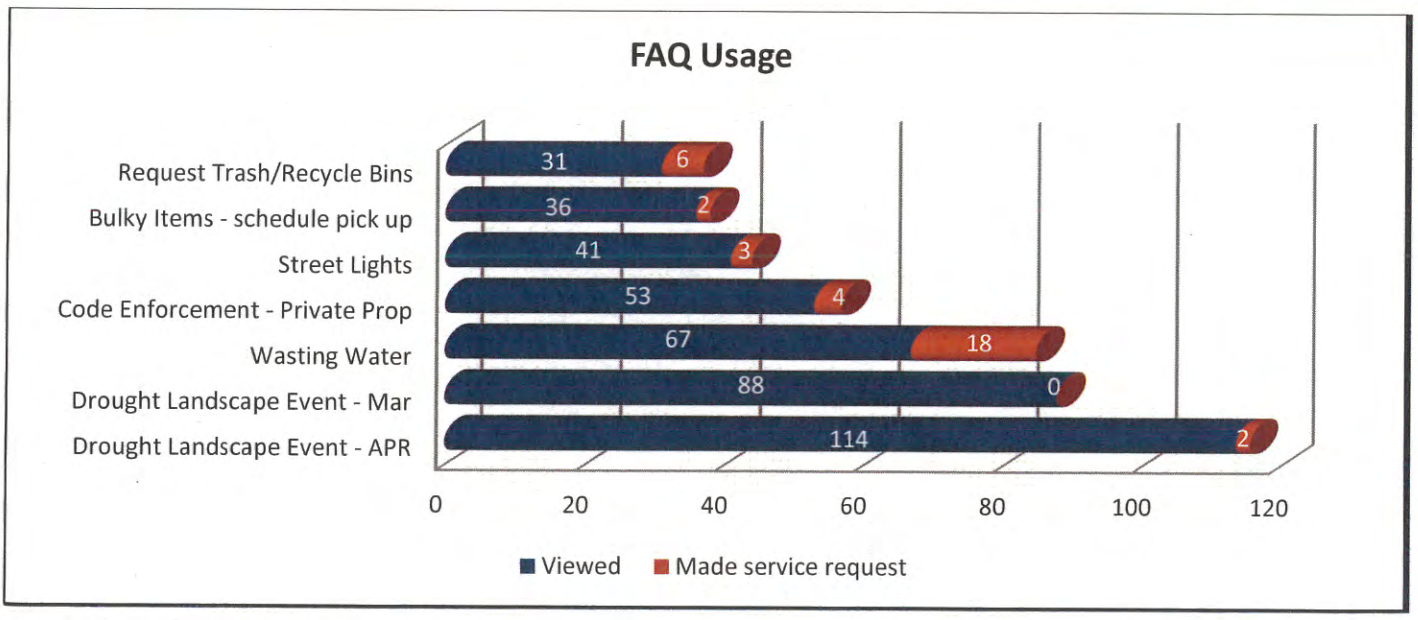
Customer Satisfaction Survey Results
March 2015











MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: April 8, 2015

TO: Michael J. Beck, City Manager

FROM: Julie A. Gutierrez, Assistant City Manager

RE: Tips for Tree Maintenance and Care

The City of Pasadena is proud to have thousands of mature trees that contribute long-term aesthetic, environmental, and economic benefits to the City. Our beautiful trees offer color, shape, texture and scale to our urban environment while filtering out air and water pollutants, increasing oxygen levels, and reducing solar glare. Trees help increase property values and enhance the experience of leisure and business travelers.

The Pasadena Department of Public Works is responsible for maintaining City trees that are planted in parkways, which are defined as the area between the curb and sidewalk, and in public rights-of-way. The City's Master Street Tree Plan designates the tree species to be planted in the parkway for every street in Pasadena.

The Department of Public Works follows American National Standards Institute standards for tree care to ensure public trees are maintained according to best management practices.

The Department of Public Works offers the following tips for maintaining trees.

<u>Watering Trees</u>

- Water trees slowly, early in the morning or after the sun has set;
- Do not let the sprinkler hit the base of the tree, this can damage the tree;
- Use soak hoses and drip irrigation to water trees in the "drip line" area which is directly along the outside edge of the trees' canopy;
- Best management practices indicate that watering young trees approximately five gallons once every five to seven days helping to improve the trees survival rate;
- During drought conditions, trees will benefit from weekly watering ; and
- Do not fertilize trees as this can burn tree roots under drought stress.

Tree Well Maintenance

- Use extra care when using a weed-eater and seek to avoid hitting the base of the tree as weed-eaters may damage, impede, or kill the growth of trees;
- Remove climbing ivy from the trunk or branches of the tree, and clear ivy and plants within five feet of the tree trunk;
- Remove rocks from the base of the tree as rocks causing poor water movement in the soil. Use mulch instead; and
- Layer three to four inches of mulch in a five-foot area, two inches from the base of tree to reduce water evaporation, keep soil cool, and deter weeds promoting healthy soil.

Pruning Practices

- Pruning 25% of live green foliage is a good rule of thumb and will help avoid over pruning your trees which can lead to sunburn, stress, and other problems;
- Over pruning trees will add stress to already drought-stressed trees, so the least amount of pruning is recommended; and
- Tree pruning should be conducted according to established arboricultural practices at the right time of year. A list of certified arborists with business licenses in the City of Pasadena is available at http://www.ci.pasadena.ca.us/PublicWorks/Pasadena_Tree_Protection_Ordinance/.

Additional Tree Protection Measures

- Avoid digging under the canopy of tree which can kill small roots, reducing the tree's capacity to absorb water, especially in times of drought;
- Use fire wood from a reputable source, and
- Properly dispose contaminated wood.

For more information on drought tree care please visit the California Urban Forests Council at http://investfromthegroundup.org/wp-content/uploads/Drought-infographic.pdf-Reg-Print-pdf.pdf.

For more information about City trees and tree programs, contact the Department of Public Works Natural & Parks Resources Division at (626) 744-7311, or visit http://cityofpasadena.net/PublicWorks/Parks_Natural_Resources_Division/.