OFFICE OF THE CITY MANAGER

June 25, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. <u>PWP General Manager Phyllis Currie Retires June 30, 2015; Eric Klinkner to Be Appointed Interim General Manager</u>:

Eric Klinkner will be appointed Interim General Manager of Pasadena Water and Power after General Manager Phyllis Currie retires June 30, 2015. Klinkner has served as PWP's Chief Deputy to the General Manager for more than a decade. Eric currently serves on the board of the Southern California Public Power Authority and on the coordinating committee for the Intermountain Power Authority. Before joining PWP in 1995, Klinkner worked for the Los Angeles Department of Water and Power and Rockwell International. He earned both masters and bachelor's degrees from California State University at Northridge.

Outgoing General Manager Phyllis Currie has been at the helm of PWP for 14 years. Among many notable department accomplishments spearheaded by Currie are the completion of PWP's new LEED-certified field operations building that houses the City's emergency operations center, the opening of the Monk Hill Water Treatment Plant and the successful launch of the department's Outage Management System. Currie is recognized as an industry leader both at the state and national level, as well as a pioneer for women in leadership positions.

Earlier this month Phyllis was awarded the Alex Radin Distinguished Service Award by the American Public Power Association ("APPA"), APPA's highest honor for exceptional leadership and dedication to public power. Phyllis currently serves as president of the California Municipal Utilities Association and is a board member of the Southern California Public Power Authority. Previously she was board chair of the APPA, and was on the board of the Electric Power Research Institute. Before joining PWP in 2001, Currie worked for the City of Los Angeles for 30 years and was CFO of the Los Angeles Department of Water and Power.

Please join me in wishing Phyllis the best in her well-deserved retirement.

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. Emergency Sinkhole Repair in Parking Lot Adjacent to the Rose Bowl Aquatic Center:

Recently, a sinkhole appeared in the parking lot adjacent to the Rose Bowl Aquatic Center. The site was secured with barricades, and a determination was made that a broken sewer main was the most likely cause. The Department of Public Works is in the process of making permanent repairs as emergency work to the sewer main and the parking lot, in order to maintain public safety.

The initial scope of work included digging and replacing the damaged portion of sewer main, backfilling the area with slurry, and restoring the asphalt pavement of the parking lot. However, upon excavation, it was discovered that an entire portion of sewer main was missing, and therefore the scope of work was increased to include construction of the missing portion of sewer main. The expanded scope will also include trenching for the new main line, coring into an existing sewer manhole, construction of bedding for the new main line, slurry backfill, and restoration of the asphalt pavement for the parking lot.

Construction began on Monday, June 22, 2015, and will be completed on Friday, June 26, 2015. Vido Samarzich, Inc., an Alta Loma based company, is the Contractor. The firm has recently completed other work for the City. The Aquatic Center will remain open during construction activities. The preliminary estimate for the repairs is approximately $40,000, which includes the construction cost of $35,000, and engineering/inspection cost of $5,000. Funds for the subject work will be added to the budgeted operations, Preventive Maintenance – Sewer System FY 2011-2016 (Budget Account No. 76901). For more information about this work, please contact John Ramey of Public Works - Construction at (626) 744-6912.

3. California Supreme Court Rules in Favor of Inclusionary Housing:

On June 15, 2015, the California Supreme Court ruled in favor of the City of San Jose, and against the California Building Industry Association, clearing the way for inclusionary housing ordinances that require affordable homeownership units be included in market rate homeownership projects. This court victory is critically important to the over 170 California cities, like Pasadena, that have inclusionary ordinances and may embolden other cities to adopt their own inclusionary ordinances.

In 2013, Governor Brown vetoed AB 1229 (Atkins) which would have given local jurisdictions the clear authority to enforce local inclusionary housing ordinances for rental housing. This authority was brought into question by the 2007 Palmer Case decision in the City of Los Angeles which ruled against inclusionary housing. In vetoing the bill, the Governor cited the desire to see how the California Supreme Court would rule in the San Jose case. With the Court's favorable ruling it is anticipated Speaker Atkins will again put forth legislation to establish clear authority statewide for inclusionary rental housing requirements. The attached memorandum from William Huang, Director of Housing & Career Services provides additional information on Pasadena's inclusionary ordinance.

4. Comment Period Extension State Route 710 North Study:

Caltrans and Metro have extended the public review and comment period for the SR 710 North Draft Environmental Impact Report/Environmental Impact Statement (Draft EIR/EIS). The new deadline for submitting comments in now August 5, 2015. Metro is pleased to announce that the Analysis of Cost and Benefits (CBA) for the SR 710 North Study Alternatives has been completed and can be downloaded at:
http://media.metro.net/projects_studies/sr_710/images/attachmentb_sr710cbareport_2015-0619.pdf

There are various ways to submit a formal comment on the Draft EIR/EIS by August 5, 2015. By mail, addressing your comment(s) to: Mr. Garrett Damrath – Caltrans District 7, Division of Environmental Planning, 100 S. Main St., MS-16, Los Angeles, CA 90012 or online, by completing the e-comment form at: http://www.sr710northcomments.com/

The Analysis of Costs and Benefits for the State Route 710 North Study Alternatives was prepared in response to direction by the Metro Board. The motion directed the Chief Executive Officer to conduct a parallel cost-benefit analysis concurrent with the Draft Environmental Impact Report. The CBA is a means of applying an economic (monetary) value to alternatives (transportation proposals), which enables the costs of an alternative to be compared directly to the benefits the alternative will deliver. The CBA will be considered in conjunction with the information provided in the Draft EIR/EIS during identification of the Preferred Alternative.

As a reminder, the SR 710 North Draft EIR/EIS alternatives include construction of new facilities; improvements to enhance and optimize the efficiency of the existing transportation system; and No Build (only currently programmed projects). The four build alternatives are as follows: 1) the Bus Rapid Transit (BRT) Alternative; 2) the Freeway Tunnel Alternative (with design and operational variations); 3) the Light Rail Transit (LRT) Alternative; and, 4) the Transportation System Management/ Transportation Demand Management (TSM/TDM) Alternative or operational improvements. The Draft EIR/EIS does not recommend or select a Preferred Alternative. To view the SR 710 North Draft EIR/EIS please visit http://www.dot.ca.gov/dist07/resources/envdocs/docs/710study/draft_eir-eis/

5. New Temporary Public Artworks for Pasadena's Civic Center:

Eleven new temporary public artworks are coming to Pasadena's Civic Center. The City of Pasadena Cultural Affairs Division, along with co-applicant Side Street Projects, is the proud recipient of a $100,000 National Endowment for the Arts *Our Town* award to create a project entitled *My Pasadena*.

This exciting program will create a continuous series of events and changing artworks in the Civic Center area from September 2015-September 2016. The *My Pasadena* project's goal is to make the Civic Center more walkable and livable, transforming it into a creative, vibrant public forum through the creation of art projects that will expand community awareness and involvement in the contemporary role of government in civic life.

The innovative *My Pasadena* projects are varied in inspiration. Produced in a variety of media, projects will include live performances, walking tours and visual art installations as well as dance, theater, animated projection, oral history and audio installation. Project subjects are intended to reflect the diversity of civic engagement themes. Artworks are temporary, although they explore themes that may be adopted for permanent public artwork in the Civic Center, as a Public Art Master Plan Implementation Strategy. The attached memorandum from Vincent Bertoni, Director of Planning & Community Development provides additional detailed information on the project descriptions and installation timelines.

6. Mandatory Spay/Neuter for All Cats & Dogs Over Six Months Begins July 1, 2015:

Beginning July 1, 2015, Pasadena's cat and dog owners are required to spay or neuter their animal companions over the age of six months (except those that meet exclusion criteria). Annual dog license fees will change to $16.16 for spayed/neutered dogs and $76.16 for unaltered dogs.

Exempted dogs include: dogs used by law enforcement agencies for law enforcement purposes; service or assistance dogs that assist disabled persons; competition dogs (additional requirements must be met); dogs which are unable to be spayed or neutered without likelihood of suffering serious bodily harm or death due to age or infirmity. Dog owners are required to present written confirmation from a licensed veterinarian if their dog is unable to be spayed or neutered.

The Pasadena Humane Society & SPCA (PHS) offers low-cost spay and neuter services to Pasadena pets. PHS will waive spay/neuter fees for all pit bulls, pit bull-mixes, Chihuahua and Chihuahua-mixes up to 15 pounds. Dogs qualifying for this program are sterilized and micro-chipped at no cost. Dog owners can bring their dog's license application and rabies certificate directly to PHS, 361 South Raymond Ave., Pasadena, CA 91105. The agency is open from 9:00 a.m. to 6:00 p.m., Tuesday through Friday; 9:00 a.m. to 5:00 p.m., Saturday, and 11:00 a.m. to 5:00 p.m., Sunday. They are closed on Mondays. For more information on licensing and mandatory spay and neuter, please visit http://www.cityofpasadena.net/Animal-Licensing-Mandatory-Spay-Neuter/. For more information on Pasadena Humane Society services, please visit pasadenahumane.org or call (626) 792-7151.

7. PWP's Online Customer Payment Access will be Unavailable for Scheduled Maintenance:

Pasadena Water and Power ("PWP") will be conducting scheduled maintenance of its billing system during which customers will not have access to automated account information, online bill pay or pay by phone. The maintenance dates and times are as follows:

- Friday, June 26, 2015 from 5:30 p.m. to Saturday June 27 at 7 p.m.
- Tuesday, June 30, 2015 from 5:30 p.m. to 7 p.m.

This notice is posed to the PWP home page at https://PWPweb.com and on the PWP online account login page https://eservices.cityofpasadena.net/IwrWP/Logon.aspx

8. Pasadena Water Conservation Progress: June 1-17:

PWP customers continue to make progress towards Pasadena's 28-percent conservation goal. This week's gauge, based on data from June 1 through June 17, shows water savings of 25 percent – equivalent of approximately 150 million gallons of water. Please note that the water savings percentage will fluctuate from week-to-week based on whether outdoor temperatures are hot or cool, and temperatures have been heating in recent days. As summer approaches, City officials anticipate that the water savings percentage may decline, and thus urge the importance of continued water conservation efforts.

Residents, visitors and businesses can report water waste by calling the Pasadena Citizen Service Center at (626) 744-7311, reporting online at www.cityofpasadena.net/CSC or using the City's free app for smart phones and tablets. Links for all devices are available at www.cityofpasadena.net/CSC/Mobile-App/. A complete list of water restrictions is at www.PWPweb.com/WaterWaste. Water-saving rebates and conservation tips are available at www.PasadenaSavesWater.com.

9. Public Review for Pasadena Non-Portable Water Project Public Draft EIR:

The Environmental Impact Report (EIR) for the city's Non-Potable Water Project will be released for a 60-day public review on Tuesday, June 30, 2015. A community meeting has been scheduled for the public learn more about the project and provide input to Pasadena Water and Power (PWP) staff. The meeting will be held at Brookside Golf Club, Arroyo Room on Thursday, August 13, 2015 from 6:30 p.m. to 8:30 p.m.

The Notice of Availability (NOA) of the EIR is being released as follows:

Sunday, June 21, 2015 - published in the Pasadena Star News

Thursday, June 25, 2015:

- Published in Pasadena/San Gabriel Valley Journal News
- Mailed to federal, state, and local agencies, residents and interested parties

- E-mailed to Neighborhood Associations, Council Members Field Representatives, Pasadena residents

Sunday, June 28, 2015 - Published in Pasadena Star News

Monday June 29, 2015

- E-mailed to federal, state and local agencies representatives, City Departments, and the Raymond Basin Management District

Additional notices will be mailed to property owners within a 500-foot radius of the five-mile route of the project's Phase 1. The 60-day public comment period will begin on June 30, 2015 and will end on August 31, 2015. The EIR will be posted on the PWP and Planning websites beginning June 30. Hard copies of the EIR will also be available at the PWP office, the Pasadena Central Library and the Linda Vista Branch Library. The attached memorandum from Phyllis Currie, General Manager provides additional information and schedule for the EIR.

10. Innovate Pasadena – June Newsletter:

As part of the continued effort to share good news regarding Pasadena's technology sector, the City's Economic Development staff prepares a monthly newsletter with help and support coming from Innovate Pasadena volunteers. Along with news about local companies, the newsletter includes "Things to Do" for those tech savvy people looking for new connections and ideas. The IP newsletter (June issue attached), is typically sent electronically to IP members. For more information, contact Eric Duyshart or Michelle Garrett in the Economic Development Division at 744-4660.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

HOUSING & CAREER SERVICES DEPARTMENT

MEMORANDUM-CITY OF PASADENA

DATE: June 19, 2015

TO: Michael J. Beck, City Manager

FROM: William K. Huang, Housing Director

SUBJECT: California Supreme Court Rules in Favor of Inclusionary Housing

On June 15, 2015, the California Supreme Court ruled in favor of the City of San Jose, and against the California Building Industry Association, clearing the way for inclusionary housing ordinances that require affordable homeownership units be included in market rate homeownership projects. This court victory is critically important to the over 170 California cities, like Pasadena, that have inclusionary ordinances and may embolden other cities to adopt their own inclusionary ordinances.

In 2013, Governor Brown vetoed AB 1229 (Atkins) which would have given local jurisdictions the clear authority to enforce local inclusionary housing ordinances for rental housing. This authority was brought into question by the 2007 Palmer Case decision in the City of Los Angeles which ruled against inclusionary housing. In vetoing the bill, the Governor cited the desire to see how the California Supreme Court would rule in the San Jose case. With the Court's favorable ruling it is anticipated Speaker Atkins will again put forth legislation to establish clear authority statewide for inclusionary rental housing requirements.

KPCC produced a detailed segment on the California Supreme Court decision citing Pasadena as an example of a city with an inclusionary housing ordinance (the reference to Pasadena is at the 2 min mark). The segment can be heard at: http://www.scpr.org/programs/take-two/2015/06/16/43295/state-s-high-court-rules-for-affordable-housing-la/.

Pasadena's inclusionary ordinance has been remarkably effective. Since its adoption in 2001, the ordinance has produced over 440 units of affordable housing without any Pasadena housing subsidies and generated over $17 million in in lieu fees for the production of additional affordable units. There are currently over 250 additional inclusionary units in the development pipeline. A stellar example of inclusionary housing is the first phase of the

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

Westgate Apartments where 96 very low income units were included in the project's 480 transit oriented units.

MEMORANDUM

TO: Michael J. Beck, City Manager

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

DATE: June 25, 2015

SUBJECT: New Temporary Public Artworks for Pasadena's Civic Center: Funded by the National Endowment for the Arts "Our Town" *My Pasadena* Program

---

Eleven new temporary public artworks are coming to Pasadena's Civic Center. The City of Pasadena Cultural Affairs Division, along with co-applicant Side Street Projects, is the proud recipient of a $100,000 National Endowment for the Arts *Our Town* award to create a project entitled *My Pasadena*.

This exciting program will create a continuous series of events and changing artworks in the Civic Center area from September 2015-September 2016. The *My Pasadena* project's goal is to make the Civic Center more walkable and livable, transforming it into a creative, vibrant public forum through the creation of art projects that will expand community awareness and involvement in the contemporary role of government in civic life.

The innovative *My Pasadena* projects are varied in inspiration. Produced in a variety of media, projects will include live performances, walking tours and visual art installations as well as dance, theater, animated projection, oral history and audio installation. Project subjects are intended to reflect the diversity of civic engagement themes. Artworks are temporary, although they explore themes that may be adopted for permanent public artwork in the Civic Center, as a Public Art Master Plan Implementation Strategy.

Artworks will be installed on a staggered timeline and sited within the extended Civic Center area: along Garfield Boulevard between Walnut Street to the north and Green Street to south, along Holly Street from City Hall west to Garfield Avenue.

The City has contracted Side Street Projects to create a mobile outpost in the Civic Center area to gather community input, work with approved artists to develop projects, market and publicize projects, and create podcasts and a permanent archive of images and stories that extend Pasadena's cultural legacy and may influence the development of future public art. Other project partners include Pasadena Heritage, Northwest Programs Office, Pasadena Unified School District, Pasadena Public Library, and The Armory Center for the Arts.

NEA Our Town *My Pasadena* Public Art Projects include:

	Name	Amount	Project Description
1	Mann, Lisa	$7,500.00	Animated projections of NW community members projected in Civic Center area
2	Medvedovsky, Betsy and Steve Campos	$7,500.00	Pop-up museum exploring themes of origins, time, conflict & family in collaboration with Pasadena Library's We the PPL project
3	Davis, Lance (Parson's Nose)	$5,000.00	Staged reading of Thornton Wilder's *Our Town* using professional actors and high school students
4	Marin, Bertha	$10,000.00	Outdoor projection of telenovelas at City Hall and a city park followed by audience engagement activities
5	Willcocks, Angela	$10,000.00	Audio tours and portraits telling stories of NW residents
6	Forsyte, Joey	$20,000.00	Video mapping on Pasadena Civic Auditorium focusing on the young artists of the Northwest community as they paint, or films or texts that explore the concept of civic engagement.
7	Phillips, Cat Chiu	$5,000.00	Temporary float created with recycled plastic yarn
8	Bray, Anne (L.A. Freewaves)	$20,000.00	Multi-media performance exploring the site of local power, imagery and history through an exploration of the lion symbols on City Hall
9	Glass, Michelle and Hataya Tubtim	$5,000.00	Collaborative, multi-site installation and tour called Everyday Monuments using embroidery and fiber arts to build a shared tableau
10	Elerding, Brian (Lineage Dance)	$5,000.00	Narrative dance performance telling the stories of the people of Pasadena performed at City Hall and Lineage followed by discussion
11	Martin, Arnold and Crystle	$5,000.00	Binocular-like viewers showing historic images of Pasadena located in Civic Center
	TOTAL	$100,000.00	

For more information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department 744-7062.

PASADENA WATER AND POWER

MEMORANDUM

June 25, 2015

To: Michael J. Beck
City Manager

From: Phyllis E. Currie
General Manager

Re: **Public Review for Pasadena Non-Potable Water Project Public Draft EIR**

The Environmental Impact Report (EIR) for the city's Non-Potable Water Project will be released for a 60-day public review on Tuesday, June 30, 2015.

A community meeting has been scheduled for the public learn more about the project and provide input to Pasadena Water and Power (PWP) staff. The meeting will be held at Brookside Golf Club, Arroyo Room on Thursday, August 13, 2015 from 6:30 p.m. to 8:30 p.m.

The Notice of Availability (NOA) of the EIR is being released as follows:

1. **Sunday, June 21, 2015** - published in the Pasadena Star News
2. **Thursday, June 25, 2015:**
   - Published in Pasadena/San Gabriel Valley Journal News
   - Mailed to federal, state, and local agencies, residents and interested parties
   - E-mailed to Neighborhood Associations, Council Members Field Representatives, Pasadena residents
3. **Sunday, June 28, 2015** - published in Pasadena Star News
4. **Monday June 29, 2015**
   - E-mailed to federal, state and local agencies representatives, City Departments, and the Raymond Basin Management District

Additional notices will be mailed to property owners within a 500-foot radius of the five-mile route of the project's Phase 1.

The 60-day public comment period will begin on June 30, 2015 and will end on August 31, 2015. The EIR will be posted on the PWP and Planning websites beginning

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

June 30. Hard copies of the EIR will also be available at the PWP office, the Pasadena Central Library and the Linda Vista Branch Library.

The Pasadena Non-Potable Water Project is proposed for implementation in six phases and would provide 3,060 AFY of non-potable water to customers within the service areas of PWP, Lincoln Avenue Water Company, Foothill Municipal Water District, and California American Water Company for landscape irrigation, industrial cooling, and dust control. The non-potable water comes from three sources: recycled water from the Los Angeles/Glendale Water Reclamation Plant, water from Devil's Gate and Richardson tunnels, and stream water from Arroyo Seco. The proposed Project will meet approximately 9% of Pasadena's water needs with local, non-potable water sources.

The EIR addresses Phase 1 at a project level and the future extensions at program level. It will allow PWP to consider the cumulative environmental impacts of full build-out of the proposed Project, while fully complying with CEQA and NEPA for construction of Phase I. Additional project-level environmental review is required prior to approval of the future extensions.

The schedule for the EIR is as follows:

1. Publish Public Announcement	June 21, 25 and 28, 2015
2. Mail-out Public Notices	June 25 and 29, 2015
3. Public Comment Period	June 30 – August 31, 2015
4. Public Comments Due	August 31, 2015
5. Response to Public Comments	September and October 2015
6. City's Review of the Final EIR	November 2015
7. Final EIR	December 2015

For more information, please visit www.PWPweb.com/RecycledWater or call Roumiana Voutchkova at (626) 744-4486.

Web Version | Update preferences | Unsubscribe Like Tweet Forward

Do you remember that Seinfeld episode when George declares that he's going to have a great summer and take advantage of every opportunity by way of the "Summer of George?" Why not make a mid-year resolution to do the same, just like they do on TV. Make this the best summer yet, not by doing the same old thing, but by breaking free from the comforts of your office and learning something new, networking with like-minded peers, discovering what's on the immediate horizon and having some fun whilst doing it. For starters, we want you to come out and join Innovate Pasadena at Eat.See.Hear on July 11th where good food, good music, good movie, and good drink await you. Check out the other you-need-to-try-this opportunities that we've lined up for you below and proclaim this to be the summer of YOU!

Oh, and by the way, check out a cool write-up about the genesis of Innovate Pasadena in the **LA Tech Digest**. If you're interested in becoming more involved in Innovate Pasadena's ongoing efforts, drop us a line at **hello@innovatepasadena.org**.

IN THIS ISSUE:

Things To Do: Tech + Design + Science + Entrepreneurship

- Thursday July 9th Pasadena Interns Happy Hour
- Innovate Pasadena Party at Eat.See.Hear on July 11th!
- Friday Morning Coffee Meet-up: Speakers, Locations Announced
- TechSparks' July Pitchfest & Entrepreneur Mixer
- Save the Date! Epic Spaces Open House & Launch Party on July 24th!
- Silicon Dragon's first Southern California Conference Coming to Pasadena
- Save the Date – IP Hackathon and Job Fair at OpenX on August 7th
- Ayzenberg's [a] List Video Summit Coming Soon!

What's New #AroundPasadena

- Alibaba leases top floor at the new Playhouse Plaza Building!
- Spokeo CEO wins 2015 Ernst & Young Entrepreneur of the Year!
- BriaCell at PBC: Pioneering cancer research finds a home in Pasadena
- Oak Crest Institute of Science Gains National News Coverage
- Innovator Spotlight: Meet Code Spark's Grant Hosford & The Foo's

Did Ya know?

- STEAM:CODERS & The IP Community

THINGS TO DO: TECH + DESIGN + SCIENCE + ENTREPRENEURSHIP

Thursday July 9th Pasadena Interns Happy Hour

For all Summer 2015 Interns at Greater Pasadena innovation, design, and technology companies: Join us on **Thursday July 9th** for a Happy Hour to meet your fellow interns. To receive more details on venue, etc., please **join the mailing list**.

Innovate Pasadena Party at Eat.See.Hear on July 11!

Innovate Pasadena is excited to announce its summer social at Eat.See.Hear on **Saturday, July 11 from 5:30-10:00 pm** in front of City Hall! Come out and hang with family and friends while listening to some up and coming bands, grubbing on food from LA's best food trucks, and watching a special screening of the 80's classic "Back to the Future." Did we mention you might get to ride a faux-hoverboard or pose with a DeLorean? Tickets are **available here** and don't forget to use your special Innovate Pasadena promo code **"INNOVATE"** for your discounted ticket!

Friday Morning Coffee Meet-Up: Speakers, Locations Announced

Grab a cup of coffee **every Friday at 8:15 am** and mingle with like-minded innovators at the Friday Morning Coffee Meet-Ups. This Friday hear from British entrepreneur, designer, and technology hunter Steven Madge on how to shorten the start-up to market cycle with 3D visualization. Locations rotate so check out **http://fridaycoffeemeetup.com/** for more information.

TechSparks July Pitchfest & Entrepreneur Mixer Announced

Coming up with an idea for a tech startup is one thing. Getting investors to believe in your idea and give you money is an entirely different story. Is your startup pitch refined and ready to go? Join the friendly faces of TechSparks on **Wednesday, July 15th** at Cross Campus for a fast pitch, informal pitchfest, and mixer at Barney's Beanery. **Read More & Sign Up >**

Save the Date! Epic Spaces Open House & Launch Party on July 24

EpicSpaces Co-Working

EpicSpaces is proud to announce its Open House on **Friday, July 24th** commemorating its Grand Opening July 27th! The Open House hours are from 11 am-7 pm and will feature VIP tours, delicious hors o'doeuvres from Roy's Hawaiian fusion restaurant, and your choice of wine or beer. Learn how technology, innovation, and sustainability create opportunities for businesses to grow. The program will begin at 5 pm with a meet & greet immediately following.

Throughout the day, attendees will be able to bid on silent auction items including opportunities to win a trip to Hawaii or workspace! **Read More >**

Silicon Dragon's first Southern California Conference Coming to Pasadena

Silicon Dragon will host its first Southern California Conference event in Pasadena on **Thursday, July 30th** with a special VIP reception the evening before. The conference will explore China Investment in the U.S., with Los Angeles as a Gateway City. Stella Li, head of Chinese electric car maker BYD will be a keynote speaker with other panels to highlight venture capital/dealmakers, mobile payments, tech chats with China-connected start-ups and more! **Read More & Register >**

Save 20% with Innovate Pasadena Promo Code **SiliconDragonInnovatePasadena2015.**

Ayzenberg's [a] list video summit Coming Soon!

[a]list VIDEO summit

AUG 19 | W HOLLYWOOD HOTEL

YouTube is being challenged by Facebook, Vine and Instagram. Streaming video platforms like Twitch, Meerkat and Periscope are quickly gaining traction. Virtual and augmented reality video applications are now maturing with platforms such as HoloLens, Glass and Oculus. This shifting landscape presents both fresh opportunities and urgent needs for new strategies, skills and sensibilities for progressive marketers. Join Pasadena-based Ayzenberg for a day of insights and networking at the [a] list video summit at the W Hollywood Hotel on **August 19th** while exploring the latest tools and trends, hear from innovators and meet top creatives in the booming field of video. **Read More >**

Save 10% with Innovate Pasadena Promo Code "**IP**."

WHAT'S NEW #AroundPasadena

Alibaba leases top floor at the new Playhouse Plaza Building!

Welcome to Alibaba! Alibaba handles more business than any other e-commerce company in the world. With their continued international growth and pursuit of new media opportunities Pasadena is expected to be their largest office on the West Coast. After looking at office space options throughout Southern California and meeting with Pasadena's Mayor and economic development

team earlier this year, Alibaba signed a lease this week for 22,000 square feet in the newly completed Playhouse Plaza Building located at the southeast corner of Colorado Boulevard and El Molino Avenue.

Spokeo CEO wins 2015 Ernst & Young Entrepreneur of the Year!

And the winner is.... Harrison Tang & Spokeo! Both were announced as one of 8 winners of the 2015 Ernst & Young Entrepreneurs of the Year Award in the Consumer Services category. The winners were selected by an independent judging panel made up of leading founders and CEOs, many of whom are prior award recipients, private equity and venture capital investors and other regional business leaders. **Read More >**

BriaCell at PBC: Pioneering cancer research finds a home in Pasadena

For over 45 years Dr. Charles Wiseman has pushed the envelope defining cancer treatment. In the 1970s he helped pioneer chemotherapy treatments for breast cancer now considered the standard of care. Today Dr. Wiseman is President of BriaCell Therapeutics, a breast cancer immunotherapy company that has developed "BriaVax", a patented whole-cell vaccine demonstrating highly encouraging Phase-I safety and efficacy data. **Read More >**

Pasadena-Based Oak Crest Institute of Science Gains National News Coverage

Is the end of HIV near? FoxNews.com recently published an article on the groundbreaking research being conducted in Pasadena, CA by the Oak Crest Institute of Science that suggests there may be a viable solution for the treatment and prevention of HIV. **Read More >**

Innovator Spotlight: Meet Code Spark's Grant Hosford & The Foo's

This month's Innovator Spotlight is all about the man behind the Foo's. What's a Foo? Let Grant Hosford tell you. Grant is the CEO and co-founder of codeSpark, a gaming company with a mission of bringing computer science education to all kids everywhere. And, the Foo's are how they do it. **Read More >**

DID YA KNOW?

STEAM:CODERS & The IP Community

IP is proud of all of the good work happening in our community to support and complement our mission of supporting collaboration across and within business, academia, and the broader community. One such group doing just that is STEAM:CODERS; an organization that teaches

underrepresented and disadvantaged students science, technology, engineering, art and math. STEAM:CODERS will be hosting classes in mobile app development and robotics throughout the summer. For more information, please visit **steamcoders.org**.

Do you have an idea for a program, meet-up, or event for Innovate Pasadena that you'd like to organize? Innovate Pasadena is always in need of social entrepreneurs who'd be interested in becoming Program Innovators to contribute to the IP community. **Read more / pitch your idea >**

THANKS TO OUR SPONSORS

Gold Sponsors

OpenX. supplyframe

Silver Sponsors

centraldesktop IDS REAL ESTATE GROUP KP PB

legalzoom SPOKEO SLP STRATEGIC LAW PARTNERS, LLP

Bronze Sponsors

ALEXANDRIA. [ayzenberg]

goldstar™

walla.by

Institutional Sponsors

Art Center College of Design

Pasadena City College

PASADENA

You subscribed to this list through our Innovate Pasadena Launch Event.

Edit your subscription | **Unsubscribe**

Innovate Pasadena
60 N San Gabriel Blvd
Pasadena, CA 91107