OFFICE OF THE CITY MANAGER

July 9, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Metropolitan Water District Turf Removal Program – Update:

Pasadena Water and Power ("PWP") water rebates are funded and administered by the Metropolitan Water District's ("MWD") SoCal WaterSmart program. Due to the immense popularity of the turf removal program, MWD announced that it will be closing its turf rebate program to new applications at the end of this week because available funding has been fully allocated.

In May, the MWD Board of Directors authorized an additional $350 million for water conservation incentives, bringing the total to a two-year budget of an unprecedented $450 million. In addition to the budget increase, the MWD board modified the turf removal program so that funds could reach as many residents, businesses and government agencies as possible. These actions spurred unparalleled interest in turf removal as the historic drought worsened.

According to Eric Klinkner, Interim General Manager, MWD will establish a waitlist for customers who wish to be on standby should funds become available in the fall, on a first-come, first-serve basis. Additional detailed information on joining the waitlist can be found on the attached memorandum.

2. Sales Tax by Geographic Area:

The attached memorandum provides a recap of the sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters, while the second table represents the previous twelve-month cumulative total for each of the respective quarters. The sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas

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3. Pasadena Water Conservation Progress: June 1- July 1:

The weekly Pasadena Water Savings Gauge decreased slightly from 25% to 24%. This week's gauge is based on cumulative data from June 1 through July 1, 2015. The decrease can be attributed to the recent warm weather. Pasadena officials did anticipate a decline in water savings as hot outdoor temperatures often lead to higher water usage by consumers. Overall, Pasadena residents and businesses continue to show consistent and steady results in conserving water. Pasadena's water savings have been holding steady for the past three weeks.

However, it is important to remember that water conservation is still as important as ever. As summertime continues, consumers may see a rise in water usage again. PWP urges the importance of continued water conservation efforts to meet the state's goal for Pasadena of 28-percent conservation.

Data from June 1 – July 1 only
Warmer Weather = Higher Water Use

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

4. Pacific Rim Investment News:

Pasadena's Economic Development Strategic Plan highlights the need to maintain a diversified local economy. One of the strategies is to pursue opportunities for foreign investment, particularly from the Pacific Rim. The City contracted with *America Innovates* earlier in the year to help with this effort. One of the initial results is the recruitment of the Silicon Dragon event which is scheduled for the Pasadena Convention Center on July 29-30. This event will focus on Chinese investment in Southern California, with tech talks, venture panels and other talks scheduled during the day.

In keeping with these efforts, Mayor Tornek and Economic Development staff met with Alibaba representatives in early May as they were considering office space options in the Tri-City area. In late June, a 22,000 sf lease was signed for the Playhouse Plaza building representing another significant tech sector boost for the City. Additional details are attached along with recent Los Angeles Business Journal Articles that separately make note of East West Bank and Alibaba's business plans that will significantly strengthen Pasadena's stature in the Pacific Rim media and entertainment business. Also,

during the past week, the City staff supported several local businesses at the Asian Business Awards event hosted by the Los Angeles Business Journal. Award finalists include Singpoli, Innovate Marketing, and the Forensis Group. For additional information regarding these items, contact Eric Duyshart, Economic Development Manager, at 744-4660.

5. Public Health Department to Continue Offering Travel Vaccines:

During the review of the Public Health Department's recommended operating budget for FY16, there was discussion regarding the continued provision of travel vaccines. At the request of City Council, staff has reassessed and is glad to announce that the Department's Immunization Clinic will continue to offer three popular travel vaccines/prescriptions: Japanese Encephalitis, Yellow Fever, and Typhoid. Due to staffing requirements, the Department is unfortunately not able to offer Malaria consultations at this time, but will re-evaluate after other departmental transitions are complete.

6. Citizen Service Center Activity Report – June:

I have attached the June Monthly Activity Report from Mandy Templeton, 311 Call Center Manager of Public Works that outlines the recent developments and metrics related to the operations of the Pasadena Citizen Service (CSC). As June closed out the first half of the year, the CSC would like to highlight midyear results. The CSC answered 38,165 calls and managed 11,477 service requests between the months of January 2015 - June 2015.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

PASADENA WATER AND POWER

MEMORANDUM

July 9, 2015

To: Michael J. Beck
City Manager

From: Eric Klinkner
Interim General Manager

Subject: **City Manager Newsletter Items**

Funding for Metropolitan's Turf Removal Program Has Ended, Funds still Available for Water-Saving Device Rebates

Pasadena Water and Power ("PWP") water rebates are funded and administered by the Metropolitan Water District's ("MWD") SoCal WaterSmart program. Due to the immense popularity of the turf removal program, MWD announced that it will be closing its turf rebate program to new applications at the end of this week because available funding has been fully allocated.

In May, the MWD Board of Directors authorized an additional $350 million for water conservation incentives, bringing the total to a two-year budget of an unprecedented $450 million. In addition to the budget increase, the MWD board modified the turf removal program so that funds could reach as many residents, businesses and government agencies as possible. These actions spurred unparalleled interest in turf removal as the historic drought worsened.

MWD will establish a waitlist for customers who wish to be on standby should funds become available in the fall, on a first-come, first-serve basis. To join the waitlist, customers can submit a complete application to SoCalWaterSmart.com after the turf removal program discontinues. Customers on the waitlist who are selected and approved for a reservation will receive an email in November from SoCal Water Smart. Please note that in order to be considered for a rebate, the applicant must not start their project until after they receive an email confirming that they have been selected. Additionally, submittal of the application and placement on the waitlist does not guarantee selection, approval, or payment from MWD.

MWD's SoCal WaterSmart conservation program is the largest of its kind in the nation and will focus the remainder of its available funds on rebates for water-saving devices such as high efficiency toilets, weather-based irrigation controllers, high efficiency and rotating sprinkler nozzles.

MWD staff will be presenting a comprehensive update on the rebate programs at the district's next scheduled committee and board meetings on July 13 - 14 at MWD headquarters, 700 N. Alameda Street in Los Angeles.

Information has been posted on the PWP website, http://www.PWPweb.com. Customers are encouraged to check http://socalwatersmart.com for the most up-to-date program information.

July 8, 2015

TO: Michael Beck
City Manager

FROM: Julie A. Gutierrez
Interim Director of Finance

RE: Sales Tax by Geographic Area

The tables below recap sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters. The second table represents the previous twelve-month cumulative total for each of the respective quarters. Also, the sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas.

ONE QUARTER ENDING

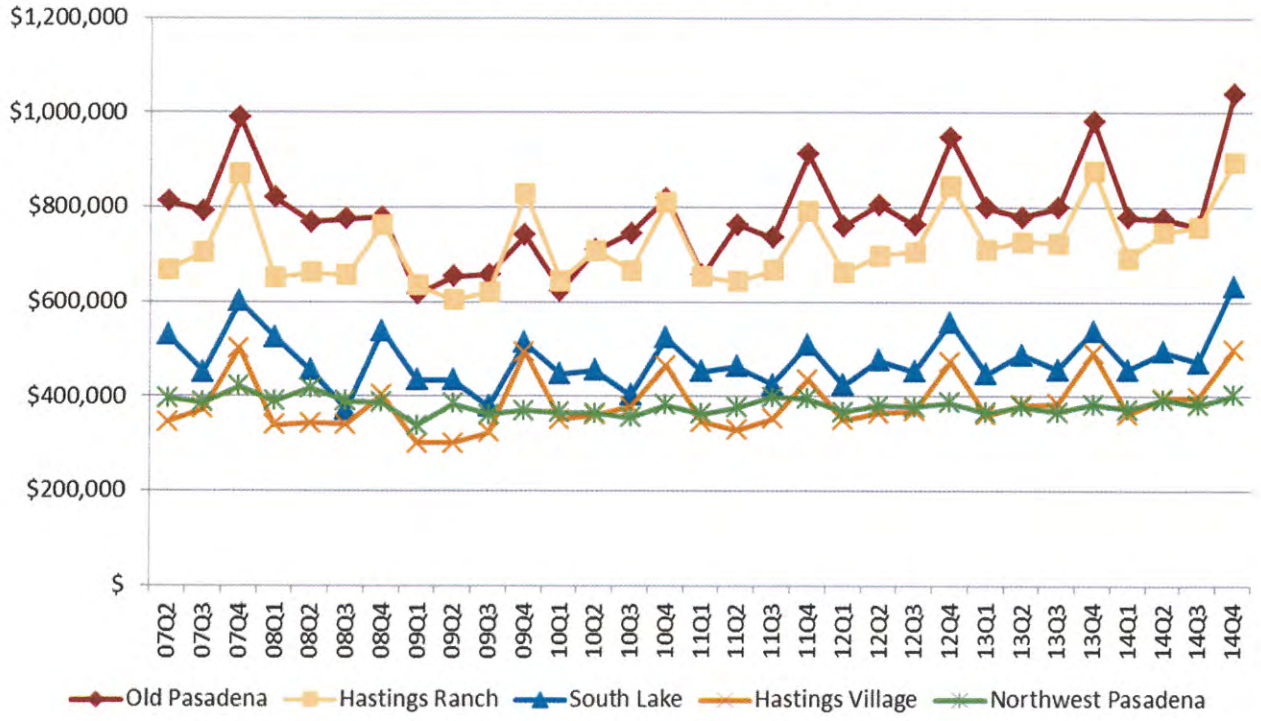
Geo Area	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014
Old Pasadena	$ 982,042	$ 778,398	$ 775,771	$ 759,489	$ 1,039,834
Hastings Ranch	878,011	692,487	746,270	758,910	894,744
South Lake	539,989	457,824	496,408	473,772	634,149
Northwest Pasadena	383,713	372,843	394,078	382,704	403,500
Hastings Village	492,115	362,187	397,019	397,420	497,816
Playhouse District	330,712	272,234	289,927	281,094	325,368
Paseo Colorado	275,996	204,170	227,837	200,970	173,028
One Colorado	143,697	101,234	111,747	97,616	141,012
S. Fair Oaks Survey	59,377	57,573	58,573	63,727	66,101
Rose Bowl	29,749	39,352	10,473	87,533	36,100
Total in Geo Areas*	3,479,558	3,338,302	3,508,103	3,503,235	3,557,823
Total Not in Geo Areas	4,288,929	3,504,903	3,643,886	3,647,341	4,378,630
Citywide Total	7,768,487	6,843,205	7,151,989	7,150,576	7,936,453

CUMULATIVE 12 MONTHS ENDING FOR EACH RESPECTIVE QUARTER

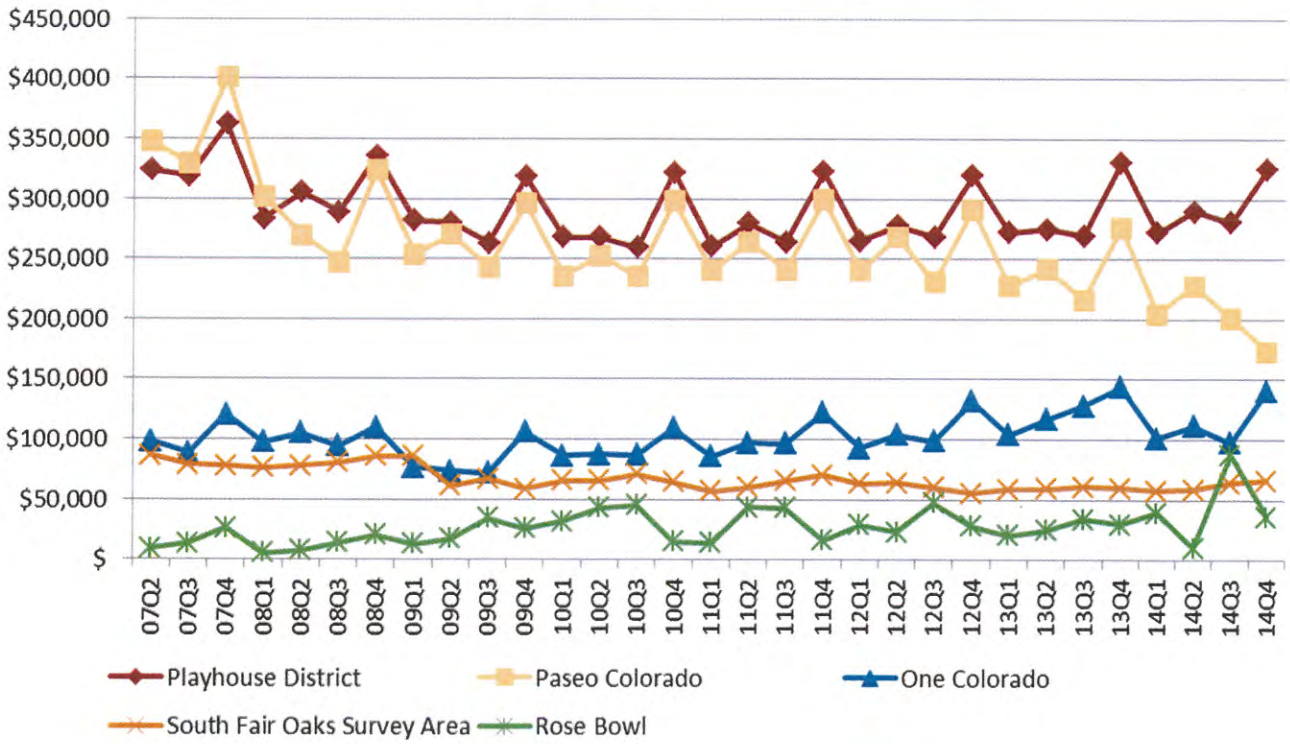
Geo Area	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014
Old Pasadena	$ 3,362,403	$ 3,340,762	$ 3,336,107	$ 3,295,700	$ 3,353,492
Hastings Ranch	3,041,763	3,022,577	3,041,221	3,075,678	3,092,411
South Lake	1,933,335	1,943,600	1,951,444	1,967,993	2,062,153
Northwest Pasadena	1,497,712	1,504,112	1,518,197	1,533,338	1,553,125
Hastings Village	1,620,275	1,621,295	1,635,987	1,648,741	1,654,442
Playhouse District	1,148,143	1,147,848	1,162,813	1,173,967	1,168,623
Paseo Colorado	961,803	938,390	924,131	908,973	806,005
One Colorado	492,659	489,995	484,768	454,294	451,609
S. Fair Oaks Survey	237,719	236,738	236,245	239,250	245,974
Rose Bowl	108,415	127,329	113,250	167,107	173,458
Total in Geo Areas*	12,332,834	12,733,391	13,277,320	13,829,198	13,907,463
Total Not in Geo Areas	16,298,278	15,886,150	15,444,656	15,085,059	15,174,760
Citywide Total	28,631,112	28,619,541	28,721,976	28,914,257	29,082,223

* Some areas are subsets of other areas and overlap with others. The Total in Geo Areas counts sales tax from each business once only.

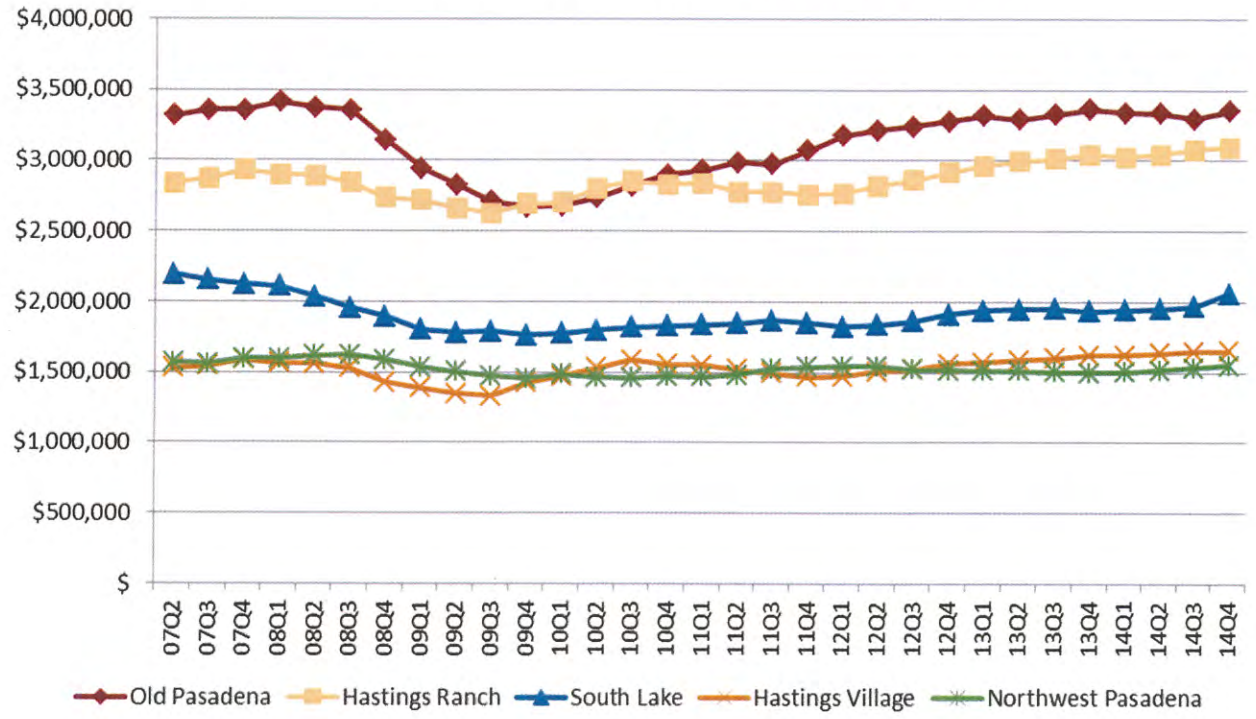
City of Pasadena
Historical Geo Area Sales Tax by Quarter



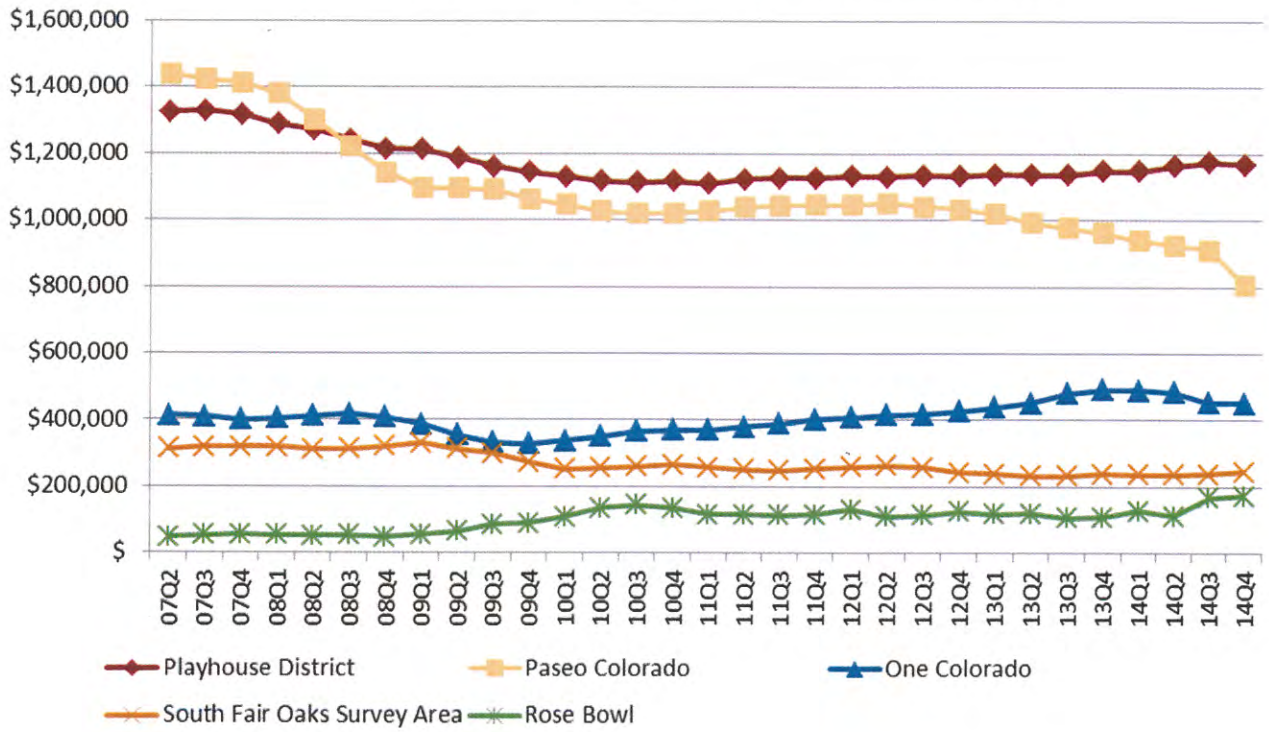
City of Pasadena
Historical Geo Area Sales Tax by Quarter



City of Pasadena
Historical Geo Area Sales Tax by Benchmark Year



City of Pasadena
Historical Geo Area Sales Tax by Benchmark Year



The City receives retail sales tax information by sales tax permit number and not by location. As such, if a business has more than one location within the City, the information is aggregated for all its locations and allocated by dividing the total sales tax revenue by the number of locations.

Geo Area Highlights

Continued improvement in the economy led seven of the ten geo-areas to sales tax increases in fourth quarter 2014 compared to the same quarter of the previous year. *South Lake* grew by 17% led by a surge in restaurants, printers, and pet stores. *Hastings Village* experienced growth of 1% primarily from Old Navy, Bed Bath & Beyond, and Tilly's. *Northwest Pasadena* experienced growth of 5% primarily from the new Wing Stop restaurant and auto parts and repair facilities. *Old Pasadena* grew by 6% due in part from the new Tesla Motors showroom. *Hastings Ranch* increased 2% this quarter due to gains at Home Goods, Land's End, and restaurants. *South Fair Oaks* experienced a robust 11% gain from florists, hospitals, and restaurants. *Rose Bowl* increased 21% due to Legends Sports and Sodexo Magic, two of the food service vendors.

The other three areas saw declines in the same time comparison. *Paseo Colorado* fell by 37% due to large declines in retailers such as Coach, DSW Show Warehouse, and Ann Taylor. *One Colorado* experienced a decline of 2% due in part to declines at men's' apparel stores. *Playhouse District* experienced a decline of 2% from softer sales at Target.

Citywide Highlights

Total quarterly cash receipts for the fourth quarter 2014 compared to fourth quarter 2013 were up 6%. The Transportation category grew by 8.1% led by robust new auto sales offsetting lower gas prices during this period. The Food Products economic category increased by 5.5%, led by strong restaurant performance.

For the fourth quarter of 2014, the holiday sales period, sales at brick and mortar General Retail locations in Pasadena fell 2% as a result of greater internet sales. Construction sales tax contracted slightly by 0.7%. Business to Business sales also fell by 6.4%.

The South Coast region's sales tax for the same period increased by 3.3%. In Pasadena, increases came in New Auto Sales, up 19.4%; Building Materials Retail, up 4.7%; Leasing, up 11%; and Restaurants, up 6.1%. Comparatively in the South Coast region, gains came in Furniture and Appliances, up 10.2%; New Auto Sales, up 7.8%; Leasing, up 12.8%; and Building Materials Wholesale, up 14.4%.

RINGO H.W. CHIU/LABJ

Overseas Attraction: Bennett Pozil, head of East West Bank's film finance division, at the bank's headquarters in Pasadena.

Directing Money

BANKING: East West takes lead role in helping Chinese investors break into movie business with U.S. studio deals.

By MATT PRESSBERG *Staff Reporter*

COMING soon to a theater near you: Chinese investment.

Not content to simply reshape the L.A. skyline, Chinese money is now coming for Tinseltown, its path eased by Pasadena's **East West Bank**, which has become a key player connecting those investors to Hollywood studios.

East West led the financing for **Lions Gate Entertainment Corp.**'s $1.5 billion co-production and distribution deal with **Hunan TV**, China's second-largest broadcaster. The bank was also the sole financier for an arrangement between Burbank's **STX Entertainment** and **Huayi Bros. Media Corp.**, the largest privately held film company in China, to co-produce and finance at least 18 movies over a three-year period.

Deals like these have helped the bank rapidly scale its film finance business, said **Bennett Pozil**, East West's head of corporate banking and leader of its film finance division. It has funded more than $1 billion in film loans since Pozil joined in 2011, and is the only bank with a significant entertainment lending practice in the United States and China.

REAL ESTATE

China's Alibaba Pictures chooses Pasadena for its U.S. branch.
PAGE 42

Pozil said a major motivation behind the deals is that Chinese entertainment firms – many of which are publicly traded and flush with cash – want to make sure they get in on big studio films. Ticket sales translate in any language.

"The biggest studio pictures break box-office records in every country," he said. "So if a film is going to break a box-office record in China, and if China's going to have the largest theatrical box office eventually, why wouldn't you want to have a piece of that movie?"

Beyond economics

Pozil said deals like the agreement Hunan inked with Santa Monica's Lions Gate are emblematic of the Chinese film industry's ambition to become a global player.

"The vast majority of Chinese pictures are local," he said. "They play very well in the Chinese market. But international sales are not the same as what you would find for English-language pictures. They don't travel the same way."

That's caused firms like Hunan to look east for inspiration.

"One of the things that the Chinese companies look at is how to export Chinese pictures," Pozil said. "One of the ways is by studying the international business, and one way to do that is Hunan investing in Lions Gate. It gets beyond the economics."

Christa Thomas, managing director at **SunTrust Sports & Entertainment Group** in Century City and a longtime film finance veteran, has observed the same thing.

"Chinese investors are looking for expertise," she said. "It's not just a financial return – it's expertise as they build their own indigenous film industry. The Chinese are not looking to re-create Bollywood, they're looking to create a global film industry."

Pozil said Lions Gate had been thinking about how to position itself to best capitalize on the Chinese market for years, and its executives spent more than a year getting to know their counterparts at Hunan, which carried weight across the Pacific.

"They approached it always as a partnership and not as a one-sided deal," Pozil said.

A secondary incentive for some of these deals is that many of these Chinese entertainment companies are public or will be soon. Having formal ties to an established Western studio has a lot of appeal to Chinese retail investors.

"For them it's a big selling point to say, 'In addition to the Chinese pictures we have, we're also investors in these big studio movies,'" he said.

Found in translation

Hunan might have plenty of reasons to be interested in Lions Gate, but it's less clear why it needed East West to get a deal done.

Pozil said he and his team spent years on the ground establishing their bona fides in Chinese film finance, positioning the bank as the natural firm to connect the two sides.

Please see BANKING page 47

Investors High on Performance of Drone Maker

MANUFACTURING: Stock lift helps AeroVironment blunt criticism of board.

By MATT PRESSBERG *Staff Reporter*

AeroVironment Inc.'s stock is fighting through the turbulence and taking off.

One day after a longtime activist investor in the Monrovia drone manufacturer demanded the firm shake up its board, AeroVironment reported loftier numbers than many analysts and observers expected. That had its investors flying high.

AeroVironment's shares soared 8.8 percent during the week ended July 1 to close at $29.06. The company was one of the biggest gainers on the LABJ Stock Index. (See page 34.)

AeroVironment posted revenue of $86.5 million for the three months ended April 30, up 18 percent from the same period last year. Net income was $7.1 million (31 cents a share), down from $8.1 million (35 cents) for the same quarter in 2014.

While profit was down, the company handily surpassed predictions: it increased its research and development spending by $16 million in the last quarter compared with the same period the year before. The consensus earnings estimate from the company's analysts was 18 cents a share.

Chief Executive **Timothy Conver** said he was pleased with both the current performance and the company's future direction.

"First, our strong core business delivered the revenue we expected and exceeded expectations for profitability," he said on a conference call after the earnings release. "Second, our growth portfolio advanced through careful strategic investments that improved our position for large new market opportunities."

The drone maker's solid earnings were certainly welcomed by management, especially since they were released mere hours after Newport Beach activist hedge fund **Engaged Capital** sent a letter June 29 urging the company to declassify its board.

AeroVironment's board has different classes of members who stand for election at different times, a structure intended to prevent hostile takeovers but can be used to entrench insiders. Declassifying would make sure all members would face election every year.

Engaged founder **Glenn Welling** has been agitating for the company to improve its corporate governance since first announcing his investment in a July 2013 filing.

AeroVironment's shareholders passed a non-binding proposal to declassify the board by more than a 70 percent margin at its most recent annual meeting, which Welling cited in his letter.

Management plans to hear Welling out.

"We welcome open communication with all of our shareholders and value their input directed towards enhancing shareholder value," the company said in a statement emailed to the Business Journal.

AeroVironment Inc. (NYSE: AVAV)

Monrovia
CEO: Timothy Conver
Employees: 625
Market Cap: $660 million
P/E: 166
EPS*: $0.17
*Twelve months trailing.

Source: Yahoo Finance

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SILICON DRAGON CONNECTS INNOVATORS AND INVESTORS IN THE WORLD'S LEADING TECH HUBS

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FORBES COLUMN

Is The Sky About To Fall In Venture Land?
JUNE 30, 2015

Alibaba's New Pasadena Hub Signals LA As Growing Gateway To China
JUNE 27, 2015

DCM's Deal In Korean Crowdfunding + Platform Showcases Asian Innovation
JUNE 16, 2015

FEATURED / NEWS

Alibaba's New Hub In Pasadena Signals LA Gateway To China

Alibaba's move into Los Angeles by leasing a 22 000 square foot office space in Pasadena's new Playhouse Plaza signals a bigger opening of cross-border China and southern California business connections. These links are being framed around technology entrepreneurship, venture investment

EVENTS / EVENTS 2015

Silicon Dragon LA 2015

LA is emerging as a gateway for international startups to thrive, tap emerging markets for growth and get funding from global VCs and angel investors. Innovative Pasadena is becoming a direct link to China via Alibaba's new hub near the San Gabriel Foothills

VIEWPOINT

Irrational Exuberance Upstages Silicon Dragon NY

By Mark Kolier. The Way I See It This past Monday evening I attended my fourth NYC Silicon Dragon event hosted by Rebecca Fannin of Silicon Dragon. Rebecca (author of the 2011 book Start-

EVENTS / EVENTS 2015
Silicon Dragon LA 2015

FEATURED / NEWS
Alibaba's New Hub In Pasadena Signals LA Gateway To China

VIEWPOINT
Irrational Exuberance Upstages Silicon Dragon NY

EVENTS 2015
Silicon Dragon NY 2015

CHINA NEWS / GLOBAL NEWS / NEWS

UPCOMING EVENTS

JUL 30 Thu — Silicon Dragon LA 2015 @ Pasadena Convention Center

SEP 16 Wed — Silicon Dragon Shanghai @ JW Marriott Tomorrow Square

OCT 6 Tue — Silicon Dragon Valley 2015 @ Hero City

NOV 5 Thu — Silicon Dragon Awards 2015 @ Hysan Place

NOV 12 Thu — Silicon Dragon Taipei 2015

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Chinese E-Vendor Picks Pasadena for Pictures Push

LEASE: Alibaba Group inks 10-year, $10 million deal to house movie division.

Chinese e-commerce giant **Alibaba Group** has chosen Pasadena for the first U.S. branch of its movie licensing and distribution arm, Alibaba Pictures.

Alibaba Group, one of the most valuable tech companies in the world, signed a lease for the top floor of the newly constructed Playhouse Plaza in Pasadena. It is taking 22,000 square feet at the five-story, 155,000-square-foot Class A office building at 680 E. Colorado Blvd.

REAL ESTATE

HANNAH MIET

Sources say the 10-year lease is valued at just over $10 million.

That comes out to about $3.80 a foot a month – a high rent to pay considering that only one employee works in the space, at least for now. More will follow.

Alibaba's L.A. movie effort is in its early stages, and the lone Pasadena employee will focus on making contacts in Hollywood that will help the firm license and distribute American content, said **Bob Christie**, Alibaba's vice president of international media relations.

"At this point, it's all relationship building," he said.

The $75 million Playhouse Plaza was developed by downtown L.A. **IDS Real Estate Group** and was designed to appeal to tech and finance companies, said **Todd Doney** of downtown's **CBRE Group Inc.**, who represented IDS in the lease transaction. The building was completed in April.

Leased: Alibaba's U.S. base in Pasadena.

Other tenants at the property include San Francisco co-working company **Epic Spaces**, which leases 9,500 square feet, and San Francisco investment firm **Charles Schwab**, which leases 9,300 square feet.

Doney and **Steve Nelson** of CBRE represented IDS along with IDS' internal brokers **Dave Saeta** and **Rob Fuelling**.

Christie said Alibaba was attracted to Pasadena, in part, because of its proximity to major Chinese enclaves like Monterey Park and the San Gabriel Valley.

Alibaba raised $25 billion in its initial public offering on the New York Stock Exchange last year and has a market cap of more than $200 billion. The firm has 250 employees in the United States and 35,000 worldwide.

Cal State DTLA

Cal State Los Angeles is opening a campus in downtown Los Angeles.

The 24,000-student university signed a 10-year lease late last month for 21,000 square feet at 801 S. Grand Ave. in the Financial District.

Monthly asking rent at the 207,000-square-foot Class A office building, owned by Hollywood developer **CIM Group**, is about $2.67 a square foot, according to **CoStar Group Inc.** That figure values the university's lease at about $6.7 million.

The building is 85 percent leased by tenants that include **Girl Scouts of Greater Los Angeles** and the headquarters of financial services firm **Finance One**.

The university's new campus, which will offer undergraduate, graduate, professional development and certificate programs, will open in 2016.

It sits in an area undergoing a residential development boom, with thousands of apartments under construction or in the pipeline. Eighth & Grand, a 700-unit apartment complex at 770 S. Grand, anchored by a **Whole Foods**, is across the street from the new campus.

"We will bring the resources of Cal State L.A. to students downtown, where they work and live," said university President **William A. Covino**.

The 175-acre main campus of Cal State Los Angeles is four miles east of downtown, at 5151 State University Drive in University Hills.

Lisa St. John and **Peter Best** of **L.A. Realty Partners** as well as **John McAniff** and **Tim Miller** of **Jones Lang LaSalle Inc.**'s downtown office represented CIM in the lease deal. **Will Adams** at CBRE represented Cal State Los Angeles.

Real Shorts

Verifi, an electronic payments firm, has cut a deal with **Equity Office Properties Trust** to expand its presence at 5670 Wilshire Blvd. on the Miracle Mile. The firm will gain visibility at the 445,000-square-foot Class A office building, which serves as its headquarters, expanding from 22,000 square feet on lower floors to 29,000 square feet on the top two floors. The company also will receive signage on the building's façade. The five-year deal is worth roughly $7 million, according to industry sources. **Andrew McDonald** of **Cushman & Wakefield** represented the landlord in the lease negotiations. **Seth Wellisch** of **Cresa Los Angeles** represented Verifi. … **JumpStart**, which makes learning games for kids, has signed a sublease with **LivingSocial** and will move its headquarters to the Pacific Center in Torrance. It will take 19,000 square feet at the 300,000-square-foot Class A office building at 21250 Hawthorne Blvd. Verifi chose a new location within the same city because the economics and quality of space were too good to refuse, said **Dave Toomey** of Cresa Los Angeles, who represented JumpStart in the back deal. **Brian Davies** and **Grant La Spada** of **Cresa** also represented JumpStart. **Eric Adams** of **Newmark Grubb Knight Frank** represented LivingSocial. LivingSocial announced last year that it was closing its Torrance facility entirely, laying off 400 employees and reducing its total workforce by roughly 20 percent.

Staff reporter Hannah Miet can be reached at hmiet@labusinessjournal.com or (323) 549-5225, ext. 228.

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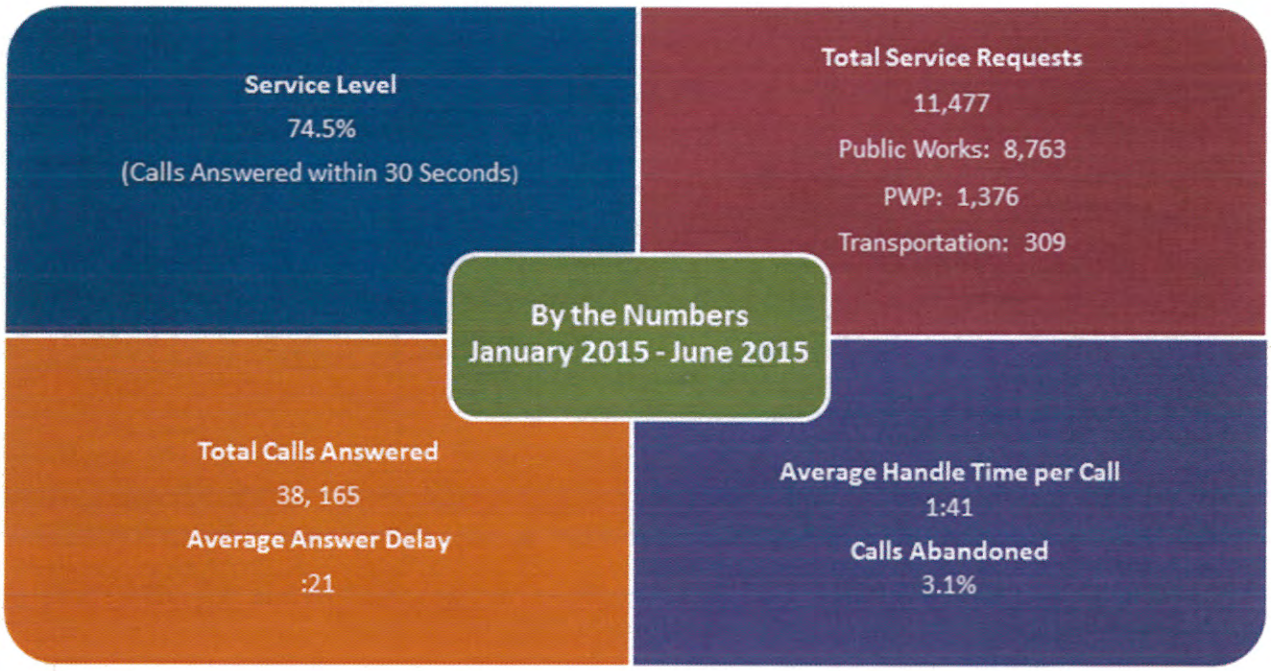
PASADENA
CITIZEN SERVICE CENTER 626.744.7311

Monthly Activity Report

Call Center / Web Requests
June 2015

http://cityofpasadena.net/CSC

As June closed out the first half of the year, the Pasadena Citizen Service Center (CSC) would like to highlight midyear results. Below are results from January 1, 2015 – June 30, 2015.

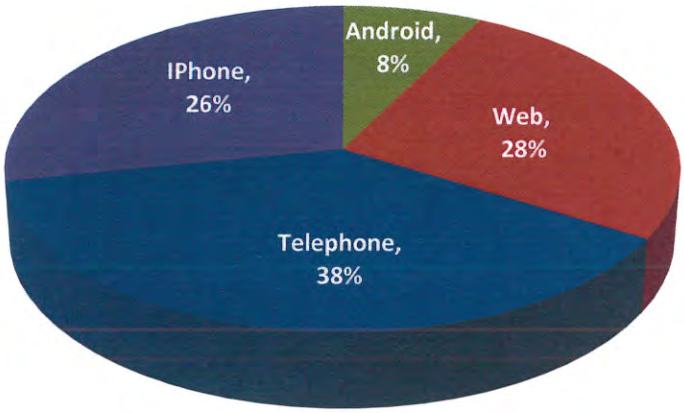


Don't forget to download the CSC mobile app. The CSC mobile app makes it easy to report water waste while out and about in Pasadena. In addition to submitting and tracking service requests, users can view the extensive Frequently Asked Questions (FAQs) section online or directly contact the Call Center 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!

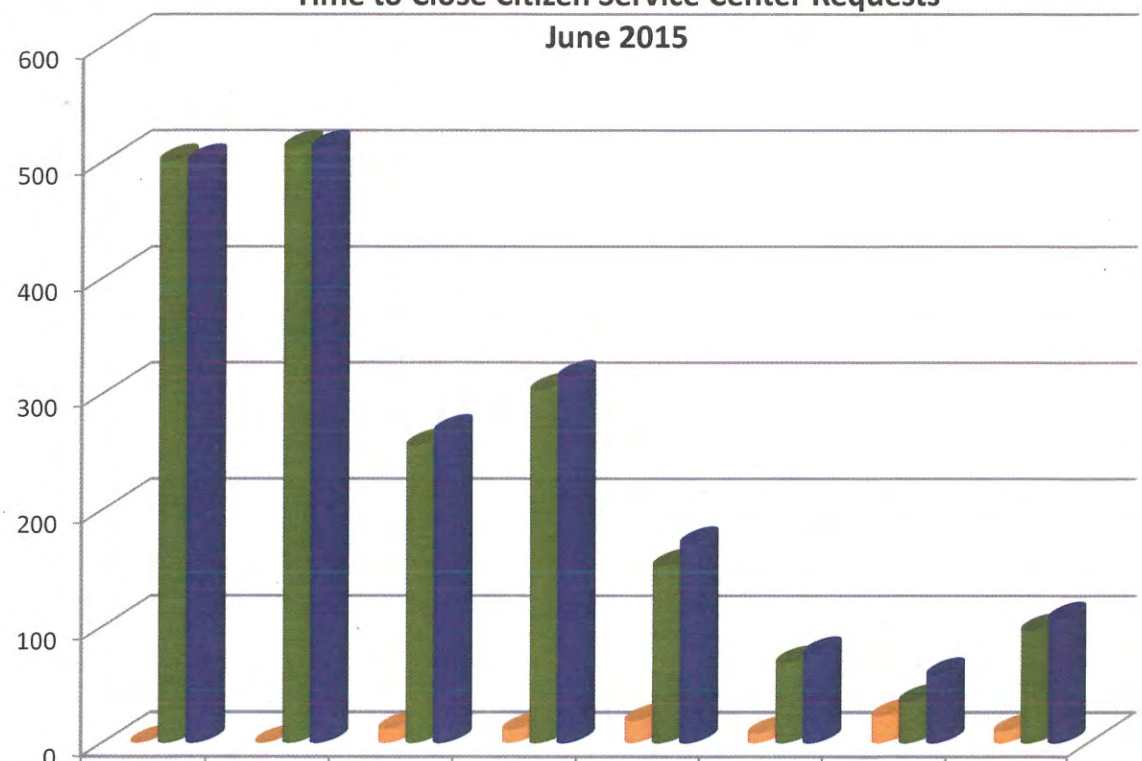
For more information about this report or the Pasadena Citizen Service Center, please contact Mandy Templeton at mtempleton@cityofpasadena.net or by phone at (626) 744-7151.

How Requests Are Reported
June 2015



Top Calls by Department June 2015	
Rank	**Department**
1	Public Works
2	Transportation
3	Water and Power
4	Planning and Permitting
5	General City Questions
6	Housing
7	HS&R
8	Public Health
9	Fire
10	Police

Time to Close Citizen Service Center Requests
June 2015



	0-1	2-3	4-5	6-7	8-9	10-11	12-13	14+
Exceeded due date	0	0	12	11	19	8	23	10
Met due date	500	512	255	303	152	69	36	97
Total requests	500	512	267	314	171	77	59	107

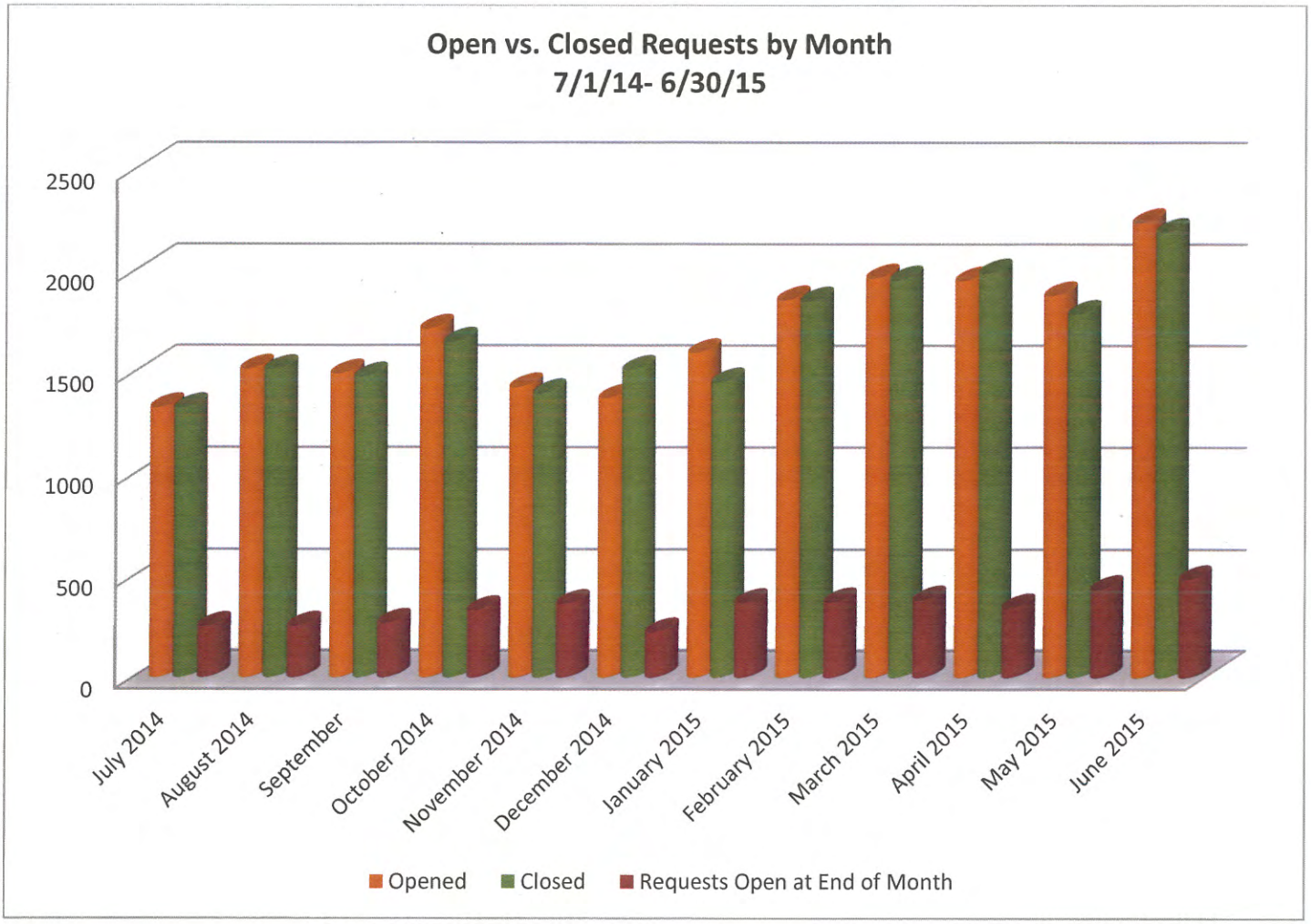
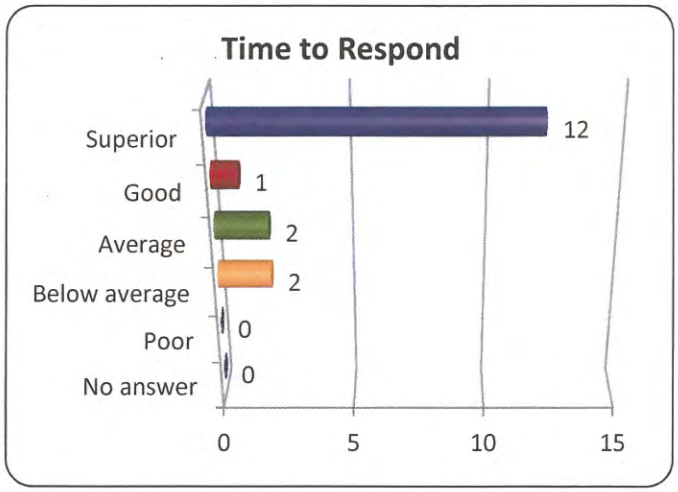
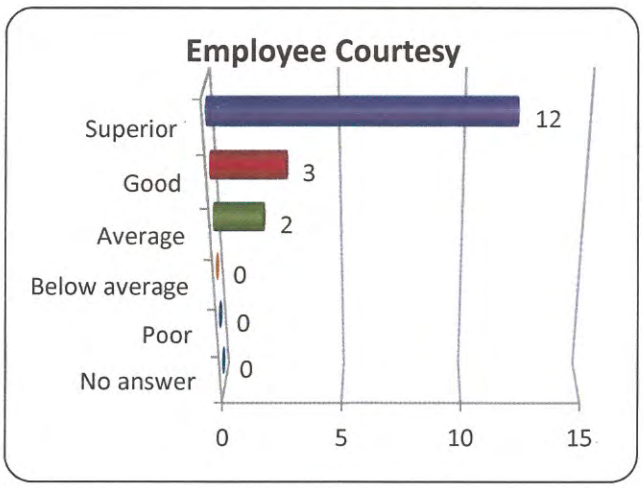
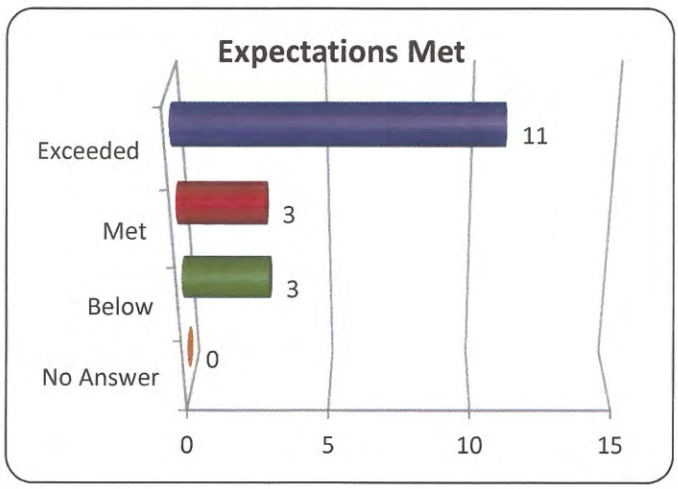
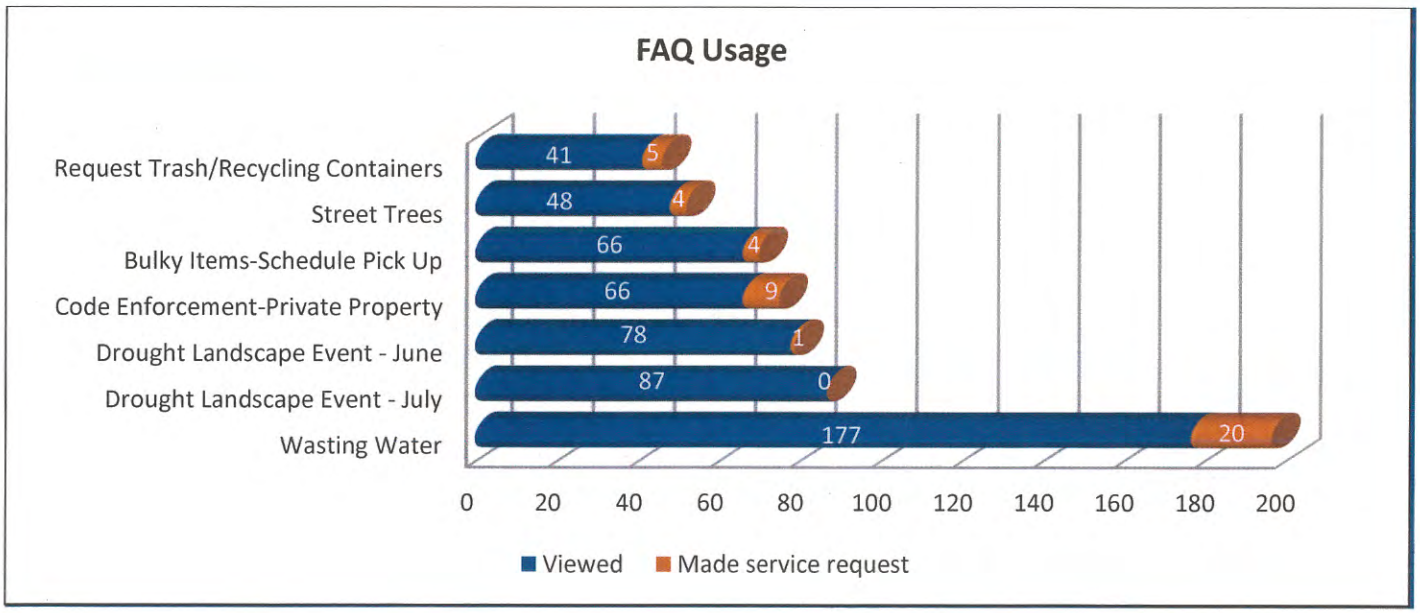
Service Level
74.7%
(Calls Answered within 30 Seconds)

Total Service Requests
2,238
(12 Departments Represented)

By the Numbers
June 2015

Total Calls Answered
6,739
Average Answer Delay
:21

Average Handle Time per Call
1:48
Calls Abandoned
3.1%



Customer Satisfaction Survey Results
June 2015