OFFICE OF THE CITY MANAGER

July 30, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Response to Tree Collapse:

For several days, Pasadena has been the focus of worldwide news attention after a large pine tree collapsed in front of the Kidspace Museum at Brookside Park, injuring eight young children. While our thoughts and prayers are with the injured children and their families, I cannot emphasize enough how extremely proud I am of the City employees who responded to this tragic incident.

Within minutes, several dozen Pasadena firefighters and police officers were on scene, swiftly engaging in a joint-rescue operation. Our personnel, along with Kidspace Museum staff, quickly rescued and accounted for more than 30 children, providing emergency medical aid and transporting the more seriously injured to LA County-USC Medical Center for pediatric trauma care.

In the wake of the emergency response, many other City employees from several departments, most notably Public Works, also provided exceptional response and service. We are currently trying to determine why the tree fell and we have hired an independent arborist to help determine potential causes.

2. Innovate Pasadena – July 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 (July 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.

City Hall
100 N. Garfield Avenue, Room S228
Mailing Address: P.O. Box 7115 · Pasadena 91109-7215
(626) 744-4333 · Fax (626) 744-4774
mbeck@cityofpasadena.net

3. Los Angeles County Metropolitan Transportation Authority (Metro) – 2015 Call for Projects Award:

In October 2014, the Los Angeles County Metropolitan Transportation Authority (Metro) solicited projects for its biennial Call for Projects. Metro is responsible for allocating discretionary federal, state and local transportation funds to improve all modes of surface transportation. Metro also prepares the Los Angeles County Transportation Improvement Program (TIP). A key component of TIP is the Call for Projects program, a competitive process that distributes discretionary capital transportation funds to regionally significant projects. Metro staff ranks eligible projects and presents preliminary scores to Metro's Technical Advisory Committee (TAC) and the Metro Board of Directors for review and approval.

In June 2015, Metro announced $199,400,000 in improvements funding in seven categories. The City of Pasadena submitted seven projects, of which five are recommended for funding for a total of $7,678,982. The attached memorandum from Assistant City Manager Julie A. Gutierrez provides detailed information on these five recommended projects.

4. Annual Development Trends Report:

To coincide with the start of the new fiscal year, Vincent Bertoni, Director of Planning and Community Development would like to provide some pertinent information related to development trends. The following four categories were created for the workload and trends analysis:

1. Planning Cases Received
2. Plan Checks Received
3. Number of Building Permits Issued
4. Building Permit Valuation

The attached charts show workload and trends over the course of one year, five-years, and ten years by fiscal year. For yearly trend analysis, a monthly comparison was utilized with each point on the graph representing a month. For the five and ten year trends analysis, a yearly comparison was utilized with each point in the graph representing a fiscal year.

5. Update on Development Review Process Improvements:

During the City Council budget meetings, staff was asked to provide an update to the City Council on the status of the recommendations that were contained in the Matrix Study. There are 278 recommendations in the study. Attached is the Implementation Summary that provides the status for each of the original 278 recommendations. Some of the recommendations were listed as "evaluated and rejected" as they did not create a significant efficiency in the process, were in conflict with State or local law or did not conform to Pasadena's goals for community engagement. Those recommendations that are listed as "in-process short term" indicates that work is underway and completion is estimated within the next 12 months and those that are listed as "in-process long term" indicate that work is underway with completion estimated within 18-24 months. Several of the recommendations require that the new Land Management System (LMS) be in place which is estimated to be completed within two to three

years and there are also recommendations that require a new job classification or position is in place prior to implementation.

A detailed summary of each of the recommendations is maintained and is available on the web at http://www.cityofpasadena.net/PlanningandDevelopment/ listed under "General Interest". The document is entitled "Matrix Report Recommendation Summary Chart" and contains a listing of each of the 278 recommendations with the corresponding status and what departments are involved in the implementation of the recommendation.

The Planning and Community Development Department is continuing work on the recommendations as well as managing the Interdepartmental Review Team (IRT) that is focusing on improvements that cross over into more than one department. The attached memorandum from Vincent Bertoni, Director of Planning and Community Development provides an update on the improvements that have been made to date. Staff will continue to provide regular updates on the progress of development process improvements:

6. Recognition for City Video:

In 2014, Economic Development staff prepared a video highlighting Pasadena's attributes for the business community. The creative video, which includes interviews with local executives, can be found on the Economic Development portion of the City Manager's Office web pages and is regularly emailed to prospective businesses considering location options. The video was first debuted on KPAS in September of 2014. Since that time, we are happy to report that the video received an LA Emmy nomination in the Public, Municipal, and Operator Produced Cable category. LA Emmy winners were announced last weekend, and although it did not win, the nomination was certainly an honor and reflects the high quality of the work.

7. Pasadena Healthy Times Summer 2015 Newsletter:

I have attached for you the Public Health Department's Sumer 2015 Edition of Pasadena Healthy Times. In this issue are articles on Obesity Prevention Efforts, Fuel Up for Summer Fun Program, Cholesterol Awareness Month, Maternal, Child & Adolescent Health News, Medi-Cal Enrollment Services and Pasadena's 5th Annual Food Day celebration taking place at Muir Ranch (John Muir High School) on Saturday, October 24, 2015.

Respectfully Submitted,

MICHAEL J. BECK
City Manager

/attachments

It's time for a mid-summer's day download of all things Innovate Pasadena. We'll keep this short since you likely have vacations on the brain. But, definitely give this a once-over because we have some noteworthy announcements and happenings and hey, we have a competition coming your way!

PS. Planning is underway for Innovate Pasadena's CONNECT Week. We dare you to inspire others, learn more, and reach further with Connect Week 2015: Level Up! Find out how your organization or company can become a featured Collaborator by emailing **connectweek@innovatepasadena.org**.

IN THIS ISSUE:

Things To Do: Tech + Design + Science + Entrepreneurship

- Friday Morning Coffee Meet-up **every Friday**
- Drumroll Please! Epic Spaces Open House & Launch Party on **Friday, July 24th**
- BizEd powered by the Pasadena SBDC- Workshops Underway starting **Tuesday, July 28th**
- Silicon Dragon's first Southern California Conference on **Thursday, July 30th**
- Save the Date – IP Hackathon and Job Fair at OpenX on **Friday, August 7th**
- TechSparks' August Pitchfest & Entrepreneur Mixer coming **Wednesday, August 19th**

What's New #AroundPasadena

- Coming Soon! Innovate Pasadena Presents *Epic Failures* Competition
- Hats off to Microsoft Ventures Digital Accelerator Grad: RexterPro goes 360
- Innovator Spotlight: Oh Snap! Rafael Cruz Dishes on Concept, Clients and the importance of a Blog Post

THINGS TO DO: TECH + DESIGN + SCIENCE + ENTREPRENEURSHIP

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. Come hear April DeLancey talk about leveraging your data for

growth at next week's meet-up. Locations rotate so check out **http://fridaycoffeemeetup.com/** for more information.

Drumroll Please! Epic Spaces Open House & Launch Party on July 24

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 >**

BizEd powered by the Pasadena SBDC: Workshops Underway

BizEd powered by the Pasadena SBDC hosts a series of educational workshops and seminars designed to provide entrepreneurs the latest industry trends in fields such as marketing, advertising, legal, human resources, web development, to name a few. The next seminar is scheduled for **Tuesday, July 28th** on the topic of Growth Strategies with the End in Mind. Use promo code SBDCPromo to **get 20% your registration**!

Silicon Dragon's first Southern California Conference – 1 Week Away!

Silicon Dragon will host its first Southern California Conference next week 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**.

IP Hackathon and Job Fair at OpenX on August 7th

Join fellow techies and hackers at the Innovate Pasadena Summer Hackathon and Job Fair on **Friday, August 7th** at Open X in Pasadena. The hackathon will start at 10 am and will focus on the creation of a web and mobile app to help California and Pasadena residents specifically keep an eye on their water consumption during the worst drought in recent history. Beginning at 3 pm a job

fair will run concurrent with the hackathon and will feature recruiters from area tech companies. The event is generously sponsored and organized by Open X and Ayzenberg. **Read More >**

TechSparks August 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, August 19th** at Cross Campus for a fast pitch, informal pitchfest, and mixer at Barney's Beanery **Read More & Sign Up >**

WHAT'S NEW #AroundPasadena

Coming Soon! Innovate Pasadena Presents: Epic Failures Competition

In the startup world we often hear the adage, "fail early, fail often." Innovation is often built on the ability to understand your mistakes and then pivot quickly in the right direction. Launching September 1st, Innovate Pasadena is excited to announce a competition to recognize all of you entrepreneurs who dusted yourself off and tried again. The Competition will culminate during Innovate Pasadena's Connect Week in mid-October. Stay tuned for more information including how to register, prizes and judges.

Hats off to Microsoft Ventures Digital Accelerator Grad: RexterPro Goes 360

Rexter Pro was one of 14 finalists selected for the 2015 Microsoft Ventures Digital Accelerator Program in Seattle. The 4 month long program culminated with the Microsoft Ventures Demo Day where Rexter Pro unveiled Rexter360, an enterprise version of its product to deliver engagement and relationship analytics directly into CRM solutions enabling sales professionals to work smarter and sell more. **Read More >**

Innovator Spotlight: Oh Snap! Rafael Cruz Dishes on Concept, Clients and the importance of a Blog Post

Oh Snap! This month's innovator Spotlight is all about the man behind the camera. Rafael Cruz (ACCD Class of '03) is the Founder and Creative Director of Oh Snap! Studios, a photo booth service with… well, without the booth. Cruz launched Oh Snap! Studios in the middle of the recession while working a full time gig at a photography studio where he built sets and environments for product photography. **Read More >**

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Innovate Pasadena
60 N San Gabriel Blvd
Pasadena, CA 91107

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: July 29, 2015

TO: Michael J. Beck, City Manager

FROM: Julie A. Gutierrez, Assistant City Manager

RE: Los Angeles County Metropolitan Transportation Authority (Metro) – 2015 Call for Projects Award

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In October 2014, the Los Angeles County Metropolitan Transportation Authority (Metro) solicited projects for its biennial Call for Projects. Metro is responsible for allocating discretionary federal, state and local transportation funds to improve all modes of surface transportation. Metro also prepares the Los Angeles County Transportation Improvement Program (TIP). A key component of TIP is the Call for Projects program, a competitive process that distributes discretionary capital transportation funds to regionally significant projects. Metro staff ranks eligible projects and presents preliminary scores to Metro's Technical Advisory Committee (TAC) and the Metro Board of Directors for review and approval.

In June 2015, Metro announced $199,400,000 in improvements funding in seven categories. The City of Pasadena submitted seven projects, of which five are recommended for funding for a total of $7,678,982. The five projects are:

1. **Lake Avenue Gold Line Station Pedestrian Access Improvements (Pedestrian Improvements Category)** – Installation of improvements along Lake Avenue from the Gold Line Station to California Boulevard including pedestrian lighting; mid-block crossings and traffic signal upgrades; removal of islands and installation of right turn pockets; trees and landscaping; and various street, sidewalk, crosswalk, curb and gutter modifications.
   Project Cost: $2,886,991
   Grant Amount: $2,309,590

2. **Shared EV Employer Demonstrator (SEED) Program for Pasadena Employers (Transportation Demand Management Category)** – The project will provide no-cost, short-term EV rentals to Pasadena employees to gain firsthand experience with driving EVs to their workplace and connecting to transit.
   Project Cost: $464,594
   Grant Amount: $335,750

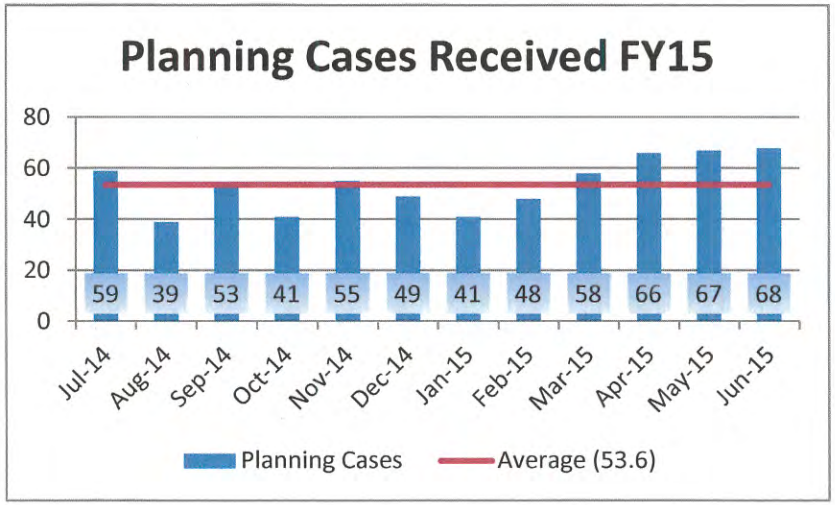
3. **Pasadena Bikeshare Start Up Capital Cost (Bicycle Improvements Category)** – The project will provide capital cost funding to launch a regional bike share program.
   Project Cost: $1,909,270
   Grant Amount: $954,635

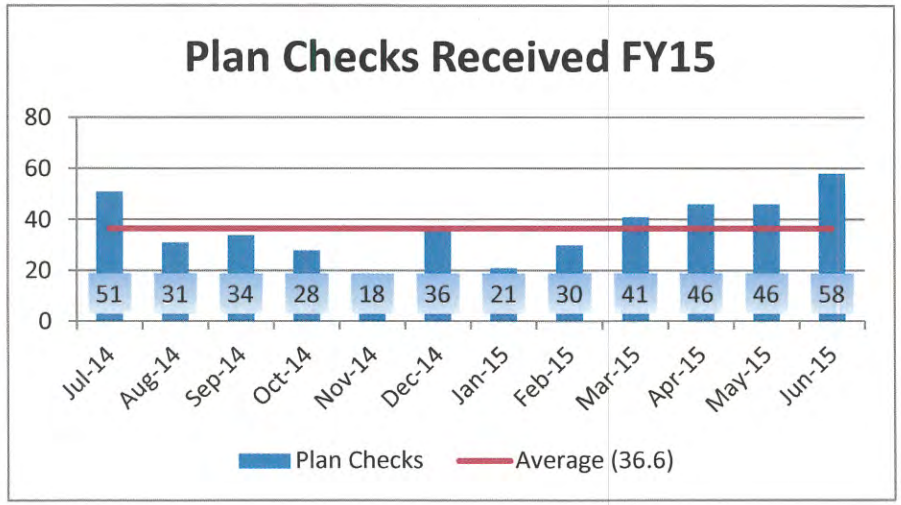
4. **Pasadena Bicycle Program – Union Street 2-Way Cycle Track (Bicycle Improvements Category)** – Installation of a two-way protected cycle track on Union Street from Wilson Avenue to Arroyo Parkway, including a road diet and traffic signal modifications at 14 intersections for cyclists.
   Project Cost: $3,400,580
   Grant Amount: $2,714,430

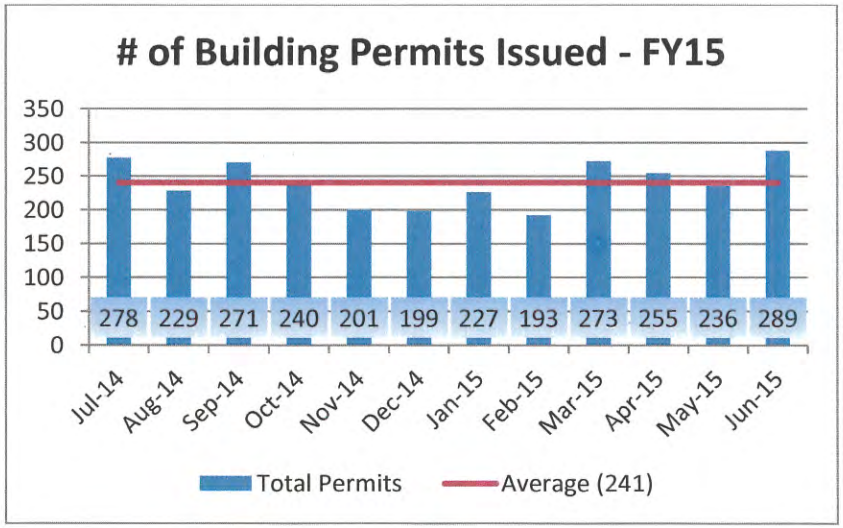
5. **Pasadena Bus Purchase to Relieve Significant Overcrowding (Transit Capital Category)** – The project will purchase four 35-foot clean fuel vehicles to relieve overcrowding on the Pasadena ARTS service.
   Project Cost: $3,026,189
   Grant Amount: $1,364,577

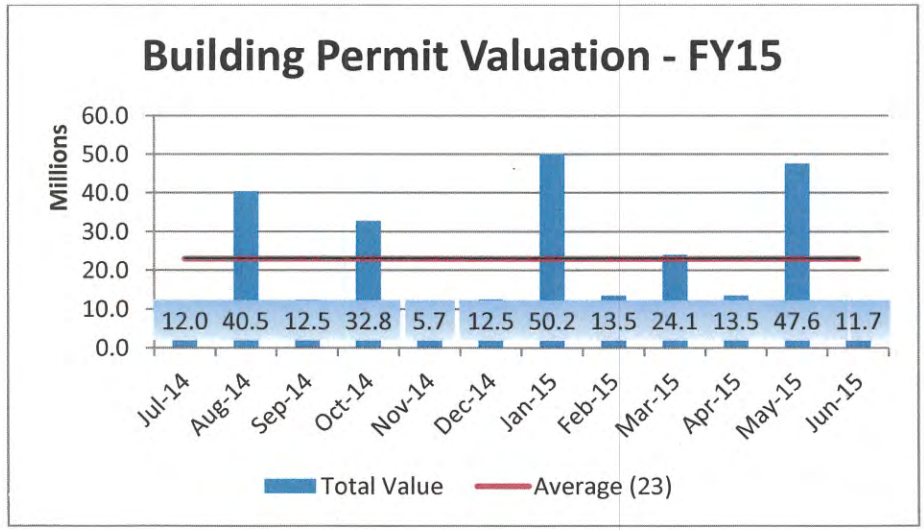
Metro's staff recommendations are scheduled for Metro Board adoption on September 24, 2015.

One Year - FY15 Trends



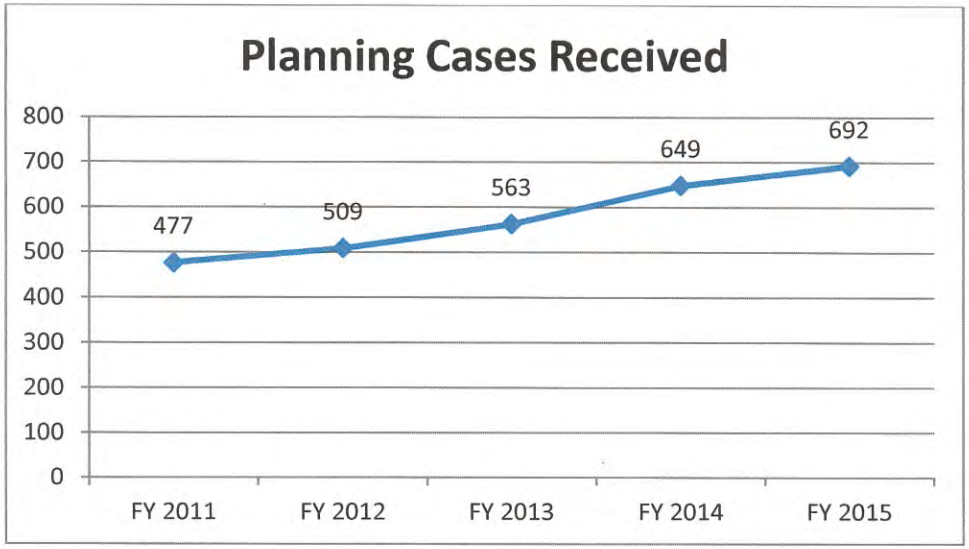






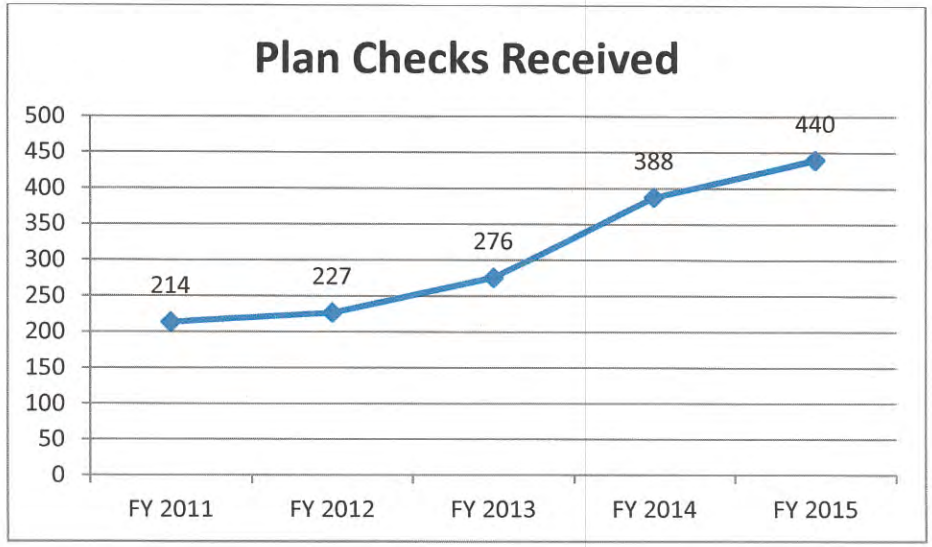
Planning Cases Received

5 Year



Plan Checks Received

5 Year



Planning Cases Received

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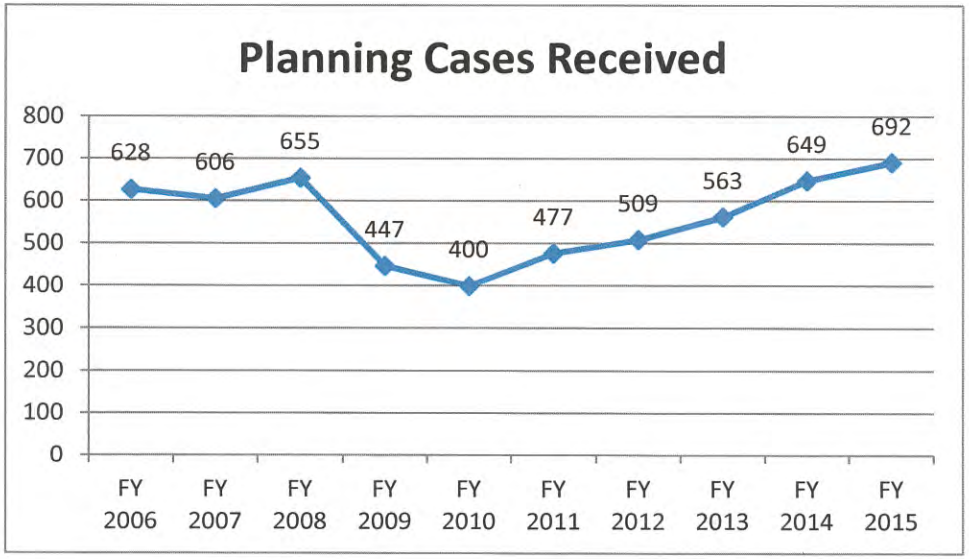

Plan Checks Received

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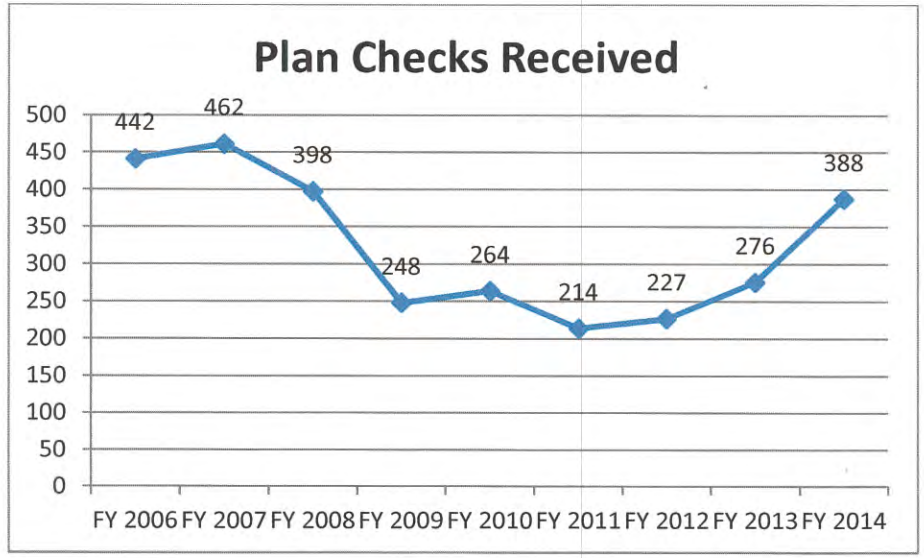
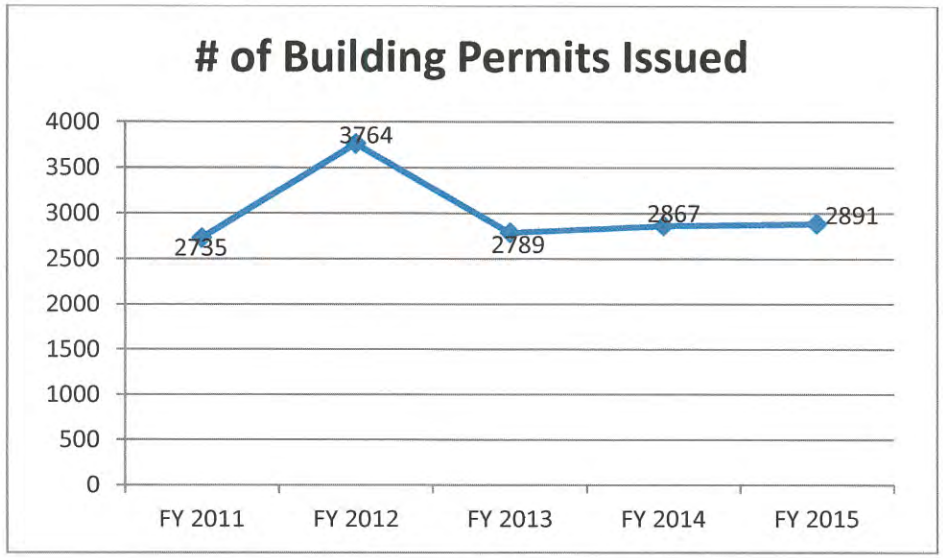


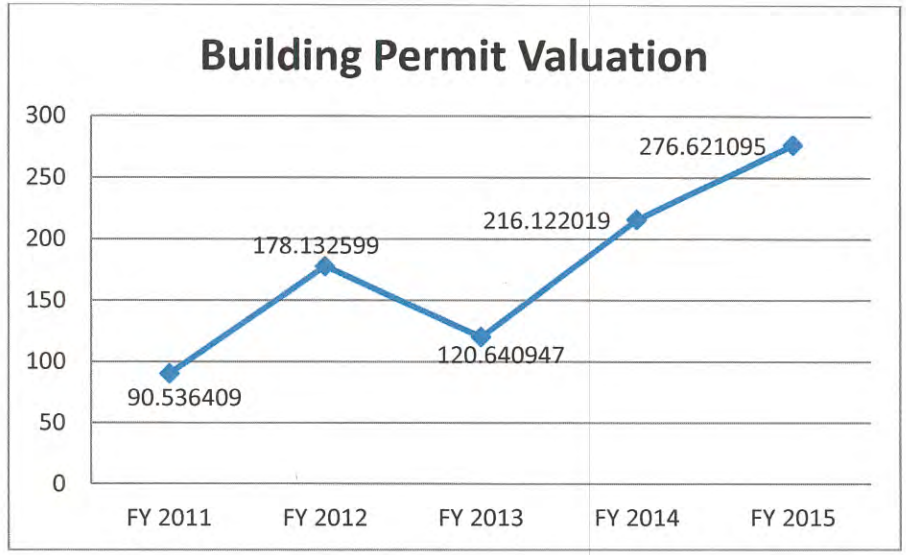
of Building Permits Issued

5 Year



Building Permit Valuation

5 Year



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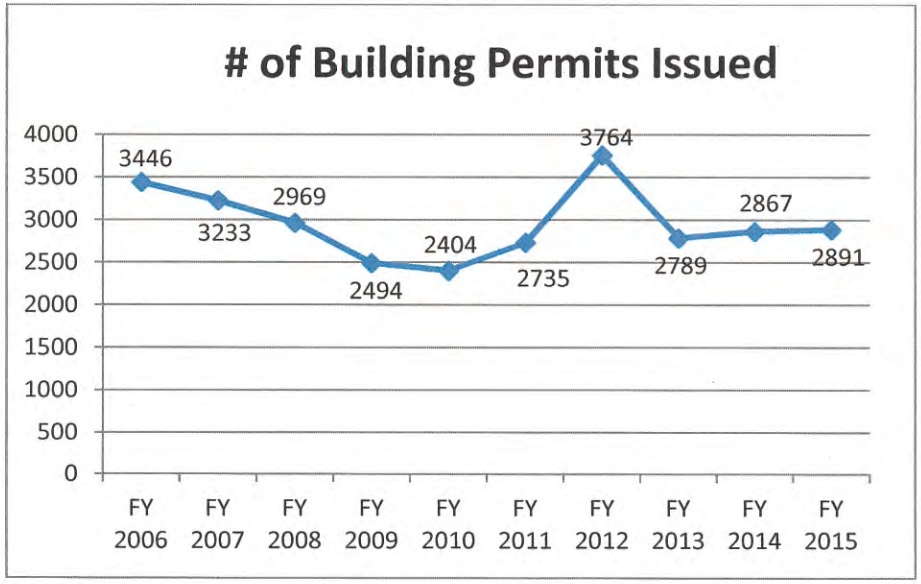

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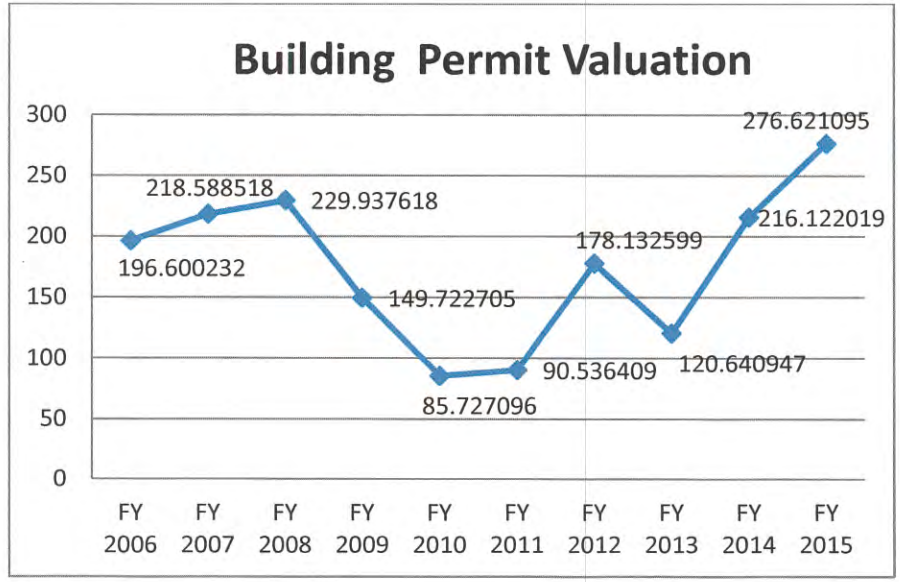


MEMORANDUM

TO: Michael J. Beck, City Manager

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

DATE: July 30, 2015

SUBJECT: Update on Development Review Process Improvements

During the City Council budget meetings, staff was asked to provide an update to the City Council on the status of the recommendations that were contained in the Matrix Study. There are 278 recommendations in the study. Attached is the Implementation Summary that provides the status for each of the original 278 recommendations. Some of the recommendations were listed as "evaluated and rejected" as they did not create a significant efficiency in the process, were in conflict with State or local law or did not conform to Pasadena's goals for community engagement. Those recommendations that are listed as "in-process short term" indicate that work is underway and completion is estimated within the next 12 months and those that are listed as "in-process long term" indicate that work is underway with completion estimated within 18-24 months. Several of the recommendations require that the new Land Management System (LMS) be in place which is estimated to be completed within two to three years and there are also recommendations that require a new job classification or position is in place prior to implementation.

A detailed summary of each of the recommendations is maintained that is available on the web at http://www.cityofpasadena.net/PlanningandDevelopment/ listed under "General Interest". The document is entitled "Matrix Report Recommendation Summary Chart" and contains a listing of each of the 278 recommendations with the corresponding status and what departments are involved in the implementation of the recommendation.

The Planning and Community Development Department is continuing work on the recommendations as well as managing the Interdepartmental Review Team (IRT) that is focusing on improvements that cross over into more than one department.

The following is an update on the improvements that have been made to date. Staff will continue to provide regular updates on the progress of development process improvements:

Permit Center Improvements:

- Relocation of staff from the Public Works and Fire Departments to the Permit Center to improve customer service.

- A permit window has been established that provides expedited service to customers who have simple trade permits (e.g. mechanical, plumbing, electrical). These customers can be assisted at one window and do not need to sign in and wait at several different windows.

- Q-Flow has been reinstated to automatically sign a customer up at any of the windows they need in order to obtain information or receive a permit. This takes the guesswork out of the process for customers and assists in moving them to the next available window as quickly as possible.

- Real Wait Times in the Permit Center are available on-line and also in a mobile application (app). The wait times for all service windows in the Permit Center are available at the touch of a button. This assists customers in determining the best time to visit the Permit Center and what the expected wait time may be.

Inspection Improvements

- The Quadrennial and Occupancy Inspection Program inspections have increased from one inspection per day to an average of six inspections per day per Code Compliance Officer.

- Code Compliance Officers and Building Inspectors are utilizing tablet technology in the field that is connected to the current land management system. Staff can access information and update case notes in the field reducing the amount of time spent in the office.

Entitlement Processing Improvements

- New internal procedures for Zoning Administration have been created and implemented to improve processing time for Hearing Officer cases. A comparison of CY 2010 through CY2014 shows the processing time for most common planning entitlements has been reduced as follows:

    - Certificate of Appropriateness (Historic Preservation Permits) reduced by 34%
    - Conditional Use Permits reduced by 44%
    - Hillside Development Permits reduced by 53%
    - Minor Conditional Use Permits reduced by 43%
    - Minor Variances reduced by 46%

- Several improvements to design review procedures, applications and commission reports have been made that have resulted in significant reductions in the processing time for these types of cases. As a result:

    - The processing time for staff level design review applications is averaging 4-6 weeks (reduced from an average of 6 months).
    - The processing time for design review applications presented to the Design Commission is averaging 6-8 weeks (reduced from an average of 6 months).

Interdepartmental Review Team (IRT) Efforts and Improvements

- Establishment of an Interdepartmental Review Team (IRT) to develop a work program for all interdepartmental process improvements:
  - A work program was developed that contains 27 improvements to the development review process.
  - The two-year work program commenced on August 1, 2014 with targeted completion by August 1, 2016.
  - The following work program items have been completed:

    ✓ Automatic Plan Check notifications
    ✓ Regular reports for cycle times
    ✓ Distribute IRT performance standards for comments on entitlement cases
    ✓ Training for managers on Plan Check notification
    ✓ Training for staff on Tidemark input for cycle-time reports
    ✓ Establish goal for business license processing
    ✓ Develop Master Plan Check handout
    ✓ Begin routing entitlement cases electronically (PPR complete)
    ✓ Revise and Update PPR procedures
    ✓ Develop handout on development review process
    ✓ Develop Permit Technician job series/duties

Based on the work of the IRT within the past year, several new programs and processes have been implemented:

- IRT improvements made to date:
  - A reporting system was created that provides supervisors an automatic notification for past due plan checks.
  - Custom training was provided to managers on how utilize the automatic plan check notifications.
  - Automated reports have been developed to measure cycle-times for key points in the plan check review process and entitlement process.
  - Planning and Community Development staff are running reports to monitor cycle times on plan check and entitlement cases. Quarterly reports are prepared and reported out through IRT.
  - Training was provided to all staff in the multiple departments that participate in plan check and entitlement processing so data input and reports are accurate.
  - A 14-day goal was established for processing of business license applications so customers have an expected return date on their applications.
  - A Master Plan Check handout was created that provides information to applicants on what type of information is needed from all departments that participate in building plan check. This is a resource for applicants that contains all of the information in one document so the customer does not have to contact each department to find out what is expected on the plans when they submit a plan check.
  - A dashboard program was created that provides detailed information on entitlement applications - including number of cases processed within specified periods of time, length of time to process, year over year case volume comparisons etc.
  - A system has been developed to route Predevelopment Plan Review (PPR) applications electronically. This will assist in shortening the internal review process and provides a centralized point for storing and updating case information that is accessible to multiple departments. Work is underway on

additional applications that can be routed electronically before the new LMS system is in place.

- A color brochure has been created that explains the development review process to a customer. It includes an overview of the entire process, what the role is of the applicant, what the role is of the City, it contains contact information for staff and resources when undertaking a development project.

- IRT has established the primary responsibilities of the Permit Technician job series that will staff the Express Window in the Permit Center. The Express Window cannot be implemented until the new LMS is in place but the functions of the window, services provided and staffing needs are being developed by IRT in preparation for the technology implementation.

Next Steps

Moving forward, efforts will focus on implementation of the remaining Matrix recommendations. For the IRT, work is underway on studying the restaurant permitting process including how to improve the permitting and inspection process for someone that would like to open a restaurant in Pasadena. The team is also currently working on changes to the existing building plan check process that will improve customer service and shorten review times. The team is also developing content for a new Permit Center website that provides up to date, understandable and useful information for customers.

PASADENA PUBLIC HEALTH DEPARTMENT

Summer 2015

Pasadena Healthy Times

Summer 2015

Inside This Issue

Message from the Health Officer

City Recognized for Obesity Prevention Efforts

Fuel Up For Summer Fun Program

Cholesterol Awareness Month

Maternal, Child & Adolescent Health News

Medi-Cal Enrollment Services

Save-the-Dates!

CITY OF PASADENA PUBLIC HEALTH DEPARTMENT (PPHD)
1845 N. Fair Oaks Avenue, Pasadena, CA 91103

Message from the Health Officer

We have the opportunity now, with increasing awareness and better tools, to take a closer look at how we identify and care for children who experience toxic stress. Toxic stress is the high level and sustained stress caused by extreme poverty, neglect, abuse, or severe maternal depression, in the absence of protective adult support.

Evidence shows that complex childhood trauma and adverse childhood experiences can have a lifelong impact on one's health. Adverse childhood experiences result in actual, physiological impacts on development of the brain, the endocrine system, and the immune system, as well as on how these systems interact. As a result, the capabilities necessary for navigating daily life—including executive function, memory, emotional regulation, attention, and stress reactivity—are negatively affected.

At the Pasadena Public Health Department, we are seeking ways to support our community providers in identifying and intervening on behalf of children in adverse situations, and to connect families to services that can improve a child's environment during the most critical and sensitive periods of development.

Our PPHD program staff who serve maternal, child and adolescent populations initiated a community-wide conversation on this topic with a call to action (read more about this on page 4).

As our work to address adverse childhood experiences continues, we seek your feedback and participation so that together, we can make a difference for our community.

Sincerely,
Dr. Ying-Ying Goh, MD, MSHS

This issue would not be possible without the support from Judith Dunaway, Dr. Goh, Tyswaya Marin, Erika Redke, and Alex Tabish. For questions on this edition of Pasadena Healthy Times, contact Adrienne Kung at (626) 744-6151.

Medals For Promoting Healthy Weight Awarded to Pasadena

The National League of Cities (NLC) *Let's Move!* Cities, Towns and Counties (LMCTC) recognized the City of Pasadena for attainment of key health and wellness goals. LMCTC is a major component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative to ensure that kids can grow up healthy. This campaign works closely with cities nationwide to adopt policies that improve access to healthy affordable food and opportunities for physical activity for their constituents.

"We congratulate Pasadena for your dedication to building a healthier community for children and families," said NLC President Ralph Becker, mayor, Salt Lake City, Utah. "Through the tireless leadership and action of local elected officials in cities, towns and counties across the country, we hope to see continued progress in reversing America's epidemic of childhood obesity."

10 medals (3 gold) were awarded to Pasadena for action taken to improve access to healthy, affordable food and to increase opportunities for physical activity. Collaboration between the Pasadena Public Health and Human Services & Recreation Departments, and the Pasadena Unified School District was integral in achieving success in the City's efforts to combat obesity.

The medals were awarded based on meeting various benchmarks in each of the following five goal areas:

I. *Start Early, Start Smart:* Promoting best practices for nutrition, physical activity, and screen time in early care and education settings.

II. *My Plate, Your Place:* Prominently displaying MyPlate posters and flyers in all municipal or county venues where food is served.

III. *Smart Servings for Students:* Expanding access to meal programs before, during and after the school day, and/or over summer months.

IV. *Model Food Service:* Implementing healthy and sustainable food service guidelines that are aligned with the *Dietary Guidelines for Americans.*

V. *Active Kids at Play:* Increasing opportunities for physical activity.

For more information about LMCTC and Pasadena's accomplishments, please contact Judith Dunaway at jdunaway@cityofpasadena.net or www.HealthyCommunitiesHealthyFuture.org.

Fuel Up For Summer Fun

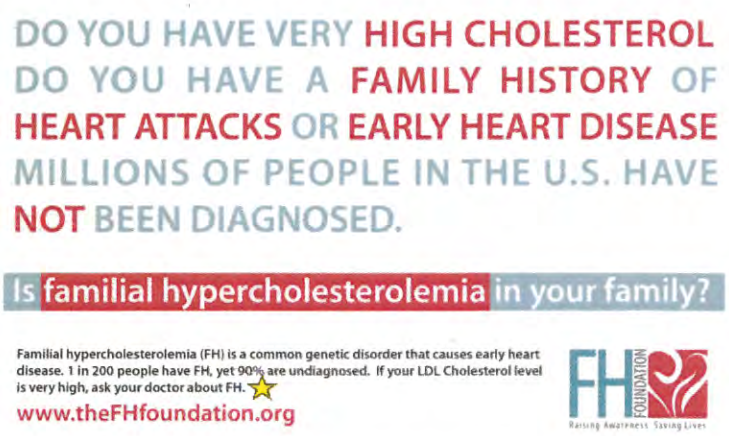
Fuel up your summer with FREE food, friends and fun! Kids and teens ages 1 through 18 can get a free lunch and an additional meal at over 25 locations in Pasadena starting June 8, until August 15, 2015. No application or proof of income is needed. You can just bring your child to one of the participating locations including City parks, Pasadena Unified School District sites, and Boys & Girls Club (view the entire list at http://www.pusdfoodfun101.com/).

The Nutrition and Physical Activity Program at the Pasadena Public Health Department is participating in this summer program. We invite you to stay healthy with us this summer! Find us at the following Fuel Up For Summer Fun sites:

Activity	Dates and Time
Villa-Parke Farmers' Market Treasure Hunt 363 E. Villa St., Pasadena CA 91101	Tuesdays July 7-August 11, 12 – 1 pm
Let's Move! Obstacle Course at Robinson Park 1081 N Fair Oaks Ave, Pasadena, CA 91103	Wednesdays, July 8, July 22, and August 5, 12 – 1 pm

To learn more about this program, please visit http://cityofpasadena.net/humanservices/.

September is National Cholesterol Education Month



This summer, take steps to be heart healthy! Familial hypercholesterolemia (FH) is the most common genetic cause of heart disease around the world. It is also rarely diagnosed. If left untreated, FH leads to early cardiovascular disease, the leading cause of death across the globe.

FH, or simply put, inherited high cholesterol, is a health concern that affects all racial and ethnic groups. A recent study suggested that people who have undiagnosed FH, may not be receiving the care they need.

The FH Foundation is a South Pasadena-based, patient-centered nonprofit organization dedicated to research, advocacy, and education of all forms of FH. Their mission is to raise awareness and save lives by increasing the rate of early diagnosis and encouraging proactive treatment. Partnering with patients and thought-leaders from around the world, the FH Foundation continues to be a global catalyst for the urgent changes necessary to save lives.

For more information about high cholesterol, healthy lifestyle tips, and FH, visit www.thefhfoundation.org and follow the FH Foundation on Facebook and Twitter.

☆*According to the European Heart Journal*
http://eurheartj.oxfordjournals.org/content/ehj/early/2013/08/15/eurheartj.eht273.full.pdf

Maternal, Child & Adolescent Health Updates

Join the Pasadena Public Health Department in recognizing the importance of breastfeeding for babies and mothers. August 1-7 is World Breastfeeding Week, with the theme *Breastfeeding and Work: Let's Make It Work!,* and the entire month of August is celebrated as National Breastfeeding Awareness Month. Breastfeeding is one of the first protective factors for changing the lifelong health of a baby during the first year of life.

According to the U.S. Department of Health & Human Services (DHHS), breastfeeding babies for the first six months of life helps reduce childhood illnesses and diseases such as diarrhea, ear infections and pneumonia, and reduces the risk of Sudden Infant Death Syndrome (SIDS). For mothers, there is a reduced risk of breast and ovarian cancer.

Data collected by DHSS reported that in the United States, 75% of women initiate breastfeeding. At the end of six months, breastfeeding rates drop to 43%. One identified obstacle that mothers face when breastfeeding is the lack of accommodation to breastfeed or express milk at the workplace.

The work environment of women differs greatly, from formal to non-formal sectors. The World Alliance for Breastfeeding Action (WABA) developed a framework of factors needed to advocate for a breastfeeding-friendly workplace for mothers—Time, Space, Support. For more information and breastfeeding advocacy tools, visit http://worldbreastfeedingweek.org/.

Refer breastfeeding mothers and families to the Pasadena Maternal, Child, Adolescent Health Outreach Liaison at (626) 744-6097 for a list of local breastfeeding resources.

Impact of Trauma and Adverse Childhood Experiences on Children and Lifelong Health

On March 26, 2015 the Pasadena Public Health Department (PPHD) hosted Call-to-Action: The Impact of Adverse Childhood Experiences, Trauma, and Toxic Stress on Lifelong Health sponsored by the Black Infant Health Program, First 5 LA, Huntington Hospital, and Maternal, Child, Adolescent Health Outreach Program. The event featured speakers from various medical and mental health disciplines in order to confirm the impact of adverse childhood experiences on health. Speakers also provided information on working with individuals and communities from a trauma-informed perspective.

From 1995-1997, the initial Adverse Childhood Experiences (ACE) Study was conducted by the Centers for Disease Control & Prevention (CDC) and Kaiser Permanente to study the prevalence of adverse childhood experiences among 17,000 adult Kaiser members. The researchers found that more trauma and stress (measured in ACE score) experienced as a child, the more likely an individual was to have cancer, heart disease, and diabetes as an adult. In addition, there was a higher chance of suffering from chronic depression and addiction to drugs and alcohol, and individuals were more likely to attempt suicide, drop out of school, and be incarcerated or chronically unemployed. The ACE Study has major implications for health professions and our community as a whole.

As a result of the Call-to-Action and continuous efforts to increase awareness of ACEs on children and families, the PPHD plans to collaborate with community stakeholders to develop a strategic plan that will address the impact of ACEs and become a Trauma-Informed Care city. To collaborate in this effort, please contact gperry-williams@cityofpasadena.net or (626) 744-6092.

Currently, Fuller Psychological & Family Services offers low-cost mental health care for individuals, couples, and families experiencing ongoing psychological symptoms for up to 12 consecutive weeks. For more information contact Fuller Seminary Outreach Assistants at (626) 204-2048 (for English), (626) 204-2071 (for Spanish), or therapyrelief@fuller.edu.

Click photo for video on ACE Study

PASADENA
PUBLIC HEALTH DEPARTMENT

Summer 2015

Prevent the Spread of West Nile Virus

West Nile Virus (WNV) is transmitted through the bite of an infected mosquito and can cause illness of the central nervous system. Although about 80 percent of people infected have no apparent symptoms and can go undiagnosed, some individuals may develop fever, body aches, rash, nausea, vomiting, and headache. Severe cases, while rare, can include brain inflammation, paralysis or death.

The Pasadena Public Health Department (PPHD) is anticipating an early emergence of mosquito activity this year. Current drought and warm weather conditions may contribute to more stagnant water sources and higher numbers of mosquitoes, which increases the risk of West Nile Virus infection. The dry winter can increase mosquito activity because small pockets of water are trapped by debris in storm drains and gutters, creating an ideal environment for mosquitoes to lay eggs.

The PPHD is urging residents to be diligent in eliminating standing water and to routinely inspect home conditions:

- Dump and **drain** all standing water in containers left outside
- Keep swimming pool water clear, sanitized and with all circulation and filtration equipment operational
- Drain water from swimming pool covers
- Be vigilant of pools with green water, which can be mosquito breeding grounds
- Check for mosquito larvae in still water sources such as rain barrels, bird baths and ponds

Remember the D's!

DRAIN

DEFEND WITH DEET

DAWN & DUSK

The following precautions can also be taken to prevent being bitten by a mosquito:

- Wear insect repellants containing **DEET**
- Avoid areas likely to be inhabited by mosquitoes at **dawn and dusk**
- Wear long sleeved shirts and long pants when outdoors
- Check window and door screens for holes
- Report dead birds and squirrels to the West Nile Virus and Dead Bird Hotline online at http://westnile.ca.gov

For more information on mosquito control efforts in the City of Pasadena, contact the Environmental Health Division, (626) 744-6004 or http://cityofpasadena.net/publichealth/environmental_health_services/.

For additional resources on other vector-borne diseases, visit our partners at the San Gabriel Valley Mosquito & Vector Control District, http://www.sgvmosquito.org/.

Medi-Cal Enrollment and Assistance All Year Long

Individuals with Deferred Action for Childhood Arrivals (DACA) status may be eligible for State-funded, full scope Medi-Cal if they meet all eligibility requirements. Deferred action status is listed among the existing Permanently Residing in the United States Under Color of Law (PRUCOL) categories that are eligible for full scope Medi-Cal.

For those who have DACA status and need help enrolling into Medi-Cal, the Pasadena Public Health Department may provide application assistance for FREE. Medi-Cal enrollment can happen any time of the year. Call (626) 744-6086 for more information and questions, or to make an appointment.

FOOD DAY

Save The Date!

Pasadena's 5th Annual Food Day celebration will take place at Muir Ranch (John Muir High School) on Saturday, October 24, 2015. The theme of Pasadena's Food Day is *Toward a Greener Diet*. Mark your calendars; you don't want to miss it!

For more information about the Nutrition and Physical Activity Program's calendar of events, including Food Day 2015, please contact Erika Redke at eredke@cityofpasadena.net.

CHAMPIONS for CHANGE™

Free Health Screenings

Registered nurses from Huntington Hospital provide free blood pressure and blood sugar screenings, referrals, and health education.

Location	Dates and Time
Pasadena Central Library 285 E. Walnut St · Pasadena, CA 91101	Wednesdays, July 1 and August 5, 2:30 – 4:30 pm
Hastings Branch Library 3325 E. Orange Grove Blvd · Pasadena, CA 91107	Tuesdays, July 21 and August 18, 2:30 – 4:30 pm