OFFICE OF THE CITY MANAGER

September 17, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. New Finance Director Appointed:

I am pleased to announce the appointment of Matthew Hawkesworth as the new Director for the Finance Department. As the Finance Department, Mr. Hawkesworth will be responsible for the overall administration and operation of the Finance Department, including overall financial management of the City, accounting, debt management, investments, purchasing and payroll. Mr. Hawkesworth's first day with Pasadena will be October 5, 2015.

Mr. Hawkesworth offers us extensive executive experience in municipal government and finances. Since 2007, Mr. Hawkesworth has been the Assistant City Manager for Rosemead, California, overseeing the Finance, Human Resources, Public Works, Technology and Risk Management departments. Previously, he was the Finance Director/Treasurer for the City of Claremont, California, for three years and worked in a variety of positions in the Finance Department for the City of El Monte, California for nine years.

His appointment caps an eight-month nationwide recruitment process and is the second department director appointment to be announced this month. The City continues to actively seek the best director candidates possible for Public Works, Human Resources, Water & Power, and the Human Services & Resources departments. We are looking forward to having Mr. Hawkesworth join the City and be part of the Executive Leadership Team.

The attached news release has additional information about Mr. Hawkesworth. Again, please join me in welcoming Mr. Hawkesworth to Pasadena.

2. PUSD Student Zero Waste Art Contest Awards Reception:

A special ceremony to honor the twelve poster artists and to launch the first "Picture a World with No Trash" solid waste collection vehicle was held at the City Hall Rotunda on September 14, 2015.

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

Drawing on the imagination of Pasadena Unified School District (PUSD) 3rd graders, the Department of Public Works is kicking off a campaign to raise community awareness about the City's Zero Waste goal and to help residents envision a world without waste.

As part of the recycling component of the City's Green Living Curriculum, PUSD 3rd graders participated in a special "Picture a World with No Trash" art contest in observance of Earth Day. The students were given a "blank canvas" to draw their vision of a trash free world. The City received entries from McKinley and Sierra Madre Elementary Schools and the artwork was judged for creativity and originality by Public Works staff. Attached is a memorandum that provides a list of the twelve finalist who's artwork were selected to be featured on educational posters, bookmarks and other marketing materials to raise awareness about Zero Waste. The artwork of Sinam Minasian was selected to be featured and displayed on solid waste collection vehicles.

3. Accessing City of Pasadena Housing Development Funds:

At the August 1, 2015 Finance Committee meeting, the question of how developers can apply for City of Pasadena housing development funds was asked. According to William Huang, Director of Housing and Career Services, information on how the funds can be accessed is listed on the recently redesigned website of the Pasadena Housing and Career Services Department. Those interested in the funds can simply click "ACCESS HOUSING FUNDS" on the homepage. The attached memorandum provides an example.

4. Pasadena Water Conservation Progress: June 1 - September 9, 2015:

For the fifth consecutive week, the Pasadena Water Savings Gauge is at 24%. The figure is based on cumulative data from June 1 through Sept. 9, 2015. As summer winds down, outdoor temperatures have been heating up. PWP commends the community for maintaining aggressive water conservation especially during the recent heat wave. However just 4% additional conservation is needed to meet the state's goal for Pasadena of 28%. If Pasadena does not achieve the 28%, the city could be fined by the State Water Resources Control Board– up to $10,000 a day.

As part of the City Council's approval of the Level 2 Water Supply Shortage Plan, outdoor watering is limited to two days per week on Tuesdays and Saturdays from April through October. Please note the winter watering schedule resumes on November 1 and limits outdoor watering to one day per week on Saturdays only. (Please note that the one-day per week winter watering schedule was the same in 2014 under the Level 1 Water Shortage Supply Plan.)

For a weekly status on how much water Pasadena has conserved to date, the water savings gauge is posted to the city's website http://www.CityofPasadena.net, and can also be seen on KPAS during the Pasadena City Council meetings.

Data from June 1 – Sept. 9, 2015
We need to get to 28%. Keep saving!

Residents, visitors and businesses can also report water waste by calling the Pasadena Citizen Service Center at (626) 744-7311, reporting online at http://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/.

5. Red Flag Days:

In 2009, the Pasadena City Council unanimously accepted the recommendation from the Public Safety Committee to implement the proposed restrictions on parking within the urban-wildland interface (UWI) on days of extreme fire hazard, also known as Red Flag days.

Since the parking restrictions were implemented, the Parking Division has worked with the Pasadena Fire Department to assist with educating our community regarding Red Flag days. According to Frederick Dock, Director of Transportation, staff also developed a phased implementation which included issuing warnings and then citations during the initial implementation of the restrictions. The department is now at the point of full implementation of the Red Flag restrictions, which will include vehicles being towed and impounded from all restricted areas when a Red Flag day is announced.

As the Santa Ana season approaches, we encourage residents to visit http://www.cityofpasadena.net/fire/red_flag/ for more information, and to sign up for the Pasadena Local Emergency Alert System (PLEAS) to receive text and email notifications of Red Flag days. If you do not have access to a computer, please call our Citizens Service Center at (626) 744-7311 to register or receive Red Flag status during hours of operation: Monday – Friday 7:30 a.m. – 5 p.m.

6. September 2015 Issue of Glenarm Repowering Project Community Newsletter:

The September 2015 edition of the *Powering Pasadena* newsletter is now available online and will be mailed to PWP customers within a quarter mile radius of the Glenarm Repowering Project construction site. According to Eric Klinkner, Interim General Manager, this month's issue includes a description of heavy equipment installations, PWP's hiring activities, a project timeline, construction photos and frequently asked questions.

Breathing new life into the 107-year-old facility is a major goal of PWP's long-term power-supply plans. The project will replace the 50-year-old Broadway 3 plant with an efficient new 71 Megawatt natural gas-fired combined cycle plant, dubbed GT-5 (or Gas Turbine 5). A steam turbine will use the waste heat from a gas turbine engine (similar to those found on 757 or 767 jet airplanes) to produce electricity, a process that is twice as efficient as the steam boiler equipment installed at the plant in the past. The project is on target for completion in 2016.

PWP encourages the community to engage with the department by offering a free LED light bulb to anyone who emails a question about the project (limit one per household). Details about the Glenarm Repowering Project and copies of the newsletter are available at http://cityofpasadena.net/waterandpower/GT5/

7. Under One Roof Enhancements:

In December 2015, the City of Pasadena's Housing & Career Services Department and Pasadena Water and Power partnered with two organizations to create the Under One Roof program to help cash-strapped residents buy, keep and revitalize their homes. Designed specifically for low-to moderate-income families, Under One Roof provides money-saving assistance programs and loans that are available through the City of Pasadena Housing Department, Neighborhood Housing Services of Los Angeles County (NHS), GRID Alternatives, and Pasadena Water & Power (PWP).

Since the Under One Roof program's inception the Maintenance Assistance and Services to Homeowners (MASH) Program has offered 11 low-income homeowners no-cost home repairs, wheelchair ramp and handrail installations and lead-paint stabilization, while also providing jobs and training to local workers. NHS has offered five affordable loans to low-income homeowners for improvements to their properties. GRID Alternatives has provided solar electric systems at no cost to eight qualifying homeowners, reducing customers' electric bills by up to 90 percent. And PWP has provided bill assistance and free refrigerator replacement to 83 income-qualified residents. In addition, Eric Klinkner, Interim General Manager is excited to announce the launch of two additional services which includes *Turf Removal* and *No Cost Energy and Water Savings Measures* that will be available from the Under One Roof Program. The attached memorandum and program brochure provides additional detailed information.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachments

CITY OF PASADENA

NEWS RELEASE

FOR IMMEDIATE RELEASE: September 16, 2015 #057-15

NEWS MEDIA CONTACT:
William H. Boyer, Pasadena Public Information Officer, City Manager's Office, (626) 744-4755, wboyer@cityofpasadena.net

NEW FINANCE DEPARTMENT DIRECTOR APPOINTED BY CITY MANAGER

PASADENA, Calif.—City Manager Michael J. Beck today announced the appointment of Matthew E. Hawkesworth as the new Director for the Pasadena Finance Department. As the Finance Director, Mr. Hawkesworth will be responsible for the administration and operation of the Finance Department, including overall financial management of the City, accounting, debt management, investments, purchasing and payroll. He is expected to begin his duties effective October 5, 2015.

Mr. Hawkesworth's appointment caps an eight-month nationwide recruitment process by the City and he is the second new department director recently hired by the City. Earlier this month, City Manager Beck announced his appointment of Michael Johnson as the new Director for the Pasadena Public Health Department. The City is also in the process of hiring several other department directors, including Public Works, Human Resources, Human Services and Recreation and Water & Power.

Mr. Hawkesworth has been the Assistant City Manager for Rosemead, California, since 2007, overseeing the Finance, Human Resources, Public Works, Technology and Risk Management departments. Previously, he was the Finance Director/Treasurer for the City of Claremont, California, for three years and worked in a variety of positions for the City of El Monte, California for nine years.

"Mr. Hawkesworth brings strong managerial and financial experiences to help restore public confidence in our financial operations," City Manager Beck said. "His experience overseeing departments and personnel at various levels will add to our existing Executive Leadership Team."

Mr. Hawkesworth said he is "honored to have been selected to serve the Pasadena community" as Finance Director. "I'm looking forward to joining the City Executive Leadership Team and serving the residents and businesses of the remarkable City of Pasadena."

Mr. Hawkesworth, an avid racing bicyclist, also has a humanistic side, demonstrated by his founding of an organization in 2011 dedicated to providing refurbished bicycles and new helmets to low-income and at-risk youth in an effort to promote a healthier and more active lifestyle. So far, the group, One More Move, has provided about 500 refurbished bicycles to children in Southern California, he said.

Mr. Hawkesworth has a bachelor's degree in social science (economics and political science) from the University of La Verne. He has completed numerous advanced courses in finance and accounting through the Government Finance Officers Association. He is a graduate of the Claremont Leadership Academy, sponsored by the Claremont McKenna College Kravis Leadership Institute. He is married to Danielle and they have two daughters, Katie, 15 and Emma, 12.

The maximum annual salary for the Director of the Finance Department is $199,799, according to information on the City's website. Contract terms will be finalized prior to the start of his formal duties.

Stay connected to the City of Pasadena! Visit us online at www.cityofpasadena.net; follow us on Twitter @PasadenaGov, www.twitter.com/pasadenagov, and Instagram @PasadenaGov, www.instagram.com/pasadenagov; like us on Facebook at www.facebook.com/cityofpasadena; and subscribe to our YouTube channel at www.youtube.com/pasadengov. Or call the Citizen Service Center, 7:30 a.m. to 5 p.m., Monday through Friday at (626) 744-7311.

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MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: September 16, 2015

TO: Michael J. Beck, City Manager

FROM: Julie A. Gutierrez, Assistant City Manager

RE: PUSD Student Zero Waste Art Contest Awards Reception

A special ceremony to honor the twelve poster artists and to launch the first "Picture a World with No Trash" solid waste collection vehicle was held at the City Hall Rotunda on September 14, 2015.

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As part of the recycling component of the City's Green Living Curriculum, PUSD 3rd graders participated in a special "Picture a World with No Trash" art contest in observance of Earth Day. The students were given a "blank canvas" to draw their vision of a trash free world. The City received entries from McKinley and Sierra Madre Elementary Schools and the artwork was judged for creativity and originality by Public Works staff. Twelve finalists were selected to be featured on an educational poster, bookmarks and other marketing materials to raise awareness about Zero Waste. The poster finalists from McKinley Elementary are: Julia Dominguez; Tania Orozco; and Vicky Rodriguez-Solis. The finalists from Sierra Madre Elementary are: Celeste Acosta; Emery Fishbach; Abrielle McNeal; Sinam Minasian; David Mysza; Ali Oyake; Phoebe Prentice; Peyton Thomas; and Elena Uribe-Rzeszut. The artwork of Sinam Minasian was selected to be featured and displayed on solid waste collection vehicles.

Look for collection vehicles showcasing Sinam's vision of a world with no trash on Pasadena streets starting later this month.

Attachment

Twelve finalists from McKinley and Sierra Madre Elementary Schools

HOUSING & CAREER SERVICES DEPARTMENT

MEMORANDUM-CITY OF PASADENA

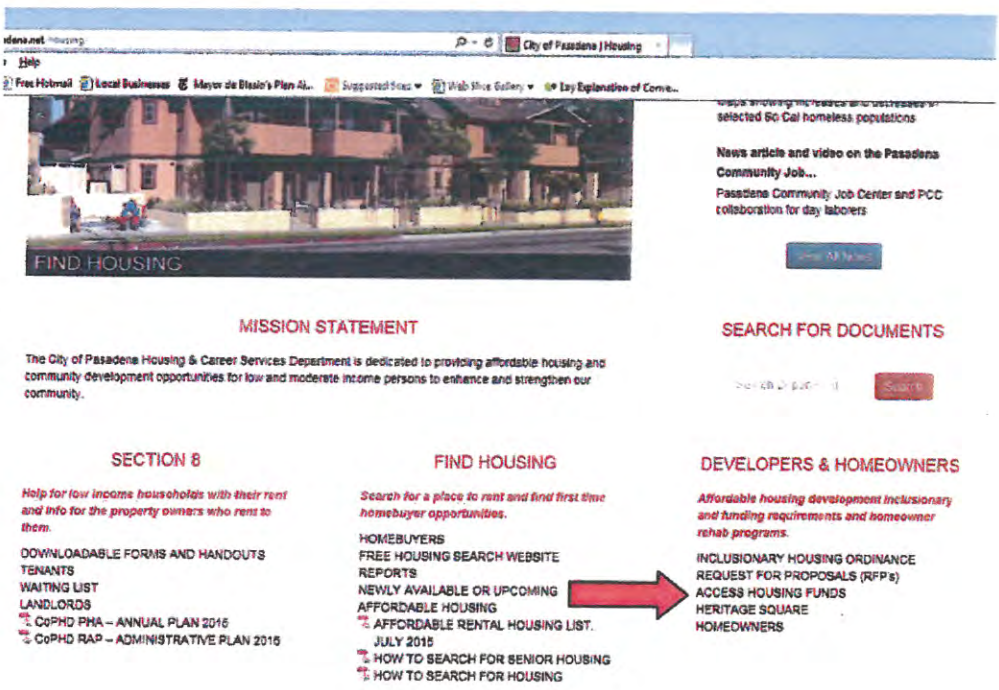
DATE: September 16, 2015

TO: Michael J. Beck, City Manager

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

SUBJECT: Accessing City of Pasadena Housing Development Funds

At the August 31, 2015 Finance Committee meeting, the question of how developers can apply for City of Pasadena housing development funds was asked. Information on how the funds can be accessed is listed on the recently redesigned website of the Pasadena Housing and Career Services Department. Those interested in the funds can simply click "ACCESS HOUSING FUNDS" on the homepage (see below).



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(626) 744-8300 • Fax (626) 744-8340
www.cityofpasadena.net

PASADENA WATER AND POWER

MEMORANDUM

September 17, 2015

To: Michael J. Beck
City Manager

From: Eric Klinkner
Interim General Manager

Subject: **Under One Roof Enhancements**

In December 2015, the City of Pasadena's Housing & Career Services Department and Pasadena Water and Power partnered with two organizations to create the Under One Roof program to help cash-strapped residents buy, keep and revitalize their homes. Designed specifically for low-to moderate-income families, Under One Roof provides money-saving assistance programs and loans that are available through the City of Pasadena Housing Department, Neighborhood Housing Services of Los Angeles County (NHS), GRID Alternatives, and Pasadena Water & Power (PWP).

Since the Under One Roof program's inception the Maintenance Assistance and Services to Homeowners (MASH) Program has offered 11 low-income homeowners no-cost home repairs, wheelchair ramp and handrail installations and lead-paint stabilization, while also providing jobs and training to local workers. NHS has offered five affordable loans to low-income homeowners for improvements to their properties. GRID Alternatives has provided solar electric systems at no cost to eight qualifying homeowners, reducing customers' electric bills by up to 90 percent. And PWP has provided bill assistance and free refrigerator replacement to 83 income-qualified residents.

Photo of an Under One Roof Solar Installation

Pasadena Water and Power is excited to announce the launch of two additional services that will be available from the Under One Roof Program.

1) Turf Removal: PWP has expanded its partnership with MASH to including free turf removal to income qualified homes. MASH will remove the turf, retrofit the existing inefficient irrigation to a drip system, and offer the homeowner the option of two drought tolerant landscape designs. Once the homeowner selects the desired landscape design, MASH will install the new drought tolerant landscape and the homeowner will be able to enjoy a new, beautiful, water friendly front yard.
2) No Cost Energy and Water Savings Measures: PWP has partnered with the SoCalGas to offer income qualified residents no cost installation of various water, energy, and money saving measures in their homes. The homeowner must simply call (888) 619-0802 to set up the appointment for a home visit. During the home visit, the program contractor will determine eligibility for the following home improvements and will schedule a date for the installation.

No Cost Home Improvements Available

Attic insulation
Pipe insulation
Door weather-stripping
Faucet aerators
Caulking
Low flow showerheads
Energy Education
Water heater blankets
Furnace repair or replacement
Water heater repair or replacement
LED Light Bulbs
Torchiere Exchanges
Smart Power Strips
Central A/C Tune Up
Duct Sealing
Whole House Ventilation Fan
Ceiling Fan Replacement
High Efficiency Toilet Replacement
Energy Star Refrigerator Replacement
Evaporative cooler covers and A/C covers
Minor repairs to exterior doors and/or windows

To announce the launch of the added Under One Roof services the City has redesigned the attached program brochure. For more information about the Under One Roof collaboration please visit: http://cityofpasadena.net/waterandpower/UnderOneRoof/

Energy Savings Assistance Program

Pasadena Water and Power in partnership with Southern California Gas Company (SoCalGas®) offers no-cost energy-saving home improvements for qualified limited-income renters and homeowners.

Your home may qualify to have the following FREE energy-saving services installed at NO COST to you:

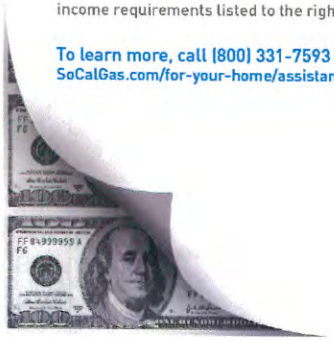
- LED lights bulbs
- Attic insulation
- High-efficiency toilets
- Water heater replacements
- Central A/C Tune-up and duct, test & seal
- Whole house fans and ceiling fans

There are two ways you may qualify:

1) If you or another person in your household receives benefits from any of these programs: Medi-Cal/Medicaid, Low Income Home Energy Assistance Program (LIHEAP), Supplemental Security Income (SSI), to name a few.

2) Total income for all persons in your household meets the income requirements listed to the right.

To learn more, call (800) 331-7593 or visit SoCalGas.com/for-your-home/assistance-programs/esap



Recycled Paper

Pasadena Water & Power

PASADENA Water&Power

Pasadena Water and Power knows that keeping utility bills low is a high priority for many households. PWP offers three levels of bill assistance to help offset the cost of electric service. Depending on your household income, you may qualify for bill credits and waivers on surcharges and taxes.

Bill Assistance

EUAP: Families who meet income requirements receive a $7.50/month bill credit.

CARES: Seniors or customers with permanent disabilities who meet income requirements receive a $7.50/month bill credit plus a credit on the Public Benefit Charge. The average monthly discount is $11.

CARES PLUS: Seniors or customers with permanent disabilities who meet the income requirements receive a $7.50/month bill credit plus credits on the Public Benefit Charge and the Utility Users Tax. The average monthly discount is $15.50.

Household Income Requirements
Household Size: **Maximum Annual Household Income**

EUAP & CARES PROGRAMS

1: $29,050	2: $33,200	3: $37,350
4: $41,500	5: $44,850	6: $48,150

CARES PLUS

1: $12,000	2: $16,000	3: $20,000
4: $24,000	5: $28,000	6: $32,000

PWP offers numerous rebates on energy and water-saving products. To learn more, visit PWPweb.com/savemoney

Project A.P.P.L.E.

For low-income customers who have received a power shut-off notice, this one-time bill credit of up to $100 per year helps keep the lights on.

Pasadena Medical Assistance Program

Medical equipment can use a lot of electricity. PWP offers a $7.50/month bill credit to customers who depend on qualifying medical equipment.

For more information, please visit PWPweb.com/Care or call (626) 744-6970
Para información en Español llame al (626) 744-6970

PASADENA Water&Power
150 S. Los Robles Ave., Suite 200
Pasadena, CA 91101

Repair. Rebuild. Revitalize.

nhs Neighborhood Housing Services of Los Angeles County

GRID ALTERNATIVES

PASADENA simply more.

Under One Roof

Buying, Improving and Keeping Your Home is AFFORDABLE.

Programs & Services for Low- to Moderate-Income Homeowners from Pasadena Water & Power, the City of Pasadena Housing and Career Services Department, Neighborhood Housing Services of LA County and GRID Alternatives

CITY OF PASADENA INCORPORATED JUNE 1886

PASADENA Water&Power
SERVING THE COMMUNITY SINCE 1906

Repair. Rebuild. Revitalize.

Neighborhood Housing Services

nhs Neighborhood Housing Services of Los Angeles County

Low Or No Interest Rate Loans

The City of Pasadena and Neighborhood Housing Services of Los Angeles County (NHS) are committed to eliminating blighted housing and foreclosure conditions. Together they assist low-to-moderate income households with foreclosure prevention, home improvement and homeownership opportunities.

Fix Your Home: Don't Move, Improve!

- Low or no interest loans for home revitalization. Improvements may include: bathrooms, electrical, flooring, heating, kitchen, painting, and plumbing.
- NHS Construction Specialists provide home inspections and project monitoring.
- Free home safety evaluation & lead-based paint risk assessment.

Buy Your Home

- FasTrak Homebuyer Education classes in English and Spanish are available at several locations. Classes cover: *Budget & Credit, Shopping for a Home, Obtaining a Loan* and *Home Repair.*
- Affordable fixed-rate loans for potential homebuyers.
- Assistance up to $60,000 to help cover down payment and closing costs.
- New flooring, cabinets, kitchen and baths for high-quality rehabilitated homes.
- Full service, mission-driven real estate agents help you find your dream home.

Keep Your Home

- Free mortgage assistance clinics held monthly at NHS Homeownership Centers.
- Individual consultation and counseling for homeowners struggling with mortgage payments.
- Affordable fixed-rate refinance loans to reduce mortgage payments.
- Free assistance with modifying loans and negotiating with lenders.
- Referrals to relocation programs and options.
- Fraud prevention information.

For more information, visit nhslacounty.org or call (888) 895-2647

City of Pasadena Housing and Career Services

PASADENA

Low or No Cost Services

MASH Program

The Maintenance Assistance and Services to Homeowners (MASH) Program helps low-income homeowners make simple but essential improvements to their homes while also providing jobs and job training to eager workers.

These no-cost services to qualifying homeowners include:

- Home repair*
  - Exterior house painting and trim work
  - Replacement of broken windows
  - Rodent proofing
  - Screen repair, including installation of solar screens
  - Turf removal, irrigation retrofit, plant install
- Installation of wheelchair ramps and handrails
- Lead paint stabilization

The City's MASH crew consists of people who are trained, supervised, insured and screened by City employees.

For more information, call (626) 744-7620, send an e-mail to hacosta@cityofpasadena.net or visit cityofpasadena.net/Housing/MASH

*Subject to availability. Limitations apply.

GRID Alternatives

GRID ALTERNATIVES

Low or No Cost Solar Systems

Solar Affordable Housing Program

The City of Pasadena Housing and Career Services has partnered with GRID Alternatives to provide solar electric systems at no cost to qualifying low-income homeowners.

With a solar electric system, homeowners can reduce their electric bill and greatly minimize impact from electricity rates. Going solar also contributes to cleaner air and healthier communities.

To qualify for this program, you must live in Pasadena, be a Pasadena Water and Power customer, own your home and have a household income that is no more than 80% of your Area Median Income.

If you think you might qualify for the Solar Affordable Housing Program, call GRID at (310) 735-9770 or e-mail GLAoutreach@gridalternatives.org to schedule a pre-screening by phone.
Learn more at gridalternatives.org/pasadena