



OFFICE OF THE CITY MANAGER

October 1, 2015

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

**1. Water Waste Enforcement Expanded to Early Morning Patrol:**

Residential water-use makes up approximately 60% of Pasadena's overall water consumption, with outdoor watering making up the majority. Water waste reporting has proven to be an effective tool in helping Pasadena achieve a 25% reduction to date. With more than 4,000 water waste incidents reported by the community in this year alone, the majority of violators (95%) comply without a fine being issued. And as we move into the last few months of warm weather, it is critical that we continue to conserve. According to Eric Klinkner, Interim General Manager, if Pasadena does not achieve a 28% reduction, the city could be fined up to \$10,000 a day by the State Water Resources Control Board.

On June 1, 2015 the Pasadena City Council adopted the Level 2 Water Shortage Plan, which limits outdoor watering to two days per week – Tuesdays and Saturdays, before 9 am and after 6pm. Feedback from the community indicates that additional water wasting is happening as a result of residents irrigating more frequently than the designated watering days and in the early hours before the sun rises. To ensure that we are all doing our part to conserve, PWP's water waste enforcement has been expanded to include early morning patrols beginning October 1, 2015. To learn more about water-saving rebates and conservation tips, visit <http://cityofpasadena.net/waterandpower/SaveWater/>.

**2. Pasadena Water Conservation Progress: June 1 - September 23, 2015:**

Pasadena achieved an increase in conservation from the previous week and is now at 25%. The gauge had remained at 24% for several weeks. PWP commends the community for increasing conservation especially during the recent heat waves. However, it is imperative Pasadena achieve an additional 3% conservation to meet the state's goal for the city of 28% and to avoid penalty fines.

This improvement in conservation comes as Pasadena is preparing to resume its winter watering schedule on November 1 through March 31, limiting outdoor watering to one day per week on Saturdays only. The watering schedules are in accordance with the City's Level 2 water Shortage Supply Plan.

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(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. 23, 2015  
Help us get to 28% by February!

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/>.

**Note:** Each month water agencies report monthly water savings data the State Water Resources Control Board. The August data that was submitted for Pasadena to the State had an input error which reflected a cumulative water savings of only 20.3%. The correct cumulative total for Pasadena's June-August time period is actually 24% and the data reported to the State has since been updated. The correct figures should be noted on the State's website by Monday, October 5, 2015.

### 3. Installation of In-Car Video Cameras:

The Pasadena Police Department and Department of Information Technology have completed the installation of 53 Watchguard In-Car Cameras into police vehicles. The new camera system replaced an acquainted system and features several advancements including the ability to record continuously during the vehicle's operation. According to Police Chief, Phillip Sanchez, this particular feature allows video data to be retrieved following a significant event, regardless if the in-car camera recorder was manually activated. The system encapsulates audio recordings into the video technology.

The previous Mobile Audio Video (in-car camera) system was first acquired in 2008, and for its time, it was an effective tool to enhance investigations and document incidents. In October 2014, City Council approved the \$900,000 investment toward this long-awaited upgrade to the in-car camera

system, significantly enhancing the Police Department's ability to record high definition video evidence. Evidentiary recordings will be retained concurred to City Policy on document retention.

**4. Verdugo Communications Annual Report:**

The Verdugo Fire Communications Center, our regional fire dispatch center, recently published the FY 2015 Annual Report. Established August 1, 1979, the founding cities of Burbank, Glendale, and Pasadena are now managing premiere dispatch services for 13 fire agencies which include Alhambra, Arcadia, Monrovia, Montebello, Monterey Park, San Gabriel, San Marino, Sierra Madre, South Pasadena and the Bob Hope Airport.

According to Fire Chief Bertral Washington, in its first year of operation, Verdugo dispatched over 19,000 incidents. In fiscal year 2015, Verdugo dispatched a total of 76,303 incidents. The Pasadena Fire Department responded to 18,373 of those incidents, representing about 24% of all Verdugo incidents. The FY 2016 annual budget for the Verdugo Fire Communication System is \$3,823,476. Pasadena's annual fee for FY 2016 is \$714,846, representing about 19% of the total budget. This model has proven to be cost-effective for Pasadena and all agencies served.

Please go to <http://www.glendaleca.gov/home/showdocument?id=23836> to learn more about incidents responded to by Pasadena firefighters; the future of our state-of-the-art communications center; the Next Generation 9-1-1 Project (the first of its kind in the State of California); enhanced communications implemented between Verdugo and police communications centers in Pasadena, Burbank, and Glendale; and Pulse Point which will allow you to receive real-time information about incidents where CPR skills are needed, and AEDs are available, so you can execute the life-supporting skills learned through our various community outreach programs.

**5. Grand Opening – John Muir High School South Sports Field Improvements Project:**

On Wednesday, October 7, 2015, the City of Pasadena and the Pasadena Unified School District (PUSD) will celebrate the Grand Opening of the John Muir High School South Sports Field. The \$2 million John Muir High School South Sports Field Improvements project enhanced an existing south sports field at John Muir High School by relocating an existing softball field and utilizing the increased space to accommodate a full-size soccer field. The collaborative project between the City and PUSD provided the following enhancements and benefits to the community:

- Full-size soccer & softball field improvements;
- New sports lighting for evening use;
- Site furnishings - soccer goals, bleachers, benches, drinking fountains, trash receptacles; and
- Landscape improvements such as additional shade trees and other plantings.

John Muir High School gained improved facilities for school sports programs and the City gained full-size soccer and softball fields for evening and weekend community use. A new pre-fabricated restroom will be completed at a later time due to permitting challenges. Majority funding for this project involved a \$1.0 million grant from the State of California, \$500,000 from LA County Proposition A funds and \$500,000 from Residential Impact Fees.

**6. ArtNight Pasadena, “Best Cultural Festival,” Returns Friday, October 9th!**

Past recipient of the “Best Cultural Festival” award from readers of the Pasadena Weekly, *ArtNight Pasadena* is a signature cultural tourism event that is produced by the Cultural Affairs Division in collaboration with the partnering organizations. Fall *ArtNight* will include 21 participating venues, filled with lively art, dance, music and other performances located throughout the City.

Fall *ArtNight Pasadena* includes a special public art project in the City Hall courtyard by Freewaves—a sound installation based on the lions on the building—as a part of the National Endowment for the Arts Our Town grant project received by Cultural Affairs in 2014. Project partner Side Street Projects will have a mobile outpost at the City Hall Hub to provide information about the 12 funded NEA Our Town public art projects that will continue beyond ArtNight into 2016.

ArtNight will include many participatory and interactive events such as “Soul Power,” a multi-sensory installation by Light Bringer Project at Day One, Art Center College of Design’s “Outside/In” street art exhibition at both campuses, and the Public Library’s Author’s Fair with a celebration of comics, art history, the 25<sup>th</sup> Anniversary of the Americans with Disabilities Act, and a trivia contest. The attached memorandum from Vince Bertoni, Director of Planning & Community Development provides additional detail information on this year’s fall event.

**7. Final PWP 2015 Drought-Tolerant Landscape Workshop, Saturday, Oct. 10:**

Pasadena Water and Power (“PWP”) has partnered with the Pasadena Public Library to present the final drought-tolerant landscape workshop for 2015. The event is scheduled for Saturday, October 10, from 9:30 a.m. to 12:30 p.m. at the Pasadena Central Library/Donald Wright Auditorium, 285 East Walnut street Pasadena, CA 91101.

The popular monthly workshops began in March and were held throughout the city. Participants receive in-depth information for converting high water-use conventional lawns into beautiful drought-tolerant landscapes. The instructor will discuss a variety of landscape options for numerous different styles, including for parkways. Participants will learn the steps required to convert a traditional lawn to a low water-use landscape, including: how to remove grass; designing the landscape; choosing plants and landscape materials; proper plant installation; irrigation principles and options; and maintaining the landscape. RSVPs are required. Residents can RSVP by calling (626) 744-6970 or visiting <http://cityofpasadena.net/waterandpower/Workshops/>.

**8. Business Life – Women Achievers**

We are excited to congratulate Ruth Martinez, Project Manager, in the Economic Development Division for her recent recognition as one of Business Life Magazine’s Women Achievers. Ruth is acknowledged in the current issue of Business Life Magazine for her career achievements, volunteer work with local non-profits, and the positive outlook she brings to all areas of her life. Ruth has worked

To the Honorable City Council

October 1, 2015

Page | 5

for the City of Pasadena for 16 years and has also has been a member of the Tournament of Roses for 18 years where she currently chairs the Decorating Places Committee (the public tours conducted during decoration week) Congratulations Ruth!

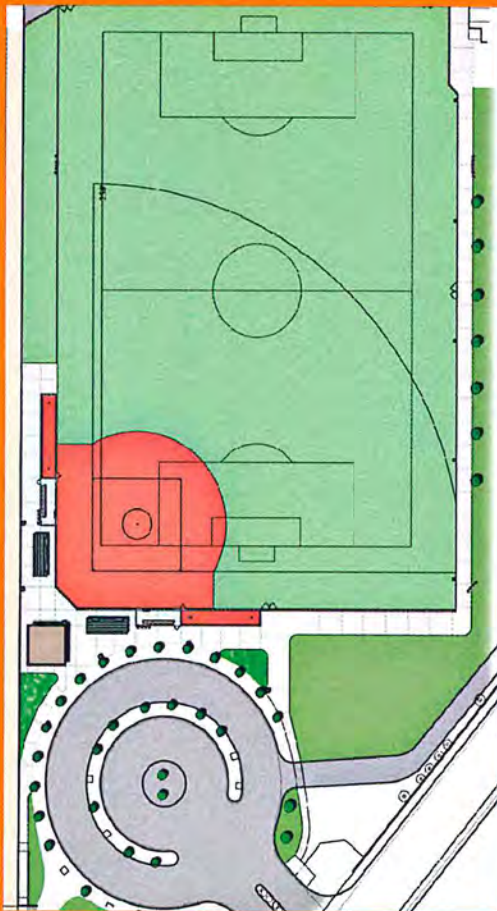
Respectfully Submitted,



**JULIE A. GUTIERREZ**

Assistant City Manager

/attachments



**The City of Pasadena, Councilmember Tyron Hampton,  
Pasadena Unified School District, and  
Pasadena Unified School District  
Board Member Dr. Adrienne Ann Mullen**

Invite You To

**The Grand Opening Event for John Muir High School  
South Sports Field Improvements Project**

**John Muir High School South Sports Field  
Circle Drive**

(Intersection of Casitas Avenue and Canada Avenue)

**Wednesday, October 7, 2015**

Program Begins Promptly at 4:30 p.m.

**RSVP to Yesenia Alvarado**

(626) 744-7033 • [yalvarado@cityofpasadena.net](mailto:yalvarado@cityofpasadena.net)



**TO:** Michael J. Beck, City Manager  
**FROM:** Vincent P. Bertoni, AICP, Director of the Planning & Community Development Department  
**DATE:** October 1, 2015  
**SUBJECT:** Fall ArtNight Pasadena, 2015

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Dance is celebrated at A Room to Create and the Lineage Performing Arts Center, while the Pasadena Conservatory of Music will showcase multi-cultural folk and classical music. Muse/lque plans a New Orleans style dance party at the Civic Auditorium Plaza with a Dixieland jazz band. Look for other musical performances at other venues.

Teens can experience music and printmaking at artWORKS and families with young children can create and destroy projects at Kidspace Museum's "Make and Break ArtNight." Numerous exhibitions can be found at the Norton Simon Museum, the Offramp Gallery, USC Pacific Asia Museum, Pasadena Museum of California Art, Boston Court, Pasadena City College, Jackie Robinson Community Center and the Armory Center for the Arts. The Huntington Library's archive of midcentury photographer Maynard L Parker will be on display at new ArtNight partner site Curatorial Assistance.

Returning this year is a "Selfie" contest! Audiences are invited to share their *ArtNight Pasadena* selfies on Facebook, Twitter and Instagram with the hashtag #artnightpas. The winning entry will be posted on the ArtNight website and Facebook page.

The City's Arts and Culture Commission funds Mini-grants to small arts groups and individual artists to participate. Free shuttle buses provide transportation to each venue. Accessible bus transportation is available. A special promotion with Metro offers riders who present their "TAP" cards special gifts and discounts at some sites. Each venue has Braille version of the *ArtNight* brochure and many venues will have food trucks on site. For more information about *ArtNight Pasadena*, visit: [www.artnightpasadena.org](http://www.artnightpasadena.org) (also in Spanish). Please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department: (626) 744-7062 for more information about Cultural Affairs Division programming.



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VOLUME 26, NO. 3 \$4.95

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## W 26<sup>th</sup> Annual Women Achievers



- **Sticker Shock on the Vanguard of Energy Efficiency**
- **Blanket Equality for All? What Ever Happend to the ERA?**

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