OFFICE OF THE CITY MANAGER

November 25, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. New Public Works Director Appointed:

I am pleased to announce the appointment of Ara Maloyan as the new Director for the Public Works Department. As the Public Works Department Director, Mr. Maloyan will be responsible for all administrative and operational aspects of the department, including oversight of the City's parks facilities, streets and bridges; the City's urban forest; capital improvement projects; the Citizen Service Center; refuse and recycling programs; graffiti abatement; fleet maintenance for all City vehicles, and coordination of animal services. Mr. Maloyan is expected to begin December 14, 2015.

Mr. Maloyan is an incredibly talented individual with strong management skills who is also a well-recognized leader in the public works profession. He has more than 30 years of experience in his professional field as a registered civil engineer and in organizational management with the cities of Long Beach, Beverly Hills and Los Angeles. He is a solid choice to add to our already outstanding Executive Leadership Team. The attached news release issued today, November 25, 2015 has additional information about Mr. Maloyan. During the coming weeks, I hope you will be able to meet with and welcome Mr. Maloyan to Pasadena.

I also want to take this opportunity to thank Assistant City Manager Julie Gutierrez for her leadership role in guiding the Public Works Department during this transition period.

2. Pasadena's Water Conservation Progress at 23%: June 1 – November 18, 2015:

The Pasadena Water Savings Gauge remains at 23% conservation and continues to put the City 5% under its 28% conservation mandate set by the State Water Resources Control Board ("SWRCB"). Since the City Council implemented its Level 2 Water Supply Shortage Plan, Pasadena has saved more than 1.3 billion gallons of water. However, in order to meet the 28% goal by the end of February 2016 and to avoid state fines, greater water conservation is needed. The gallons of water saved and the 23% conservation data are cumulative results based on water usage by all Pasadena Water and Power ("PWP") customers from June 1 through November 18, 2015.

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Data from June 1-November 18, 2015
More conservation is needed!
Help us get to 28% to avoid State fines

According to Eric Klinkner, Interim General Manager, since July 1, 2015 PWP has received more than 2,900 water waste reports, sent 1,120 violation letters and issued 36 fines. Additionally, feedback from the community indicates that water wasting is occurring as a result of some residents irrigating more frequently than the designated watering schedule in the early hours before the sun rises. As a result, the City expanded its water waste enforcement to include early morning patrols two to three times per week.

On November 1, the City resumed its one day per week fall/winter watering schedule. Specifically, **Pasadena's fall/winter outdoor watering schedule runs November 1 through March 31, and limits outdoor watering to one day per week on Saturdays only**. City officials hope to achieve additional water savings through the one day watering schedule. (Please note that the fall/watering schedule was also one day per week in 2014 under the Level 1 Water Shortage Supply Plan). Each month, the SWRCB compares residential and commercial water use by urban water suppliers and compares it with their use for the same month in 2013 to determine if the water suppliers are on track for meeting their conservation goal. The SWRCB mandated that cities must reach and maintain their conservation goal from June 1, 2015 through February 28, 2016 or face fines of up to $10,000 a day.

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. 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/. To view a complete list of water restrictions or to learn how the water conservation goals are established, visit http://www.cityofpasadena.net/waterandpower/SaveWater/

3. Safe Routes to School Projects:

On November 16, 2015, City Council approved a contract award to Vart Construction, Inc. to construct bulb outs and medians on Lincoln Avenue as part of a federal Safe Routes to School grant. The purpose of the program is to enable and encourage children to walk and bicycle to school, and to create a safer walking and bicycling built environment within the vicinity of schools. As part of the approval City Council requested historical information on previous Safe Routes to School grants and future opportunities. The attached memorandum from Julie Gutierrez, Assistant City Manager/Interim Director of Public Works provides additional information on projects that the City implemented with Safe Routes to School money.

4. Northwest Manors II Project:

William Huang, Director of Housing and Career Services is pleased to announce that the preservation of 44 affordable rental housing units at the Northwest Manors II apartment complexes passed a key milestone on November 24, 2015 with the closing of acquisition and rehabilitation financing for the $15.8 million project. Funding sources include low income housing tax credit equity, tax-exempt multifamily housing revenue bonds, conventional financing, and $552,605 in loan assistance from the City. The project developer is Community HousingWorks, a nonprofit based in San Diego.

The 50+ year old properties at 700 E. Mountain Street and 965 N. Raymond Avenue which comprise Northwest Manors II will undergo a major renovation including upgraded systems, interior improvements, and new roofing, landscaping and play areas. Energy efficiency and sustainability upgrades are also part of the rehabilitation scope.

Not only will the useful life of the building be extended through the capital improvements, but the project will be deed restricted to preserve the affordability of the housing for very low- and low-income families for a period of 55 years. Rehabilitation is scheduled to begin within 30 days.

Happy Thanksgiving

I hope you all have a wonderful and safe Thanksgiving holiday. May the good things in life be yours in abundance not only at Thanksgiving but throughout the coming year!

MICHAEL J. BECK
City Manager

/attachments

CITY OF PASADENA

NEWS RELEASE

FOR IMMEDIATE RELEASE: November 25, 2015 #075-15

NEWS MEDIA CONTACT:
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NEW PUBLIC WORKS DEPARTMENT DIRECTOR APPOINTED BY CITY MANAGER

PASADENA, Calif.—City Manager Michael J. Beck has appointed Ara Maloyan as the new Director for Pasadena's Public Works Department. As the Public Works Department Director, Mr. Maloyan will be responsible for all administrative and operational aspects of the department, including oversight of the City's parks facilities, streets and bridges; the City's urban forest; capital improvement projects; the Citizen Service Center; refuse and recycling programs; graffiti abatement; fleet maintenance for all City vehicles, and coordination of animal services. Mr. Maloyan is expected to begin Dec. 14, 2015.

Ms. Maloyan's appointment capped a nationwide recruitment process by the City for the position. Mr. Maloyan brings more than 30 years of civil engineering, construction management and organizational leadership to Pasadena.

"I am thrilled Mr. Maloyan will join Pasadena as our new Public Works Director. He is an incredibly talented individual with strong management skills and is a well-recognized leader in the public works profession. He is a solid choice to add to our already outstanding Executive Leadership Team," City Manager Beck said. "I also want to thank Assistant City Manager Julie Gutierrez for leading the Public Works Department during this transition period."

Most recently, Mr. Maloyan served as the Public Works Director for the City of Long Beach, a position he has held since January 2014. He was hired by Long Beach in July 2012 as the department's Deputy Director and was named Acting Director in March 2013. He was the City Engineer for the City of Beverly Hills from 2005 to 2012, and held a variety of engineering positions for Beverly Hills from 1989 to 2012. Mr. Maloyan also worked for the City of Los Angeles from 1984 to 1989.

"I am honored to have the opportunity to join Pasadena and to serve its residents and businesses as the new Public Works Director," Mr. Maloyan said. "Pasadena is a city rich in traditions and is a role model for exemplary municipal services. I look forward to ensuring the Public Works Department continues to provide excellent service."

Mr. Maloyan has a bachelor's degree in civil engineering from California State University, Los Angeles. He is a registered civil engineer and holds a certificate in construction management from UCLA. He has FEMA training certifications in emergency response and is a member of numerous professional organizations for civil engineers and public works officials.

The maximum annual salary for the Director of the Public Works Department is $219,996, according to the City's website information. Contract terms will be finalized prior to the start of his formal duties.

During the past several months, City Manager Beck has announced several other key appointments for many executive positions, including the directors for Public Health, Finance, Human Resources and Human Services and Recreation departments. With Mr. Maloyan's appointment, only the director of the Water & Power Department (PWP) remains to be filled before the City's Executive Leadership Team is at full strength. Currently, PWP is being led by acting director Eric Klinkler.

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: November 23, 2015

TO: Michael J. Beck, City Manager

FROM: Julie A. Gutierrez, Assistant City Manager

RE: Safe Routes to School Projects

On November 16, 2015, City Council approved a contract award to Vart Construction, Inc. to construct bulb outs and medians on Lincoln Avenue as part of a federal Safe Routes to School grant. The purpose of the program is to enable and encourage children to walk and bicycle to school, and to create a safer walking and bicycling built environment within the vicinity of schools. As part of the approval City Council requested historical information on previous Safe Routes to School grants and future opportunities. Below are projects that the City implemented with Safe Routes to School money:

1. *Installation of Curb Bulb Outs at Various Locations*

   Installation of curb bulb outs at McKinley Elementary and Rose City High School on Oak Knoll Avenue, South of Del Mar Boulevard, and at Jefferson Elementary on Villa Street between Hamilton Avenue and Sierra Bonita Avenue.

   Project Completion: August 2006
   Project Cost: $ 92,000

2. *Installation of In-Roadway Illuminated Markers*

   Installation of in-roadway illuminated marker system at Orange Grove Boulevard and Sunnyslope Avenue, Los Robles Avenue at Buckeye Street, and Orange Grove Boulevard at Pasadena Avenue.

   Project Completion: February 2007
   Project Cost: $253,000

3. *Replacement of School Area Signs*

   Replacement of school area signs at various locations.

   Project Completion: November 2006
   Project Cost: $37,000

4. *Development of Citywide School Zone Safety Campaign*

   Provide in-school workshops to educate students on pedestrian and bicycle safety, and special enforcement of school speed limits.

   Project Completion: June 2014
   Project Cost: $250,000

5. *Lincoln Avenue Safe Routes to School*

   Installation of bulb outs at Lincoln Avenue and Washington Boulevard, and raised paver medians north and south of I-210 Freeway overpass.

   Project Completion: July 2016
   Project Cost: $315,000

In California, the Federal Safe Routes to School (SRTS) and the State legislated Safe Routes to School (SR2S) program have now been incorporated into the Active Transportation Program (ATP). The City has not been successful in receiving ATP grant funding, but will continue to pursue ATP funded projects through upcoming grant cycles. These projects include infrastructure projects as well as non-infrastructure (education, outreach and enforcement) projects to further enhance the safety of the walking and bicycling environment in vicinity to schools.

In addition to SRTS and SR2S grant funded projects listed above, the City has completed other school related safety projects through the use of local funds and through grants awarded by the California Office of Traffic Safety. Those projects are listed below.

1. *Suggested Routes to School Project*

   Project identified suggested routes to school and development of suggested routes to school maps for 18 elementary and middle schools in the City of Pasadena. Suggested routes were identified though coordination with PUSD and take-home surveys distributed and analyzed for all 18 schools. Project also included recommended improvements that were later funded through Safe Routes to School funding as identified above.

   Project Completion: May 2006
   Project Cost: $ 105,000

2. *Safe Strides and Rides – Phase I*

   Project allowed for installation of in-roadway illuminated marker system at Paloma Street, between Altadena Drive and Sierra Madre Blvd and at Raymond Avenue at Grandview Street. Also, project consisted of the development of a pedestrian safety

video targeting middle-school and high-school students, and distribution of bicycle helmets at bicycle rodeo events targeting elementary school students.

Project Completion: June 2007
Project Cost: $64,000 (OTS Grant Funded)

3. *Safe Strides and Rides – Phase II*

   Project allowed for distribution of bicycle helmets at bicycle rodeo events targeting elementary school students, and development of a bicycle safety awareness campaign. In addition, project allowed for procurement of Fixed Speed Display (speed feedback) signs and upgrade to the collision database software.

   Project Completion: September 2008
   Project Cost: $184,000 (OTS Grant Funded)

4. *Pedestrian Safety at Signalized Intersections Project*

   Project allowed for development of a pedestrian safety awareness campaign, and conducted a pedestrian safety study focused on pedestrian safety at intersections controlled by traffic signals. The results of this study were used to successfully obtain $410,000 in grant funding for pedestrian safety projects through the Highway Safety Improvement Program (HSIP).

   Project Completion: September 2011
   Project Cost: $112,000 (OTS Grant Funded)

5. *Safer Streets Pasadena Project*

   Project allowed for development of a bicycle safety awareness campaign and distribution of over 350 bicycle helmets and over 1,000 bicycle headlights and tail lights. In addition, there was an upgrade to the traffic collision database system to better identify locations with collision rates higher than their peers with similar characteristics. A safety study was conducted at five locations with collision rates that were higher than other intersections with similar characteristics citywide.

   Project Completion: September 2015
   Project Cost: $172,000 (OTS Grant Funded)

In addition, through the traffic investigation process, the Department of Transportation works closely with schools to enhance school circulation and safety during drop off and pick up times. By request, school zone circulation is evaluated and enhancements, such as modifications to loading zones and parking restrictions, are implemented.