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Published by the City of Pasadena Public Affairs Office erdman@cityofpasadena.net (626) 744-4755 City web site: www.cituofnasadena.net fayor: Bill Bogaard. Councilmembers: Jacque Robinson, Margaret McAustin Chris Holden, Steve Haderlein, Victor Gordo, Steve Madison, Sid Tyler

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Etcetera ... Etcetera

- ✓ Share your love of reading as a story time volunteer. Training is Wednesday, Feb. 18, from 9 to 10 a.m. in the PUSD Welcome Center, 351 S. Hudson Ave., Room 121. 396-3600, ext. 88340
- ₹ The 2009 LA Opera Talks series **starts** Thursday, Feb. 19, at 7 p.m. in Central Library's Donald R. Wright Auditorium, 285 E. Walnut St., with a fun and lively talk on "The Bird." Join in! 744-4066.
- ✓ La Pintoresca Branch Library, 1355 N. Raymond Ave., offers free assistance to job-seekers: Destination Employment on Friday, Feb. 20, at 1:30 p.m. will match your interests with the best job for you; join the Job Seekers Assistance Group when they meet Tuesday, Feb. 24, from 10:30 to 11:30 a.m.; every Tuesday from 10 a.m. to 2 p.m. you can meet with a Women at Work career counselor for free advice by appointment; and the Professional Job Club Network and Support Group gathers Fridays from 10 a.m. to 12:30 p.m.
- The Black History Parade on Saturday, Feb. 21, will begin at 10 a.m. at Charles White Park in Altadena and end at Robinson

- Park in Pasadena. It will be followed by a family festival from noon to 4 p.m. at Robinson Park
- Students from Pasadena High School's commercial photography program exhibit their work in Central Library's Great Hall, 285 E. Walnut St., through Feb. 28.
- Get credit for your hard work during the national 2009 Neighborhood of the Year Awards, honoring revitalization efforts, social events and other neighborhood projects. Applications are due to Neighborhoods USA by March 1, 2009. www.nusa.org.
- Start your morning right by getting "Up and Moving" with the mayor on Wednesday, March 4 at 7:30 a.m. starting at Rose Bowl Gate A. Guest walker is Pasadena Arts Council Executive Director Terry Lemoncheck. www.upandmoving.org.
- ✓ Enjoy free admission to more than a dozen cultural venues during ArtNight Pasadena on Friday, March 13, from 6 to 10 p.m. Walk, bike, drive or catch a free shuttle to each locale. 744-7887 www. artnight pasaden a. org.

- during group tennis lessons at Brookside Park, 360 N. Arrovo Blvd. Join any time with a prorated fee, and mention Pasadena In Focus for your 20 percent residents' discount. www.rosebowltennis.com or (323) 258-1218.
- ✓ Learn how to produce your own program on public access television during an "Access 101: Introduction to Community TV Production," a free four-week workshop series on Wednesdays sponsored by Pasadena Community Network. 795-5556 or www.pasadenacommunity network.com.
- Submit your video to Pasadena Community Network and it might run on public access TV! Send a DVD of your program series, animation or independent film to Pasadena Community Network, 2057 N. Los Robles Ave., Pasadena CA 91104. 794-5556.
- Note: All dates and times listed in Pasadena In Focus are as of the publication date. Call the numbers listed to confirm information. All phone numbers are in the (626) area code unless otherwise noted

Focus on the General Plan: Mobility



AN YOU ENVISION WHAT PASADENA WILL LOOK LIKE IN 2015? Can you imagine getting around the city conveniently without a car? What about open space and housing?

FEBRUARY 2009

PASADENA

Pasadena's General Plan is reviewed regularly and updated about every five years so it can continue to be a realistic document for achieving the community's vision for the future.

The Land Use Element and the Mobility Element of the General Plan are among several chapters that are being updated this year. These two elements work together to help identify where buildings and parks should be located, and to



manage transportation needs that result from these land uses. The Transportation Department will update the Mobility Element this year, building on the concepts of the 2004 update while concentrating on specific topics such as "street classifications" and the role of our transportation network in achieving sustainability goals.

What is a street classification? The recently enacted California Complete Streets Act of 2008 requires cities and counties to include in their general plans a set of policies that describe how roadways will be designed to safely accommodate all users, including bicyclists, pedestrians, transit riders, motorists, children, seniors and disabled persons.

As part of the Mobility Element update, a series of guidelines will cover more specific definitions of how streets are created and how some streets have different design elements than others, such as adjacent land use, sidewalk treatments, roadway width, and connections to transit and bike routes.

The update will also evaluate how traffic and local green house gas emissions can be reduced.

Visit www.cityofpasadena.net/generalplan to learn more about the Mobility Element and all of the other elements that are being updated or call (626) 744-4009.

Protecting Our Natural Resources

Preservation of wide open spaces is an important issue $in\ Pasadena.\ Learn\ more\ at$ the free Open Space and Conservation Community Fair on Saturday, Feb. 28, from 9:30 a.m. to12:30 p.m. in the courtyard at Pasadena City Hall, 100 N. Garfield Ave.

The event will kick off the update of the Open Space and Conservation Element of the General Plan, which will set goals and priorities for the future of our natural resources. You'll examine maps and exhibits, meet one-on-one with city leaders and visit with likeminded residents. Will Rogers, president of The Trust for Public Land, will be the guest speaker, and there will be exhibits and children's activities.

For more information or to be added to the mailing list, email ldahl@cityofpasadena.net or call 744-6767. You can also fill out an online questionnaire at www.cityofpasadena.net/ planningcomments (click on Open Space and Conservation Element) or watch for the Open Space and Conservation kiosk traveling through Pasadena throughout February.

Noticias En Breve

Concentrarse en el Plan General: Movilidad

El Plan General de Pasadena es actualizado cada cinco años para que continúe siendo un documento realista para alcanzar la visión de la comunidad para el futuro.

Los elementos del uso del terreno y de movilidad del plan general están siendo actualizados este año. Estos dos elementos trabajan juntos para ayudar a identificar donde se deben localizar los edificios y parques, y controlar las necesidades de transporte que resultan del uso de estos suelos.

Como parte de la actualización del elemento de movilidad, una serie de guías cubrirán definiciones especificas de cómo se crean las calles y como algunas calles tienen diferentes elementos de diseño que otras, como el uso de suelo adyacente, tratos de las aceras, anchura de la calzada, y conexiones con el transito y las rutas para bicicletas.

Se continua adentro . . .

Discover the Arroyo Seco

LACE ON SOME HIKING BOOTS AND ENJOY THE ARROYO SECO! The Parks and Natural Resources Division of the Public Works Department will host a series of free events in March to help you explore the past, present and future of one of Pasadena's most popular natural areas.



Environmental educator Mickey Long will offer an illustrated presentation about the Arroyo Seco ecosystem Friday, March 6, from 7 to 9 p.m. at La Casita del Arroyo, 177 S. Arroyo Blvd. Which plants and animals live here, where do they hide and why is that important to us? The event will continue Saturday, March 7, with a leisurely stroll through the Arroyo Seco from 8 to 11 a.m. You'll touch and smell plants to discover how texture and scent ensure their survival, explore the habits of local critters and find clues letting us know they exist. The walk will begin at the Lower Arroyo parking lot (enter at Arroyo Boulevard and Norwood Drive).

Historian and author Elizabeth Pomeroy will detail the Arroyo Seco's rich history Friday, March 20, from 7 to 9 p.m. at La Casita del Arroyo. She'll trace early humans' use of the stream, from the days of the Tongva Indians to the settlers who valued the area as an ideal spot for agriculture, recreation and simple living. This event will continue Saturday, March 21, from 8 to 11 a.m., with a walk through the Arroyo Seco where Pomeroy will point out traces of old buildings and dams and provide a glimpse into the Arroyo Seco's history.

You can attend all of the events or any portion of them, including walks without the lectures or vice versa. For detailed information, locations, directions and future events, call 744-4321 or visit www.cityofpasadena.net/arroyoevents.



A Splash of Color in Neighborhoods

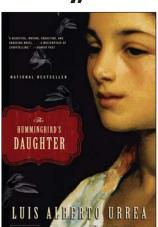
COLORFUL MURALS WILL SPRING UP IN SURPRISING PLACES this year thanks to a pilot program sponsored by the Cultural Affairs Division of the Planning and Development Department.

Matching grants of up to \$2,500 are offered for collaborations between artists and neighborhoods to create murals that celebrate their heritage, values and dreams. Applications are due Feb. 20 for the first round of participants.

Murals add color, character and beauty to streetscapes, can boost nearby property values and draw visitors to local shops. The program will also increase public access to art – one of the goals of the 10-year Cultural Nexus Plan developed by the community – while providing opportunities for artists who live, work or lease space in Pasadena.

For more information and an application, call 744-7062 or visit www.cityofpasadena.net/arts.

One City, One Story: "The Hummingbird's Daughter"



Now in its seventh year, the popular One City, One STORY community reading celebration encourages all Pasadenans to share the joy of reading and explore new perspectives.

You'll be flitting from book discussions to cooking lessons to lectures this spring in honor of "The Hummingbird's Daughter," the 2009 selection.

Part history and part cuento (story), the epic biographical novel by Luis Alberto Urrea details the life of his ancestor Teresita, born in Mexico in 1873 and raised in abject poverty. Teresita becomes a visionary and curandera (traditional healer) who eventually draws thousands of pilgrims who want to experience her curative powers.

With gripping storytelling and gentle humor, the author takes us on a journey that includes Teresita's tutelage by a mystical and cantankerous healer, acceptance by her wealthy rancher father and condemnation by the political and religious leaders of pre-revolutionary Mexico.

Pick up your copy right away at any Pasadena library or local bookstore because Pasadena Public Library has loaded the calendar with free activities next month in celebration of the novel, including book discussions at every branch and intriguing special events.

- Don't miss the fiesta Friday, March 13, from 6 to 10 p.m., at Pasadena Central Library, 285 E. Walnut St., with dancing, music, stories and art as part of ArtNight Pasadena.
- Chefs from Old Town Cooking School will present Mexican cooking techniques (and samples!) Saturday, March 14, at 11 a.m. at Hastings Branch Library, 3325 E. Orange Grove Blvd.; Monday, March 16, at 6:30 p.m. at Lamanda Park Branch Library, 140 S. Altadena Dr.; Saturday, March 21, at 10:30 a.m. at Allendale Branch Library, 1130 S. Marengo Ave.; and Saturday, March 28, at 11 a.m. at San Rafael Branch Library, 1240 Nithsdale Rd.
- During an intriguing lecture series, Dr. Sarah Schoellkopf will explore Latin American magic realism Thursday, March 5, at 7 p.m. and Cal State L.A. Director of Latin American Studies Enrique C. Ochoa will discuss Mexican history Thursday, March 19, at 1 p.m. Both talks will be in the Donald R. Wright Auditorium at Pasadena Central Library.
- Staff from Huntington Hospital will explore healing practices past and present Monday, March 9, at noon and 6:30 p.m. in the hospital's Braun Auditorium, 100 W. California Blvd., while a panel of experts will discuss Mexican art and healing Tuesday, March 24, at 7:30 p.m. at Pasadena Museum of History, 470 W. Walnut St. Dr. Juan Martinez will speak about the religious aspects of the book Friday, Apr. 3, at Fuller Theological Seminary's Payton Hall, 135 N. Oakland Ave. He'll speak in English at 11 a.m. and Spanish at 2 p.m.
- An afternoon film series Wednesdays at 1 p.m. at Central Library and Saturdays at 2 p.m. at San Rafael Branch Library will celebrate Mexican American culture. Featured films will include "Tortilla Soup," "Selena," "The Mask of Zorro" and "Real Women Have Curves."

Bring your Pasadena Public Library card to Autry National Center of the American West, 4700 Western Heritage Way in Los Angeles, for free admission in March and April.

This year's One City, One Story events will conclude with a discussion with the author Sunday, April 5, from 3 to 5 p.m. in the new Pasadena Convention Center Ballroom, 300 E. Green St. Visit www.cityofpasadena.net/library or call 744-4066 for more information.

se continua . . .

La actualización también evaluará como se puede reducir el tráfico y la emisión de gases verdes locales.

Visite www.cityofpasadena. net/generalplan para aprender más sobre el elemento de movilidad y todos los otros elementos que están siendo actualizados, o llame al (626) 744-4009.

Protegiendo Nuestros Recursos Naturales

La preservación de los espacios abiertos es un tema importante en Pasadena.
Aprenda más en la Feria
Comunitaria de Conservación de Espacios Abiertos el sábado 28 de febrero, desde las 9 a.m. hasta las 12 de medio día en el patio de la Alcaldía de la Ciudad de Pasadena, 100 N.
Garfield Ave.

El evento dará comienzo a la actualización del Elemento de Conservación de espacio abierto del plan general, el cual establece metas y prioridades para el futuro de nuestros parques y los recursos naturales. Usted revisará mapas y graficas, se reunirá uno a uno con lideres de la ciudad y con residentes que piensan como usted.

Para mayor información visite www.cityofpasadena.net/ generalplan o llame al 744-4009.

Reciba ayuda con los pagos de los servicios públicos.

Si usted es un residente de bajos ingresos y necesita ayuda para pagar los servicios públicos de Pasadena de agua y/o electricidad, usted puede solicitar una subvención de una sola vez de hasta \$100 por año a través del proyecto APPLE, por sus siglas en inglés (Ayudando a la gente de Pasadena con emergencias

Solicite de lunes a viernes desde las 8 a.m. hasta las 5:30 p.m. en el centro Jackie Robinson, 1020 N. Fair Oaks Ave. Se le pedirá que presente su ID, prueba de sus ingresos económicos y las facturas atrasadas del PWP o avisos de corte del servicio. El limite máximo de los ingresos por familia oscila desde \$22.062 para una familia de 1 o dos personas a \$49,215 para una familia de cinco. Las personas que califican son aprobadas ahí mismo y reciben un cupón para que lo presenten en el centro de pagos de los servicios municipales de PWP en la oficina N106 en la alcaldía de Pasadena de lunes a viernes desde las 7:30 a.m. hasta las 5:15 p.m. llame al 744-7300 para más información.



Mid-Century Gems Make History

A CITYWIDE SURVEY
OF BUILDINGS DATING
FROM 1935 TO 1965 was
recently completed with
funding from the
California Office of
Historic Preservation. The
survey shows 685
properties in 31 small
neighborhoods that are
eligible for historic



designation; 24 of the neighborhoods qualify as local landmark districts, and 50 homes and businesses qualify for historic status as individual structures.

The survey's findings are being shared with property owners and neighborhoods to help them pursue historic status.

The findings have been added to an electronic database — the California Historical Resources Inventory Database, or CHRID — that lists every historic landmark, district and property in Pasadena. It can be searched by address, architect, type of historic designation, architectural style, year built and other key terms. CHRID also includes a tutorial, information on eligibility and historical details on Pasadena's development.

Try it out at www.cityofpasadena.net/chrid or call 744-4009.



Celebrate Milestones at Local Libraries



FEBRUARY IS A MONTH OF CELEBRATIONS AT PASADENA PUBLIC LIBRARIES.

Contemporary Black Images in Film is a free series in commemoration of Black History Month at 1 p.m. every Wednesday in February in the Donald R. Wright Auditorium at Pasadena

Central Library, 285 E. Walnut St.

Hastings Branch Library

Films include "Pride" starring Terrence Howard on Feb. 18 and "Dreamgirls" starring Jennifer Hudson on Feb. 25.

Hastings Branch Library will celebrate its 50th anniversary Saturday, Feb. 21, from 1 to 3 p.m. with entertainment provided by Emmy Award-winning children's performer Dan Crow and students from Pasadena Conservatory of Music. The festivities will also include balloon sculptures, cake and much more.

For more information visit www.cityofpasadena.net/library or call 744-4066.



Election Day Updates are a Click Away

VISIT WWW.CITYOFPASADENA.NET AND CLICK THE RED ELECTION INFORMATION BUTTON for a list of qualified candidates, a calendar of important dates, a map of your district, the location of election night ballot-counting and a link that will take you to online voter registration. You'll also learn how you can serve your community as a poll worker or volunteer your home or garage as an accessible polling site.

If you don't have a computer at home, free internet access is available at Pasadena Central Library and all branch libraries.

The consolidated City of Pasadena and Pasadena Unified School District primary nominating election is set for Tuesday, March 10; a runoff election, if necessary, will take place April 21. Voters will elect representatives for City Council Districts 3, 5 and 7, and Board of Education seats 1, 3, 5 and 7.

For more information call 744-4124.



The Future of Bikes in Pasadena

IF YOU'RE THINKING ABOUT TAKING A BIKE TO WORK OR SHOPPING, or if you're already pedaling around town, you'll want to help shape an update to Pasadena's Bicycle Master Plan.

The update will kick off with a community meeting Tuesday, Feb. 17, from 6:30 to 8 p.m. in the council chamber, room S249 at Pasadena City Hall, 100 N. Garfield Ave. The meeting, hosted by the Pasadena Transportation Department and the Bicycle Master Plan Advisory Committee, will be open to the public, and comments and suggestions will be welcome.

For more information call 744-7254 or visit www.cityofpasadena.net/transportation and click on Bicycle Master Plan.

PASADENA Water&Power

Project APPLE Takes a Bite out of Tough Times

WITH UNEMPLOYMENT RATES ON THE RISE, home foreclosures spiraling and a tight credit squeeze, it's no surprise Americans are having trouble making ends meet.

In Pasadena, applications to one of PWP's customer assistance programs increased 68 percent in 2008. Project APPLE (Assisting Pasadena People with Limited Emergencies) provides a one-time grant of up to \$100 per year to help eligible low-income customers keep their power on. This vital program is made possible through the generous contributions of our customers who understand that tough times can hit any of us. A Project APPLE recipient may be a single-income family with young children, a person struggling with a disability or recent job loss, or a senior scraping by on Social Security.

With so many more Pasadenans applying for assistance, funds for Project APPLE are depleting. You can make a tax-deductible donation of any amount by checking the box on your next Pasadena utility bill and including your donation with your payment.

Low-income residents at risk of a power shut-off can apply for a Project APPLE grant Monday through Friday from 8 a.m. to 5:30 p.m. at Jackie Robinson Center, 1020 N. Fair Oaks Ave. You'll be asked to present ID, proof of income and a past-due PWP bill or delinquent shut-off notice. Household income limits range from \$22,062 for a one- to two-person household to \$49,215 for a family of five. Eligible recipients are approved on the spot and receive a voucher to present at the Municipal Services payment center at City Hall in room N106 Monday through Friday from 7:30 a.m. to 5:15 p.m. Call 744-7300 for more information.

A state program called HEAP (Home Energy Assistance Program) also offers emergency assistance to customers who have received disconnection or shut-off notices. Call (323) 721-4162 Tuesdays and Thursdays for more information.

PWP also offers monthly financial assistance to income-qualified customers and customers with requirements for certain types of medical equipment. Call 744-6970 or visit www.cityofpasadena.net/waterandpower/wecanhelp to see if you qualify.



Paying Your Utility Bill is Simple

ALL PASADENA WATER AND ELECTRICITY CUSTOMERS ARE REQUIRED TO PAY THE FULL AMOUNT of their bills 30 days from the issue date.

If you need more time to make a payment because of a financial hardship, you may request an extension by calling 744-4005. If you find that you still need more time, call again and ask to be transferred to PWP's credit office to set up payment terms. Two extensions are allowed per year, except on the initial bill when an account is first opened.

There are several ways to pay your bill: Go to the payment center in room N106 at City Hall and pay by check, credit card or cash; send a check by mail or put it in one of our convenient drop boxes at City Hall or the southeast corner of Union Street and Garfield Avenue; or use a credit card over the phone at 744-4005 or online at www.cityofpasadena.egovernment.asp. Service is disconnected when a customer doesn't respond to a final shut-off notice.



"Star Power" is Rising in Pasadena!

OUR LITTLE CORNER OF L.A. COUNTY HAS SOME HEFTY "STAR POWER." You might spot some shining examples as you go about town: nearly 100 solar installations are up and running and another 100 are on their way!

A parade of applications arrived at the end of the year, with savvy homeowners eager to lock in PWP's 2008 residential solar rebate rate and start saving on electricity. The 2009 residential rebates are a bit lower – \$3.15 per watt – but still among the most generous in the nation. They won't last long, so discover your own star power before rebates, permit fee waivers and a new 30 percent federal tax credit fade away. Visit www.cityofpasadena.net/solar to learn more.



Energy Planning for the Future

VARIOUS ENERGY RESOURCE PLANS HAVE BEEN EVALUATED SINCE LAST SUMMER TO HELP PWP determine which would best meet the needs of the community over the next 20 years. Comments were provided by hundreds of Pasadenans via surveys, online and community meetings.

The choices have been narrowed to a single plan that lays out a smart path for providing reliable and environmentally sensitive electric service, with limited cost impact.

With the support of a community advisory group, PWP is preparing to recommend this plan to the city council, and we'll alert you of the date of the public hearing in a future issue of Pasadena In Focus. In the meantime you can review reports, view public meetings and comment on this draft Integrated Resource Plan (IRP) at www.cityofpasadena.net/IRP.



Smart Savings for Water-wise Residents

PWP HAS INCREASED ITS REBATE FOR QUALIFYING WEATHER-BASED IRRIGATION controllers to \$160. That's about half the cost of most models.

These "smart" controllers take the guesswork out of keeping your landscaping healthy and beautiful by sensing weather conditions and turning on only when your plants really need it.

To learn more about how these controllers work, come to our free efficient irrigation workshop Thursday, Feb. 26, at 6:30 pm. at the Salvation Army Pasadena Tabernacle, 960 E. Walnut St. Register online and watch for our future workshops on trees and shrubs at www.cityofpasadena.net/savewater.

If you don't have a "smart" controller, remember to turn off sprinklers before and for several days after it rains and cut your watering to no more than two times per week.

Visit www.cityofpasadena.net/waterandpower or call the PWP AnswerLine at 744-6970