



Play It Safe with the U.S. Census

YOU CAN COUNT ON FINDING A U.S. CENSUS FORM IN YOUR MAILBOX THIS MONTH. Every household across the nation will be asked to answer 10 simple questions and mail the form back by April 1.

The count affects millions of dollars of funding for local schools, health care, social services, transportation and more.

To make sure every man, woman and child in Pasadena is counted, the city has teamed up with non-profit groups citywide to encourage everyone's participation. You can take part in Pasadena's 10-Day Countdown to Census 2010 – from March 23 to April 1 – and watch for the opening of questionnaire assistance centers in mid-March, when you can ask questions one-on-one.

If you haven't mailed back your form by mid-April, a Census worker will contact you by phone, mail or in person. Play it safe and avoid potential scams or identity theft by following these tips:

- If you're visited by a Census worker, make sure he or she has a badge, a Department of Commerce Census Bureau canvas bag, and a confidentiality leaflet before you answer any questions.
- An official U.S. Census worker will not ask to enter a home.
- An official U.S. Census worker will never ask your legal status, or ask you for a social security, bank account, or credit card number.
- You will never receive an official email from the U.S. Census Bureau, so don't open any email that claims to be from that agency.
- All information is strictly confidential and cannot be shared with anyone, including police and immigration agencies.

For more information about avoiding scams visit www.cityofpasadena.net/census_2010 or call the Pasadena Police Department at 744-4241. Everybody counts – and Pasadena is counting on you!



IT'S IN OUR HANDS
www.census.gov/2010census

Everyone Wins When You Fill Out the Form

Taken just once every 10 years, the Census is the only actual, reliable count of Pasadena's population. The answers you give benefit everyone!

City officials use the data to help make future plans through 2020, and other government agencies estimate the number, makeup, habits and needs of Pasadena residents.

Local non-profits use the data to demonstrate community needs when they apply for grants from government agencies and corporations. The numbers help paint a clear, compelling picture of the diverse levels of income, education and employment in Pasadena, helping to secure funding, services and other resources.

You count! From mid-March to mid-April, Census workers will be available at Pasadena public libraries, Villa-Parke Community Center, Jackie Robinson Center and other questionnaire assistance centers to help Pasadena residents fill out their forms– in English and other languages. (Go to www.census.gov in mid-March for a full schedule.)

Etcetera . . . Etcetera

✦ **Pasadena Emergency Response Training** in English and Spanish for District 5 is Saturday, March 13, 9 a.m. to 1 p.m. at Madison School, 515 Ashtabula St. Reservations required: email vdelacuba@cityofpasadena.net or 744-4741.

✦ **Grants will be awarded to individuals and groups** promising to expand exposure and access to the arts in Pasadena schools and neighborhoods. A grant-writing workshop is Thursday, March 18, 6 to 8 p.m. at The Permit Center, 175 N. Garfield Ave.; applications are due by May 17. 744-7062 or www.sanmarinoleague.org.

✦ **Peek inside historic Vista del Arroyo bungalows** Friday and Saturday, March 19 and 20, during San Marino League's Art Walk from 10 a.m. to 4 p.m. 578-8510 or www.sanmarinoleague.org.

✦ **Enjoy free spoken word, music and dance performances** at ARTTalk Saturday, March 20, 11 a.m. to 5 p.m. at Boston Court Performing Arts Center, 70 N. Mentor Ave. 744-0340, ext. 13 or www.playhousedistrict.org/arttalk.

✦ **Eco-Community Dialog series continues monthly** with guest speakers at 7 p.m. March 24 and April 28 in the Donald R. Wright

Auditorium at Pasadena Central Library, 285 E. Walnut St. 795-0376.

✦ **Day One's Parent & Caregiver Conference is Saturday, March 27**, 8 a.m. to 3 p.m. at the PCC Education Center, 3035 E. Foothill Blvd. Meals and childcare provided. Registration required at 229-9750.

✦ **Compulsive hoarding is the topic of a community meeting** sponsored by the Code Enforcement Commission Thursday, April 8, 6 p.m. at the Armenian Center, 2242 E. Foothill Blvd. 744-4633.

✦ **District 1's Tax Preparation Day** is Friday, April 9, at La Pintoresca Branch Library, 1355 N. Raymond Ave. email district1@cityofpasadena.net or 744-4444.

✦ **Actress Joely Fisher will emcee Mothers' Club Family Learning Center's Read 2 Succeed benefit** Sunday, April 18, 5:30 p.m. at Castle Green, 99 S. Raymond Ave. 792-2687, ext. 122.

✦ **Designers will transform the historic Cravens Estate** into the Pasadena Showcase House of Design April 18 to May 16, benefiting music programs. www.pasadenashowcase.org or 578-8500.

✦ **The Conference on Aging, co-sponsored by the Senior Commission**, is Friday, April 30, 8 a.m. to 1:30 p.m. at First Church of the Nazarene, 3500 Sierra Madre Blvd. (877) 926-8300.

✦ **The Doo Dah Parade is moving** and will roll down Colorado Boulevard in East Pasadena Saturday, May 1, starting at 11:30 a.m. 590-1134 or www.pasadenadoodahparade.info.

✦ **JPL's Mars Project leader Jennifer Trosper** will be featured at the 2010 Mayor's Prayer Breakfast Thursday, May 6, 7 to 9 a.m. at Pasadena Hilton. \$25 at www.workingfaith.com or 486-0691.

✦ **Renowned musicians from Vietnam will join** Southwest Chamber Orchestra and events during the Ascending Dragon Music Festival and Cultural Exchange this spring. 685-4455 or www.svmusic.org.

✦ **Note:** All events are free unless otherwise noted. 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.

Promoting Northwest Pasadena

NORTHWEST PASADENA HAS MANY UNIQUE GEMS WORTH PROMOTING! That's why the Northwest Commission has initiated a marketing plan to highlight the area, which extends from Lake Avenue to the east, the Arroyo Seco to the west, the 210 Freeway to the south and the city limits to the north. The vision is that more attention will bring more jobs, visitors, diners, shoppers, services, resources and partnerships.

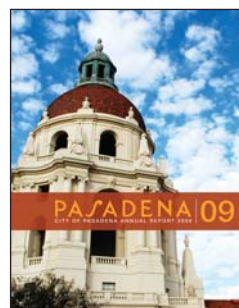
Express your opinion about Northwest Pasadena at one of two public meetings. The gatherings – in English at Jackie Robinson Center, 1020 N. Fair Oaks Ave., and in Spanish at Robinson Park Center, 1081 N. Fair Oaks Ave. – will take place simultaneously Saturday, March 20, from 10 a.m. to 12:30 p.m. A light breakfast will be served and child care will be provided.

Along with business owners, nonprofit and faith leaders, youths, commissioners and committee members, Northwest Pasadena residents' responses will be considered in developing a campaign to promote the area's unique strengths.

For more information visit www.cityofpasadena.net/mwmarketing or call 744-4791.



Annual Report is Online



DESPITE ENORMOUS CHALLENGES FROM OUR STRUGGLING ECONOMY, the city of Pasadena continued to make great strides in 2009.

Working together, the city's annual report states, Pasadena's residents, businesses, community partners, city leaders and employees pushed for progress in six key areas: maintaining fiscal responsibility and stability, improving and maintaining public facilities and infrastructure, increasing conservation and sustainability, improving mobility and accessibility, supporting and promoting the quality of life and local economy, and ensuring public safety.

While listing successes, the report also provides details on the Pasadena City Council, a message from the city manager, demographic information, a fiscal report and a list of frequently called city numbers.

See the document at www.cityofpasadena.net/annualreport. In keeping with the city's commitment to environmental stewardship, only a few booklets were printed.

Noticias En Breve

Juegue seguro con el Censo de EE.UU.

Usted encontrará este mes un formulario del Censo de EE.UU. en su buzón del correo. A cada jefe de familia en todo los estados unidos se les pide que respondan a 10 preguntas sencillas y que envíen el formulario de vuelta a más tardar hasta el 1 de abril. Su participación asegurará que Pasadena reciba todos los fondos federales que merece para las escuelas locales, cuidado de la salud, servicios sociales, transportación y mucho más.

Si usted no envía el formulario de vuelta para mediados de abril, un trabajador del Censo se comunicara con usted por teléfono, por correo o en persona. Aquí unos consejos para evitar posibles estafas:

- Un trabajador oficial del Censo de EE.UU. nunca le pedirá entrar a su casa.
- Un trabajador oficial del Censo de EE.UU. nunca le preguntará su estado migratorio
- Un trabajador oficial del Censo de EE.UU. nunca le preguntará por su número de seguro social, cuenta de banco o tarjeta de crédito.
- Usted nunca recibirá un correo electrónico del oficina del Censo de EE.UU. por lo tanto no habrá ningún e-mail que afirme que sea de la agencia!

Se continua adentro . . .

Rules of the Road: Crosswalks

PEDESTRIANS HAVE THE RIGHT OF WAY IN CALIFORNIA. Crosswalks are painted in roadways to make sure walkers can cross safely but they simply don't work unless people follow the rules. In fact, one in six traffic fatalities involves a pedestrian. But do you know there are also unmarked crosswalks?

Pedestrians

If you're on foot or using a wheelchair, cross the street only at corners or inside marked crosswalks. Look around for any approaching vehicles and make eye contact with drivers to make sure they see you. If available, push the button and wait for a green signal; do not step off the curb if the signal is already flashing or solid red – you won't have time to make it.

Even though it is legal for pedestrians to cross at unmarked crosswalks – intersections where there are no painted crosswalks – it may be safer to walk a block or two to the nearest painted crosswalk, especially on streets with heavy traffic.

Drivers

If you're driving, always stop for pedestrians crossing at intersections, whether or not there is a painted crosswalk. Allow extra time for older pedestrians, people with disabilities and parents with strollers or young children. Always be especially careful when turning a corner at a red light: is someone preparing to cross in the other direction?

Never, ever pass another vehicle that has stopped at a crosswalk – a pedestrian you can't see may be crossing! – and never come to a stop in the middle of a crosswalk, forcing pedestrians to walk out into traffic to get around you.

If you drive an electric or hybrid car, remember that walkers may not hear you coming! Leave a safe distance and use extra caution.

For the California Vehicle Code chapter related to pedestrian rights and duties, visit www.dmv.ca.gov/pubs/vctop/vc/vctoc.htm and go to Division 11, Chapter 5. For more information call the Pasadena Police Department at 744-4590.



Housing Searches Made Easy

FIND AN AFFORDABLE PLACE TO RENT AT WWW.PASADENAHOUSINGSEARCH.COM. Launched this fall by the city's Housing Department, the online Pasadena Housing Resource Center helps renters track down hard-to-find low- and moderately priced apartments. Use of the site is free for renters and landlords.

Only available units are listed. On a recent day, nearly two dozen apartments were available in the Pasadena city limits, ranging from 0-3 bedrooms with rents from \$515 to \$2,000. You can also widen your search to include the greater Pasadena area or all of Los Angeles County.

If you don't have computer access, call a toll-free number (877) 428-8844 to reach a bilingual call center. A customer service representative will conduct the search for you and send the results via fax, email or postal mail. You can also use public computers at any Pasadena public library or a public computer in the Housing Department's lobby, 649 N. Fair Oaks Ave., Suite 202. If you want to use a public computer and think you need help with your research, call 744-8328 to schedule an appointment.

The site also includes hard-to-find Section 8 housing, enabling voucher holders who may have been on the waiting list for years to find units before their vouchers expire. Of the current Pasadena listings, 86 percent accept Section 8.

The site also helps local workers find housing in and around Pasadena, helps victims of fires and natural disasters find new homes quickly, and provides a great tool for caseworkers and homeless service agencies helping clients.

- Toda la información que usted proporcione a los trabajadores del Censo de EE.UU. y a la Agencia del Censo de EE.UU. es estrictamente confidencial y no será compartida con nadie, incluyendo la policía y agencias de inmigración.

Desde mediados de marzo a mediados de abril los trabajadores del Censo de EE.UU. estarán disponibles en las bibliotecas públicas de Pasadena, Centro Comunitario de Villa-Parke, el Centro Jackie Robinson y otros centros de asistencia para el cuestionario, para ayudar a los residentes de Pasadena a llenar los formularios - en inglés, español y otros idiomas.

Para mayor información llame al 744-4241 o visite www.cityofpasadena.net/census_2010.

Ayude a Promover el Noroeste de Pasadena

Expresé su opinión sobre el Noroeste de Pasadena en una de las dos reuniones públicas. La reunión en inglés será en el Centro de Jackie Robinson, 1020 N. Fair Oaks Ave., y en español en el Centro del Parque Robinson, 1081 N. Fair Oaks Ave. - ambos se llevarán a cabo simultáneamente el 20 de marzo, de 10 a.m. a 12:30 p.m., se proporcionará cuidado de niño.

Junto a la de los dueños de negocios, líderes religiosos, organizaciones sin fines de lucro, jóvenes, comisionados e integrantes del comité, las respuestas de los residentes del Noroeste de Pasadena serán consideradas para desarrollar una campaña de mercadotecnia y promover las fortalezas únicas de la zona.

Para mayor información llame al 744-4791 o visite www.cityofpasadena.net/nwmarketing.

Se ha hecho fácil buscar vivienda

Encuentre un lugar para rentar a un costo accesible en www.PasadenaHousingSearch.com. El uso de la página de Internet es gratis para los dueños y arrendatarios. Solo están listadas las unidades que están disponible. En los últimos días, cerca de dos docenas de apartamentos estuvieron disponible en los límites de la ciudad de Pasadena, que van de 0-3 dormitorios con rentas desde \$515 a \$2,000. También usted puede ampliar su búsqueda para incluir toda Pasadena o todo el Condado de Los Ángeles.

La página Web también incluye las viviendas difícil de encontrar de la sección 8, permitiendo a las personas que tienen los cupones y que han estado en la lista de espera por muchos años encontrar las viviendas antes de que se venzan los cupones. Del listado actual en Pasadena, 86 por ciento aceptan sección 8.

Si usted no tiene acceso a una computadora, llame (877) 428-8844 para comunicarse con el centro bilingüe de llamadas

¿Está preparado?

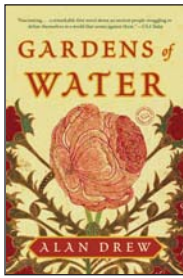
Está programada para los residentes del distrito 5, la capacitación gratis en inglés y español para responder en caso de una emergencia, el sábado 13 de marzo desde las 9 a.m. hasta la 1p.m. en la escuela primaria Madison, 515 Ashtabula St. Se requiere reservación llamando al 744-4741.



Celebrate One City, One Story

LOVE, FAMILY, DISASTER, TRADITION: IN HIS NOVEL "GARDENS OF WATER," AUTHOR ALAN DREW WEAVES COMPLEX THEMES INTO AN UNFORGETTABLE STORY. As the focus of Pasadena's 2010 One City, One Story program, the book has sparked an intriguing blend of community book talks, exhibits, lectures, films and other activities. Here is a sampling:

- The author will speak to the community and answer questions Sunday, March 14, from 3:30 to 5:30 p.m. at the Pasadena Convention Center ballroom, 300 E. Green St.
- Caltech professor Dr. Joann Stock will join author Alan Drew to share insights on the 1999 Marmara earthquake in Turkey and chances for a similar quake in California on Friday, March 12, at 7 p.m. in Caltech's Cahill Center for Astronomy and Astrophysics, 1216 E. California Blvd. (come early for tours of the Seismo Lab from 5:30 to 6:30 p.m.)
- See an adaptation of Shakespeare's "Romeo and Juliet" inspired by "Gardens of Water" Thursday through Saturday, March 25 to 27, at 8 p.m. in PCC's Little Theater; Pasadena High School students will display "Water" photography through March 31 at Pasadena Central Library.
- Choose from a long list of community book discussions: Thursday, March 18, at 11 a.m. at Villa-Parke Branch Library, 363 E. Villa St.; Saturday, March 20, at 10:30 a.m. at Allendale Branch Library, 1130 S. Marengo Ave.; Tuesday, March 23, at 3 p.m. at Hill Avenue Branch Library, 55 S. Hill Ave.; Wednesday, March 24, at 11 a.m. at Lamanda Park Branch Library; Thursday, March 25, at 4 p.m. at San Rafael Branch Library; and Saturday, March 27, at 1 p.m. at La Pintoresca Branch Library.



For the full line-up and the latest One City, One Story news, visit www.cityofpasadena.net/library or call 744-7270.



Keep Shopping Carts at Shops!

RESPONDING TO CONCERNS ABOUT ABANDONED SHOPPING CARTS LITTERING OUR STREETS, the Pasadena City Council strengthened the city's municipal code in 2008. A city ordinance now prohibits shoppers from abandoning their carts on streets, sidewalks and vacant lots, and allows code compliance officers to cite stores whose carts are found abandoned. The ordinance also requires stores that receive 10 or more citations within a 30-day period to install electronic wheel-locking systems.

Since the new ordinance was put in place, three local retailers have been required to install the systems, which stops carts in their tracks once they cross a line surrounding the parking lot. This has proven effective and we're seeing a drop in neighborhood blight from the carts. To report an abandoned shopping cart call 744-8227; for more information call 744-4633.



General Plan Report is Ready for Review



photo: Jason McEneaney

Hundreds of Pasadenans attended the General Plan Open House Extravaganza in November.

About 3,000 residents, business owners, students, community leaders and others have joined the conversation so far. Their comments have been compiled into the Outreach Summary Report, which sums up key themes heard during nine months of community and council district workshops, MoveAbout Tours, speaker presentations, a special youth outreach program and an open house extravaganza.

The full report is available at www.cityofpasadena.net/generalplan, the Permit Center, 175 N. Garfield Ave., and all city libraries and community centers. The draft is also being circulated to the city council, all city commissions and the community for comment through early April.

You can provide comments online or mail them (attn: General Plan) to the Permit Center. You can also attend a General Plan Advisory Committee meeting Wednesday, March 31, at 6:30 p.m. in the Council Chamber, room S249 at Pasadena City Hall.

PASADENA Water & Power

Workshop Series for Savvy Savers

AS PWP CUSTOMERS BECOME MORE SENSITIVE TO WATER SHORTAGE ISSUES and more mindful of their own water use, they're also asking more savvy questions: How can I optimize my watering schedule while following the restrictions? What are the best options for grass replacement? Can I capture or recycle water on my property?

These questions and more will be answered at the "Savvy Savers" Water Conservation Seminar series. Each session will delve into a broad range of topics.

Seminars are scheduled Saturdays, April 3, May 15 and June 12, from 8:30 a.m. to 12:30 p.m. at the Salvation Army Pasadena Tabernacle, 960 E. Walnut St. Registration is required at www.cityofpasadena.net/savewater or by calling 744-3715.



What's on the Water Horizon?

LAST YEAR WAS A BANNER YEAR FOR WATER CONSERVATION IN PASADENA: Thanks to you, our city achieved its greatest conservation record in 15 years! Now that we seem to have the conservation side figured out, we need to concentrate on the supply side – and you're still part of the equation!

The Water Integrated Resource Plan (WIRP) is the most comprehensive water-planning effort in PWP's 100-year history. At a workshop Tuesday, March 30, from 6:30 to 8 p.m. at the Altadena Public Library, 600 E. Mariposa St., neighbors and water experts will discuss a range of questions: What are the best strategies and tactics for achieving a reliable, safe and sustainable water supply in Pasadena over the next 25 years? Should we focus more on conservation and waste deterrence, expanding local supply or acquiring new imported resources? What are the benefits and challenges of a reclaimed water system, storm water capture and gray water recycling? Do our codes and ordinances reflect our water conservation values?

If you can't attend, voice your opinion by taking a survey about water supply issues at www.cityofpasadena.net/waterplan. You can also submit comments and join the WIRP mailing list.



Synthetic Turf is the Real Deal for This Busy Family



photo: Erica Rofels

Earlene Jennings and son Nathan

CHRIS AND EARLENE JENNINGS ARE YOUR TYPICAL HOUSE-PROUD PASADENANS: Many weekends are busy with home improvements so they can relax and entertain in style and comfort. Since buying their 1920s English Revival home on North Holliston Street in 2003, they've done a lot of work to modernize their home while restoring its original beauty inside and out.

One of the improvements they're most proud of is the one that saves them the most time, money, water and trouble. They replaced their tired, muddy backyard grass with 1,000 square feet of easy-care synthetic turf.

"The lawn was a constant battle," says Chris. "I'd waste my Saturday mornings mowing it to look just OK, and then only to have it trampled into a mud pit by our dogs or friends who'd come over for a barbecue." Chris tried reseeding and resodding but it was expensive and fruitless.

"We entertain a lot," says Earlene, "so I love that our lawn is always pristine, before and after a party, and that I don't have to worry about my guests or 3-year-old getting dirty." What do friends think? "They usually just ask who our gardener is and how much he charges," laughs Chris.

Synthetic turf is an especially good alternative to grass in narrow spaces or areas that are difficult to irrigate efficiently, such as pathways or curbside parkways. The latest models offer the look and feel of real grass while outperforming it with very low maintenance, weather resistance, durability in high-traffic areas and year-round color. PWP customers can get rebates on synthetic turf at 60¢ per square foot. More rebates are offered on high-efficiency clothes washers (\$100), toilets (\$30-50), weather-based irrigation controllers (\$150) and rotating sprinkler heads (\$5). Visit www.cityofpasadena.net/savewater or call (888) 376-3314.



Branch Out at the Earth Day Festival

THE GREENING THE EARTH DAY AND ARMORY FAMILY ARTS FESTIVAL is Saturday, April 24, from 10 a.m. to 4 p.m. at Memorial Park, Armory Center for the Arts, and in the street between the two venues on Raymond Avenue between Walnut and Holly streets.

Join a bicycle tour of the city's green projects, enjoy live music, an interactive drum circle and dance performances, and browse through dozens of booths. Children can get their hands on arts and crafts, live animals from the Wildlife Way Station and Eaton Canyon Nature Center, and more.

For more information call 744-4721, or, in April, visit www.cityofpasadena.net or the Greening the Earth Day 2010 page on Facebook.



The Sun is Setting on Higher Solar Rebates

SINCE JANUARY 2008, PWP HAS OFFERED ONE OF THE HIGHEST REBATE RATES IN THE NATION on solar photovoltaic (PV) through its Pasadena Solar Initiative program. With the \$3.15 per watt incentive, residential PV installations and applications are approaching 200 throughout the city and this year Pasadena will reach a milestone of 1 megawatt of solar power.

With so much interest in solar, program funds are depleting and residential rebate rates will decrease to \$2.40 per watt on July 1. If you are seriously considering solar, be sure to apply soon before the sun sets on the higher rebate rate. Visit www.cityofpasadena.net/solar to start the application process.