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Chris Holden, Steve Haderlein, Victor Gordo, Steve Madison, Sid Tyler

Etcetera ... Etcetera

- Travel expert Julia Hagie will show slides from her trips to India's hill towns Monday, Jan. 12, 7:30 p.m. at Distant Lands, 56 S. Raymond Ave. Free. 449-3220. or www.distantlands.com.
- Learn the latest about Mars rovers Spirit and Opportunity during a free presentation Thursday, Jan. 15, 8 p.m. at Caltech's Beckman Auditorium and Friday, Jan. 16, 7 p.m. at PCC's Vosloh Forum. (818) 354-0112 or www.jpl.nasa.gov/events.
- Bring your smile to Old Pasadena Sunday, Jan. 18, for the wacky Pasadena Doo Dah Parade starting at 11:30 a.m. www.pasadenadoodahparade.info or 205-4029.
- ✓ Preschoolers can celebrate the Chinese Year of the Ox with Asian folktales and animal stories Saturday, Jan. 24 at 10 a.m. in Central Library's Children's Room, 285 E. Walnut St. 744-4066.
- "I am David," "The Sisterhood of the Traveling Pants" and "The Education of Little Tree" will take to the screen this month during Central Library's free bookrelated film series Wednesdays at 1 p.m. 744-4066.

- The Amgen Bike Tour of California will roll into Pasadena Saturday, Feb. 21. Free festival at the Rose Bowl Stadium will open at 10:30 a.m. 793-2122 or www.vistapasadena.com/atoc.
- Get free help with your homework from tutors from Everett College all month at La Pintoresca Branch Library, 1355 N. Raymond Ave. 744-7268
- Kidspace Museum hosts Free Family Night the first Tuesday of every month from 4 to 8 p.m. www.kidspacemuseum.org or 449-9144.
- ✓ Postponed by November wildfires, the first-ever Pasadena Marathon, Half-Marathon, Bike Tour, 5K and Fun Run/Walk is now set for Sunday, March 22. Register at www.pasadenamarathon.org. More than 10,000 participants are expected! 797-7238.
- Looking for a breast cancer support group? Attend an orientation session and brief interview, then meet with others for brown-bag lunch on Thursdays. 796-1083 or www.thewellnesscommunity.org.

- A full line of souvenir products is available for purchase in Room S228 at Pasadena City Hall, 100 N. Garfield Ave., including postcards, tote bags, t-shirts, posters, mugs, coasters, magnets, key chains and more. www.cityofpasadena.net (click on City News) or 744-4755.
- Report abandoned shopping carts to 744-8227, and be sure to leave detailed information including location, address if known, and cross street; report graffiti to 744-7622 and give the address and location, description of the graffiti and other information.
- It's easy to get around Pasadena without a car! 744-6470 or www.cityofpasadena.net/nocar.asp.
- Looking for work? 744-4366 or www.cityofpasadena.net and click on Employment.
- The Pasadena Community Calendar is online! Check out upcoming events or add one of your own. www.cityofpasadena.net/ calendar.
- ✓ 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.

General Plan Update: Are Seven Principles Enough?

JANUARY 2009

PAJADENA

HE SEVEN GUIDING
PRINCIPLES OF PASADENA'S
GENERAL PLAN PAINT THE
BIG PICTURE for our community's future.

Working together, the statements balance the expectations of residents, business owners, professionals and visitors:

- 1. Growth will be targeted to serve community needs and enhance the quality of life.
- 2. Change will be harmonized to preserve Pasadena's historic character and environment.
- 3. Economic vitality will be promoted to provide jobs, services, revenues and opportunities.
- 4. Pasadena will be promoted as a healthy family community.
- 5. Pasadena will be a city where people can circulate without cars.
- 6. Pasadena will be promoted as a cultural, entertainment, scientific, corporate, and educational center for the region.
- 7. Community participation will be a permanent part of achieving a greater city.

Adopted in 1994 and reaffirmed with General Plan updates in 2004, the seven principles are at the center of our attention again as we update the General Plan's land use and mobility elements.

While the principles remain the same, much has changed over the last 15 years: New development in multifamily neighborhoods was limited by the 1994 plan; new construction was directed to seven specific plan areas where transit is most available (even in those areas, new development is limited); Pasadena ARTS buses began serving the entire city and the Metro Gold Line arrived, offering new options for getting around; and, housing developed rapidly in the downtown area.

Now, as we look to the future once again, our attention is also focused on environmental, social and economic sustainability.

As we update the land use and mobility elements, do you think these seven principles give us the balance we need? Should other principles be added?

Tell us what you think at www.cityofpasadena.net/planningcomments and watch for future meetings. For more information call 744-6774.

Building on Our "Momentum to Succeed"

Get the latest on the economy and learn about the city's future plans during the Mayor's 2009 State of the City Event on Thursday, Jan. 22, at Pasadena Civic Auditorium's Gold Room, 300 E. Green St.

Open to the public and following the theme "Momentum to Succeed," the annual event will begin with a reception in the foyer at 6:30 p.m. and information tables from city departments.

The program will begin at 7 p.m. in the Gold Room and will include a special performance by Furious Theatre Company and a video highlighting the city's accomplishments in 2008. The Mayor will then take the stage to cover Pasadena's many plans, successes and challenges in public safety, transportation, environmental stewardship, public health, children and families, economic development, arts and culture, and much more. Refreshments will be provided after the program.

Parking will be provided free of charge in the structure on Euclid Avenue between Green and Cordova streets. Bring your parking voucher to the event for validation by staff.

If you can't be there, watch the presentation live on KPAS or via streaming video at www.cityofpasadena.net (click on City News). A replay schedule will be announced.

For more information call 744-4311.

Noticias En Breve

El plan General de Pasadena está siendo Actualizado

El plan General de Pasadena es considerado el plan de trabajo para el futuro, que guía todo desde el uso del subsuelo hasta transporte.

Hay siete principios de guía:

- El crecimiento se orientará en servir las necesidades de la comunidad y mejorar la calidad de vida.
- Los cambios serán armonizados para preservar la característica histórica de Pasadena y su ambiente.
- Se promoverá la vitalidad económica para proporcionar trabajos, servicios, ingresos económicos y oportunidades.
- Pasadena será promovida como una comunidad familiar saludable.
- Pasadena será una ciudad donde la gente pueda circular sin automóviles.
- Pasadena será promovida en la región como un centro educativo cultural, científico, corporativo y de entretenimiento.

Book the Perfect Spot – Online

FROM QUIET PICNIC SHELTERS IN SHADED PARKS TO LARGE AUDITORIUMS at community centers, we have the perfect spot for your next event! Research and reserve dozens of recreational facilities citywide at www.cityofpasadena.net/reserve.

For each park and facility, the handy site includes a photo, maximum capacity, calendar of available dates, list of amenities, hours of operation and phone number. You can also search the entire database by location, facility type and amenities.



Offerings include spacious lawns and picnic areas, swimming pools, baseball diamonds, boxing rings, basketball, volleyball, handball and tennis courts, wedding and party sites, conference rooms and classrooms, auditoriums, archery range and much more.

You can also find, register and pay for recreation classes. Facilities can be reserved for nominal hourly rates with discounts offered to Pasadena residents and local non-profit organizations.

For more information call 744-7275 and press $3. \,$



Help Take the Bite Out of Bark Beetles

It may sound like a **B** movie, but Pasadena is under attack by bark beetles! Common in local mountains, the pests are damaging our urban forest by worming their way into Pasadena's pine trees. They feed on inner bark, eventually killing the pines and increasing the risk of wildfires.

Several factors have helped them spread: Air pollution and years of drought have weakened local pine trees and made them more susceptible to the beetle; and because pine trees tend to grow close together, the beetles can easily hop from one to another.

You can help stop the attack by removing infested, dead or dying trees immediately; be sure to check pine firewood as well. Tell-tale signs include white pitch tubes, indicating your tree has fought off an attack, and reddish-brown pitch tubes signaling a successful invasion. You may also see an actual beetle or sawdust at the base of a tree, or the needles may have faded to pale green, straw yellow or rust red.

To protect your healthy trees and ward off attacks, keep them watered, do not over-prune and prune them only in winter; never prune in summer when the beetles are most active.

For more help, consult a certified arborist; you'll find a list at www.pasadenabeautiful.org.

For more information or to report an infestation, call 744-3846.

New Year's Fun at Your Nearest Library

 $\textbf{Set a new year's resolution with your family} \ \ to \ explore \ new \ interests \ with \ the \ help \ of \ Pasadena \ Public \ Library.$

Little ones ages 8 and older and their parents will enjoy a humor-filled chat about Internet safety by Wayne the Magician on Monday, Jan. 12, at 7 p.m. at Lamanda Park Branch Library, 140 S. Altadena Dr., and Wednesday, Jan. 28, at 7 p.m. at Hastings Branch Library, 3325 E. Orange Grove Blvd.

They'll create masterpieces Thursday, Jan. 15, from 4 to 5 p.m. and sip tea with the Rose Queen and her princesses Saturday, Jan. 17, from 1:45 to 3 p.m. at Hastings Branch. They'll enjoy pirate tales and games Saturday, Jan. 24, from 1 to 2 p.m. at Lamanda Park Branch and try their hands at science experiments Tuesday, Jan. 27, from 3 to 4 p.m. at La Pintoresca Branch Library, 1355 N. Raymond Ave.

Teens will explore Anime on Saturday, Jan. 10, at noon at Central Library, 285 E. Walnut St. or Tuesday, Jan. 20, at 3:30 p.m. at Hastings Branch; challenge friends during Board Game Mania on Wednesday, Jan. 14, from 3 to 4 p.m. at Allendale Branch Library, 1130 S. Marengo Ave.; compete in a day-long Monopoly tournament Saturday, Jan. 17, from 10 a.m. to 3 p.m. at Lamanda Park Branch; and create scrapbooks from MySpace photos Tuesday, Jan. 20, at 4 p.m. at La Pintoresca Branch.

Adults can help kick off the 2009 Los Angeles Opera series with a discussion of Mozart's "The Magic Flute" Thursday, Jan. 8, at 7 p.m. at Central Library, or build up "The Courage to Write" during a special workshop Saturday, Jan. 17, from 11 a.m. to 3 p.m. at the La Pintoresca Branch. For more information visit www.cityofpasadena.net/library or call 744-4066.

CRASH Team Sends Clear Message

PASADENA'S CRASH (CITY RESOURCES AGAINST SUBSTANDARD HOUSING) TEAM works to clean up problem properties and give every Pasadena resident an opportunity to live in clean, safe and decent housing.

Coordinated by the City Prosecutor's Office, inspectors from the Planning and Development Department's Code Compliance Office and the Public Health Department, Fire Department and Police Department meet biweekly to target problem properties that are often plagued with broken windows, vermin, lack of hot water, faulty wiring and other severe code violations.

This team puts negligent property owners on notice, giving them 30 days to fix problems or face hefty fines. Those who clean up their properties are put on a quarterly inspection program; the worst offenders – those who refuse to cooperate – face criminal prosecution.

Learn more and offer your input at a community meeting Thursday, Jan. 15, at 6 p.m. in the Hearing Room at the Permit Center, 175 N. Garfield Ave. (enter through the Ramona Street door since the meeting is after-hours). You'll hear the latest updates on the CRASH team's successes and challenges and have a chance to ask questions and offer your suggestions.

For more information call 744-6646.

Quick Tip for a Greener, More Sustainable Pasadena

What you can do:

Save forests worldwide by using fewer paper products. Buy paper with recycled content, print on both sides when copying and only print when absolutely necessary and close the loop by recycling all paper documents and packaging you no longer need.

How we can help:

The City of Pasadena purchases only 100 percent post-consumer recycled paper for its printing and photocopying needs, in partnership with eight other major cities in California. www.cityofpasadena.net/greencity.

se continua . . .

7. La participación comunitaria será parte vital para lograr una mejor ciudad.

¿Usted cree que estos siete principios nos dan el balance que necesitamos? ¿Se tienen que aumentar otros principios? Exprésenos lo que piensa en www.cityofpasadena.net (haga un clic en el enlace de Plan General) y esté atento a las próximas reuniones. Para mayor información llame al 744-4009.

Edificando sobre Nuestro "Momento de Exito"

El acalde de Pasadena dará su informe anual a la comunidad durante el evento del Estado de la Ciudad, el jueves 22 de enero, en la Sala Gold, del Auditorio Cívico de Pasadena, localizado en el 300 E. Green St.

Este evento gratis empezará con una recepción en el recibidor desde las 6:30 hasta las 7:00 p.m. con música y mesas de información de varios departamentos. El alcalde comenzará su informe a las 7 p.m

Para más información llame al 744-4311.

Asista a una Reunión Comunitaria

Cada residente de Pasadena merece una vivienda decente segura y limpia. El equipo de Pasadena de CRASH por sus siglas en inglés, (Recursos de Pasadena en contra de la calidad inferior de la vivienda) se reúne cada semana para hablar de los inmuebles con problemas que con frecuencia están plagadas con ventanas rotas, bichos, falta de agua caliente, tendidos eléctricos inservibles y otras violaciones severas al código municipal.

A los dueños de las propiedades infractoras se les da 30 días para que arreglen los problemas o de lo contrario enfrentan fuertes multas.

Aprenda más y de su opinión en la junta comunitaria del jueves 15 de enero, a las 6 p.m. en la sala de audiencias del Centro de Permiso, en el 175 Garfield Ave. (entrar por la puerta de la calle Ramona ya que la reunión es después del horario de trabajo).

Para más información llame al 744-6646.

Etcétera, etcétera...

Reserve el Lugar Perfecto - en el Internet

Si usted está planeando un evento en el parque o centro comunitario de Pasasdena, o sí desea reservar un tiempo para jugar básquetbol u otro deporte en un parque, visite www.cityofpasadena.net/ reserve o llame al 744-7275.

¡Hay un lugar de Votación que lo Necesita! Sí habla español, hágase voluntario para trabajar en un recinto de votación el 10 de marzo día de la elección, llame hoy mismo al 744-4124.

Focos gratis! Usted aún tiene hasta finales de enero para obtener sus focos fluorescentes gratis (CFL) del Departamento de Agua y Energía de Pasadena. Visite cityofpasadena.net/CFL o llame al (866) 807-1544.



Your Vote is Your Voice This Spring

THE LOCAL ELECTION IS ONLY TWO MONTHS AWAY! On March 10, registered voters will elect representatives for City Council Districts 3, 5 and 7, and Board of Education seats 1, 3, 5 and 7.

If you're not registered to vote, or if you need to change your registration information, visit www.sos.ca.gov/elections or pick up a voter registration form at the City Clerk's Office, 100 N. Garfield Ave. Room S228.

You can also offer your home or garage as an accessible polling site or volunteer as a poll worker at another location. You're especially needed if you speak Spanish, Armenian, Chinese, Japanese, Korean, Tagalog or Vietnamese. To help, call 744-4124 today.

For more information visit www.cityofpasadena.net/ cityclerk/election or call 744-4124.



Happy Homeowners Move to Fair Oaks Court

THE PAINT IS DRY, FIXTURES ARE IN AND CONSTRUCTION IS COMPLETE at Fair Oaks Court.



Located in the heart of Northwest Pasadena, the spacious complex spans almost two acres and features a blend of 31 new condominiums and nine historic, single-family homes that were recently restored. All buildings embrace the Craftsman

style. Most of the units have been purchased by first-time, income-eligible buyers; others by workforce-eligible buyers and the remainder have been sold at market rate.

Two one-bedroom, one-bathroom units, built in 1919 and completely rehabilitated, are for sale to income-eligible buyers.

In addition to providing beautiful and affordable homes, the project has spruced up the neighborhood, put existing resources to good use and preserved historic structures in the Villa-Parke area.

Fair Oaks Court was developed by Heritage Housing Partners, a local, non-profit affordable housing developer, in partnership with the Pasadena Housing Department and with assistance from Pasadena Water and Power, Clearinghouse CDFI, Washington Mutual and Los Angeles County.

The complex is located on North Fair Oaks Avenue at Peoria Street. To learn more about affordable homeownership programs, visit www.cityofpasadena.net/housing or call 744-8300.



Your Home on the Silver Screen

PASADENA HOMES AND LANDMARKS HAVE BEEN FEATURED in many movies and TV shows from "Gone with the Wind" to "CSL"

Your property could be the next star with help from the Planning and Development Department's Film Office! The team maintains an online database of locations that has become a popular spot for industry scouts looking for that perfect home, bridge, warehouse, office building and more.

Turning your home over to Hollywood pros gives you something to tell friends and family about, plus you could earn an average of \$5,000 a day in tax-free income. (The first 14 days of rental income are exempt from federal and state taxes.)

To upload photos and details about your property, visit w cituofnasadena net/film and click on Register Your Property. You can also learn more by clicking on Your Property in a Starring Role.

For more information call 744-3964.



Avoid Wet Weather Woes

PREPARE YOUR PROPERTY FOR WINTER RAINS by picking up free sand and sandbags from Fire Station 37 at 3430 E. Foothill Blvd. or Fire Station 38 at 1150 Linda Vista Ave. Fire safety officers are available to answer your questions.

Also, you can prepare for storms by following these tips:

- Clear any dead leaves, debris or overgrowth from drainage channels and rain gutters before it rains. This will help move water away from your home and prevent flooding.
- Keep your car's gas tank full; storm-related power outages could shut down gas pumps.
- · During and after a storm, stay away from storm drain channels, rivers and other bodies of water. Allow yourself extra time and caution for travel.
- Keep your emergency kit updated with a flashlight, extra batteries, portable battery-operated radio, first aid kit and manual, emergency food and water for your family and pets, non-electric can opener, essential medications, sturdy shoes and comfort items for children.

For more information visit www.cityofpasadena.net/

disaster or call 744-7276.

P A S A D E N A Water&Power

What's Old is New

WITH A SHORTAGE LOOMING AND NO END TO THE DROUGHT IN SIGHT, Pasadena may tap into a tried-and-true source of H20: recycled water.

PWP has held rights for many years to recycled water from the nearby Los Angeles/Glendale Water Reclamation Plant, but the infrastructure has not been in place to distribute it to Pasadena. Now PWP is considering building a 25-mile pipeline to bring recycled water from an existing hub on Pasadena's western boundary to selected sites in the city. The first phase of the project would take

about five years to complete and would irrigate Brookside Park, Brookside Golf Course and the Rose Bowl, sparing enough clean drinking water to serve 2,000 Pasadena homes for an entire year.

Treated according to strict government safety standards for irrigation and industrial uses, recycled water is a proven resource for cities throughout our naturally arid region. With the completion of all three phases of the project to irrigate city parks, school fields, freeway landscaping and other public grounds, Pasadena would save up to 650 million gallons of drinking water per year, getting us even closer to the Green City Action Plan goal of cutting citywide use by 10 percent.

The plan is a long-term solution to a dire situation that needs your attention now. Every Pasadena household needs to stop their own water-waste habits. Go to www.cityofpasadena.net/savewater.



Integrating Your Viewpoint

AT PRESS TIME, PWP HAS COLLECTED MORE THAN 250 PUBLIC COMMENTS and surveys on its Integrated Resource Plan (IRP), a blueprint for serving our city's energy needs over the next 20 years. Survey results show no surprises! Our customers want an energy plan that balances low rates, environmental protection and service reliability.

PWP needs even more feedback as it puts the finishing touches on the draft IRP, which it will present to the city council in early spring. Come to the last of four public meetings on Saturday, Jan. 24 at 10 a.m. at Jackie Robinson Community Center, 1020 N. Fair Oaks Ave., when an independent energy planning consultant will present options that best suit our customers' priorities and the city's sustainability goals.

PWP extends a big thank you to the energetic group of John Muir High School volunteers who have been collecting IRP surveys at flea and farmers' markets, grocery stores and public events. If you don't see them on your weekend outings, visit www.cityofpasadena.net/IRP to take the survey.



Your Water-Wise Garden Can be a Star!

HAVE YOU BEEN ADMIRING ALL THE LOW WATER USE GARDENS springing up around Pasadena? Now is the perfect time to take out your water-thirsty lawn and replace it with water-wise and California native plants. Temperatures are lower, so less water is needed to get plants established.

If you're ready to create your own water-wise landscape, you might just become famous. Submit several "before" photos to wpd_answerline@cityofpasadena.net with the subject line "Water Wise Garden," along with a brief description of your garden plans. Selected gardens will be featured in a future edition of Pasadena In Focus.



No, Really - They're Free!

Call 744-6970 for the dirt.

PWP HAS RECEIVED MANY THANKS FOR THE FREE ENERGY-SAVING light bulbs it's distributed since last summer, and several letters of bewilderment. "\$75 in free bulbs? There must be a But we happily repeat: These bulbs are absolutely free to you. No tax. No shipping. No handling. We've done the math, and our city comes out way ahead in energy cost savings and carbon emission reductions when every household switches to compact fluorescent bulbs (CFLs).

You still have until the end of this month to take advantage of the free CFL offer. Go to www.cityofpasadena.net/CFL to order online, or call 1-866-807-1544.



The Sun Still Shines on 2009



WHILE WE BID ADIEU TO THE 2008 SOLAR INCENTIVES, PWP's new solar rebate rates, effective January 1, 2009, are still among the best in the nation. For a limited time, residential customers are eligible for \$3.15 per watt (or \$3.60 per watt for non-profits) of solar PV installed. We can also celebrate that the 30 percent federal solar tax credit is still in effect. When you combine your tax break with your PWP rebate, you could still save up to 75 percent off the cost of

going solar! Learn more at a free workshop on Thursday, Jan. 29 at 6:30 p.m. at the Salvation Army Pasadena Tabernacle, 960 E. Walnut St. Reserve your seat online at www.cityofpasadena.net/solar.



Protect Your Electronics During Planned Maintenance

PWP IS CONTINUALLY MAINTAINING AND UPGRADING ITS EQUIPMENT TO SERVE YOU BETTER. Occasionally, that means shutting off neighborhood power temporarily for the safety of everyone involved. In non-emergency cases, PWP will leave a door-hanger notice two to three days before. giving you time to prepare.

If you receive this notice, please take the following steps on the date(s) specified to protect your electrical equipment from the possibility of power surges:

- Turn off and unplug highly-sensitive equipment, including computers, external hard drives, fax machines, and printers
- Unplug all consumer electronics such as TVs, DVDs, and VCRs
- If you're on a life-support system without a back-up system in your home, call 744-4169 to register yourself on our life-support list, or call 744-4673 after hours, and we will accommodate your situation.

For more information about power shut-off procedures, call 744-4467.

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