



PASADENA IN FOCUS



Mayor's Tree Lighting Dec. 5

Mark your calendars now and be sure you, your friends and neighbors join Mayor Bill Bogaard and other City officials for the annual Mayor's Tree Lighting Celebration beginning at 5:30 p.m., Thursday, Dec. 5, at Pasadena City Hall, 100 N. Garfield Ave. Enjoy festive fun, music, entertainment and light refreshments before and after the official tree lighting at 6 p.m.



PASADENA LIBRARIES EXTEND HOURS

Pasadena Public Libraries will extend operating hours beginning in September 2013, reinstating hours previously cut at the branch libraries and once again offering six- or seven-day service at all locations. The new schedule will be:

Central Library - No change

285 E. Walnut Street • (626) 744-4066
 Monday - Thursday: 9 a.m. - 9 p.m.
 Friday & Saturday: 9 a.m. - 6 p.m.
 Sunday: 1 - 5 p.m.

Allendale Branch

1130 S. Marengo Ave. • (626) 744-7260
 Monday - Thursday & Saturday: 10 a.m. - 6 p.m.
 Friday: 2 - 6 p.m.

Hastings Branch

3325 E. Orange Grove Blvd. • (626) 744-7262
 Monday - Thursday: 10 a.m. - 9 p.m.
 Friday & Saturday: 10 a.m. - 6 p.m.
 Sunday: 1 - 5 p.m.

Hill Avenue Branch

55 S. Hill Ave. • (626) 744-7264
 Monday - Thursday & Saturday: 10 a.m. - 6 p.m.
 Friday: 10 a.m. - 2 p.m.

Lamanda Park Branch

140 S. Altadena Dr. • (626) 744-7266
 Monday - Thursday & Saturday: 10 a.m. - 6 p.m.
 Friday: 2 - 6 p.m.

La Pintesca Branch

1355 N. Raymond Ave. • (626) 744-7268
 Monday - Saturday: 9 a.m. - 6 p.m.

Linda Vista Branch

1281 Bryant St. • (626) 744-7278
 Monday - Thursday & Saturday: 10 a.m. - 6 p.m.
 Friday: 10 a.m. - 2 p.m.

San Rafael Branch

1240 Nihsdale Rd. • (626) 744-7270
 Monday - Thursday & Saturday: 10 a.m. - 6 p.m.
 Friday: 10 a.m. - 2 p.m.

Santa Catalina Branch

999 E. Washington Blvd. • (626) 744-7272
 Monday - Thursday & Saturday: 10 a.m. - 6 p.m.
 Friday: 2 - 6 p.m.

Villa Parke Branch

363 East Villa St. • (626) 744-6510
 Monday - Friday: 10 a.m. - 6 p.m.
 Saturday: 10 a.m. - 2 p.m.

Noticias En Breve

Actualización Sobre El Seguro De Salud

Los cambios significativos para el país, incluyendo Pasadena, comienzan 01 de enero 2014, cuando entre en vigor la Ley de Cuidado de la Salud a Bajo Costo. Para cerca de 36 mil personas en el área metropolitana de Pasadena que actualmente están sin seguro, esto podría significar un mejor acceso a las opciones de cuidado de salud.

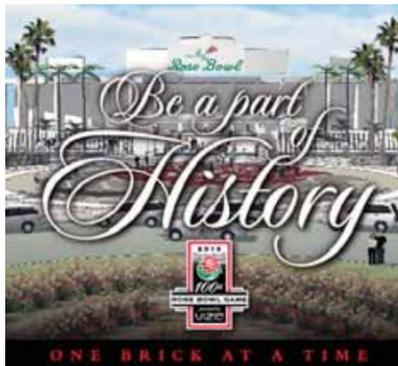
"California Cubierta" Un servicio de intercambio de seguro en todo el estado, está disponible para ayudar a los californianos a entender las opciones de seguro, cobertura y costos. Aquí hay algunas cosas importantes que usted debe saber:

- La mayoría de las personas mayores de 18 años estarán obligadas a tener seguro de salud.
- A los adultos ya no se les negará el seguro médico debido a condiciones de salud preexistentes, como ser el asma o la diabetes.
- Habrá disponible ayuda financiera para las personas que califiquen.
- California Cubierta comienza el 01 de octubre de 2013.
- Los residentes legales de California sin seguro médico tendrán derecho a adquirir un seguro de salud durante la inscripción abierta del 1 octubre 2013 hasta 30 marzo 2014.

Este es un momento difícil para entender todos los detalles de la Ley de Cuidado de la Salud a Bajo Costo. El

Se continua adentro . . .

Rose Bowl Brick Campaign: One Brick at a Time



The Pasadena Tournament of Roses®, in a joint effort with the Rose Bowl Legacy Campaign, has launched the "Rose Bowl Brick Campaign" at the iconic Rose Bowl Stadium.

Fans of the Rose Bowl Game® and Rose Bowl Stadium can purchase personalized pavers and bricks that will be used in front of Gate A at the stadium's main entrance.

The bricks will be part of a beautiful mosaic design and will range in price from \$100 to \$425, with options for text, logos, replicas and display cases for duplicates. Bricks are now on sale and will be installed in April 2014.

The Brick Campaign is co-managed by the Tournament of Roses Association and Legacy Connections, a non-profit fundraising organization committed to preserving the historic stadium for future generations to enjoy. For additional information, visit www.rosebowlbricks.com.



On Friday, October 11, you'll find 18 of Pasadena's world-class arts and culture organizations open from 6 p.m. to 10 p.m. for free during ArtNight Pasadena!

Jump into a hip-hop dance party with Muse/Ique at the Civic Center steps; visit Psychic Barber's interactive sculpture project at Side Street Projects or hook into Kidspace Children's Museum "knitting installation."

See five decades of Sam Francis' colorful paintings at the Pasadena Museum of California Art, or attend an evening of live music and dance at the Lineage Performing Arts Center.

Free shuttle buses are provided by the City of Pasadena, providing transportation to and from all venues. Remember, admission is free! Full details at www.artnightpasadena.org or call (626) 744-7062.

Speaking of public art, look for new public art in your neighborhood this fall when the City's Rotating Public Art Exhibition Program launches Phase II at 11 selected sites.

Local residents chose artworks for every District—pieces on loan and artwork to be created specifically for the site. Visit www.cityofpasadena.net/arts for details.

ArtNight participants include: Alliance Française de Pasadena, Arc Pasadena, Armory Center for the Arts, Art Center College of Design, Artworks Teen Center, Boston Court Performing Arts Center, Kidspace Children's Museum, Lineage Performing Arts Center, Muse/Ique, Norton Simon Museum, Offramp Gallery, One Colorado, Pacific Asia Museum, Pasadena City College, Pasadena Museum of California Art, Pasadena Museum of History, Pasadena Central Library and Side Street Projects.



Sidewalk Repair Program Begins

A Pilot Sidewalk Repair Partnership Program is helping Pasadena property owners pay for repairs to public sidewalks on their property damaged by City-owned trees. The City will match 50 percent of the cost of most repairs, up to \$1,000 per parcel. Income-qualified residents may receive up to 70 percent of repair costs, also up to \$1,000 per parcel.

Income qualifications are based on the City's Electric Assistance Program found online at www.cityofpasadena.net/waterandpower/care.

Property owners cannot be engaged in selling their property and cannot already be involved in a building permit process for property improvements valued at \$20,000 or more. Damage to sidewalks caused by privately owned trees or other circumstances are not eligible and remain the property owner's responsibility. The City will inspect the sidewalk to determine qualifications, conditions and project limits.

An agreement will be sent to the property owner showing costs. Repairs will be scheduled once the invoice has been paid in full. The City will obtain permits and work with the contractor.

The program is on a first-come basis while funds last. For information, visit www.cityofpasadena.net/publicworks or (626) 744-4191.



Pasadena Safe School Zones

Now that school is back in session, "We Make Time" will become the key slogan for a new public awareness campaign by Pasadena's Department of Transportation for its Safe School Zones project to improve traffic safety for our children.

"We Make Time" emphasizes that all Pasadena drivers must make time to look for kids; fully stop at crosswalks; ignore distractions, and observe all speed limits, especially around schools.

Residents soon will see "We Make Time" campaign materials popping up on bus shelters, websites and billboards in Pasadena.

The Pasadena Safe School Zones campaign also includes efforts to teach third-grade students at seven public elementary schools about developing safe walking skills.



Dog License Update: Door-to-Door Canvass Begins



pasadena humane society & spca

Pasadena Humane Society & SPCA (PHS) began door-to-door canvassing in September to verify owners have properly licensed and vaccinated their dogs.

PHS representatives will be knocking on doors Tuesdays through Fridays, 9:30 a.m. to 3:30 p.m., starting in Hastings Ranch / East Pasadena and moving west across the city.

All PHS canvassers will wear a uniform with a white shirt and PHS shoulder patch, display a badge and wear blue pants, OR wear a tan "polo" style shirt with a photo ID badge and blue pants or jeans.

If in doubt, call PHS at (626) 792-7151, ext. 115, during normal business hours to verify that the person is with PHS. Please remember that PHS is closed Mondays.

The canvassing is part of the City's collaborative effort with PHS to improve animal services. Effective July 1, 2013, PHS assumed responsibility from the City to do all dog licensing in Pasadena.

Owners should bring their dog's license applications and rabies certificates directly to the Pasadena Humane Society & SPCA, 361 South Raymond Ave., Pasadena, CA 91105. PHS is open Tuesday through Friday, 9:00 a.m. to 6:00 p.m.; Saturday, 9:00 a.m. to 5:00 p.m. and Sunday, 11:00 a.m. to 4:00 p.m. For more information, visit www.pasadenahumane.org/licensing.



Volunteers Needed for 30th Annual Visitor Hotline

Be part of the New Year's excitement in Pasadena by volunteering to answer questions from callers coming to the 2014 Rose Parade, Rose Bowl Game and BCS National Championship! The Pasadena Convention & Visitors Bureau will operate its 30th Annual Visitor Hotline from Monday, December 30, 2013 - Monday, January 6, 2014. Contact Melissa Perez at (626) 795-4725 or mperez@visitpasadena.com on or before Friday, November 8, 2013.

Info Booth Volunteers Needed

If you're a retired senior and looking for some rewarding and challenging volunteer work, consider joining the cadre of "Info Booth Volunteers" at Pasadena City Hall. The City currently has several openings on Tuesdays and Wednesdays and as back-up for others. Interested? Contact City Public Information Officer William Boyer at (626) 744-4755.

Departamento de Salud Pública de Pasadena, además de Young & Healthy (joven y saludable), Clínica Bill Moore, ChapCare y el Hospital Huntington están creando un plan para ayudar a nuestra comunidad en estos cambios. Visite www.coveredca.com para más información o llame a Joven y Saludable al (626) 795-5166.

Cuidado Con Los Impostores!

Cuélguele a los estafadores! PWP está advirtiéndolo a los clientes de impostores que se hacen pasar por empleados de servicios públicos de la ciudad, solicitando el pago a través del teléfono.

Las llamadas falsas exigen que los clientes paguen sus facturas "atrasadas" con una tarjeta de débito de prepago o tarjeta de crédito para evitar la desconexión del servicio. Los impostores también le piden por teléfono a los clientes que le den información financiera personal.

Los clientes de PWP han informado de incidentes de este tipo de fraude en español e Inglés. PWP está trabajando con el Departamento de Policía de Pasadena para aprehender a los culpables.

Recuerde, PWP Nuca Lo Llamará Para Pedirle Información Personal o Que Pague Con Una Tarjeta De Regalo.

Los clientes con cuentas atrasadas recibirán un " Aviso Final " de PWP por correo antes de que le hagan una llamada telefónica. El aviso le mostrará una fecha de plazo final y formas de pago. Los impagos se deben hacer en persona en el mostrador de los Servicios Municipales de la Alcaldía, en línea a través de conexión del cliente, o por teléfono al (626) 744-4005.

Para verificar el estado de su cuenta de PWP, llame al (626) 744-4005 durante las horas normales de trabajo. Para reportar actividad sospechosa, llame al Departamento de Policía de Pasadena (626) 744-4241. Para obtener más consejos, visite www.PWPweb.com/FraudProtection.

Tiempo del Festival de Otoño!

BOO! El festival de Otoño de la Ciudad se llevará a cabo el jueves 31 de octubre de 5 p. m. a 8:30 p. m., en el parque Victory en el 2575 Paloma St.

El evento ofrece una noche encantadora segura, diversión familiar con actividades para toda la familia! Todos son bienvenidos a venir y disfrutar de entretenimiento en vivo, juegos de carnaval, pintura de caras, gran tobogán, pared pegajosa, casa encantada, un viaje en tren por el parque y, por supuesto, deliciosa comida!

La entrada es gratis y habrá concursos de disfraces especiales para todas las edades: niños pequeños, jóvenes, adolescentes, adultos y adultos mayores a partir de las 7:30 p. m.

Con zonas especiales diseñadas para los niños, jóvenes y adolescentes, hay algo para cada quien! Nuestra tenebrosa casa embrujada es apta para niños de 8 años en adelante. La entrada es gratis, sin embargo, la casa embrujada, el tren, los resbaladillas y los alimentos tienen un costo mínimo, con los tickets a la venta en el lugar. Para obtener más información, llame al (626) 744-7500 o visite www.cityofpasadena.net/human services.

Health Insurance Update

Significant changes for the country, including Pasadena, begin Jan. 1, 2014 when the Affordable Care Act takes effect. For about 36,000 people in the greater Pasadena region currently without insurance, this could mean improved access to health care options.

"Covered California," a statewide insurance exchange service, is available to help Californians understand insurance options, coverage and costs. Here are some important things to know:

- Most people 18 and older will be required to have health insurance.
- Adults no longer will be denied insurance due to preexisting health conditions such as asthma or diabetes.
- Financial help for people who qualify will be available.
- Covered California begins October 1, 2013.
- Legal California residents without health insurance will be eligible to purchase health insurance during open enrollment from October 1, 2013 to March 30, 2014.

This is a challenging time to understand all the details of the Affordable Care Act. The Pasadena Public Health Department, along with Young & Healthy, Bill Moore Clinic, ChapCare and Huntington Hospital are creating a plan to help our community with these changes. Visit www.coveredca.com for more information or call Young & Healthy at (626) 795-5166.



Innovation Summit Oct. 10

The first-ever "Innovation Summit" is coming to Pasadena on Thursday, Oct. 10. This forward-thinking event brings together the best and brightest minds in science, technology, engineering, design and entrepreneurship to engage in a robust and thought-provoking exploration of ideas and solutions for the future.

In addition to a variety of panel discussions and networking opportunities, the Summit will feature a "Fast Pitch" competition where six startups will be given up to five minutes to pitch their idea or product to the audience.

Audience members will vote via text message for the Most Fundable, Most Disruptive, Most Innovative in Design, and Biggest WOW Factor. Winners will receive a cash prize, a generous package of business services and mentoring from the Pasadena Angels.

Summit registration is \$199. For more information, call (626) 744-0954, ext. 301 or visit www.innovationsummitpasadena.com.



Fall Festival Time!



BOO! The City's Fall Festival takes place from 5 p.m. to 8:30 p.m., Thursday, October 31 at Victory Park, 2575 Paloma St.

The event offers an enchanting night of safe, family fun with activities for the

entire family! All are welcome to come out and enjoy live entertainment, carnival games, face painting, big slide, sticky wall, haunted house, a train ride around the park and, of course, delicious food!

Admission is free and special costume contests for all age groups are planned for Toddler, Youth, Teens, Adults and Seniors beginning at 7:30 p.m.

With special zones designed for toddlers, youth and teens, there is something for everyone! Our scary Haunted House is suitable for ages 8 and older. Admission is free, however, the haunted house, train ride, slides and food will require nominal fees, with tickets sold onsite. For more information call (626) 744-7500 or visit www.cityofpasadena.net/humanservices.



Enterprise Zones Ending Dec. 31

The Pasadena Enterprise Zone Program, like all such programs in California, will end Dec. 31, 2013 due to State legislation. A new incentive program begins Jan. 1, 2014.

Pasadena businesses participating in the current Enterprise Zone Program must submit all required documents and forms to the City by 5 p.m., Nov. 20, 2013 so that the City can issue appropriate vouchers by Dec. 31 for tax use by participating businesses.

The City will host two workshops from 8:30 a.m. to 9:30 a.m., Sept. 19 and Nov. 7 at the University Club of Pasadena, 175 North Oakland Ave. The City will process all voucher forms submitted by Nov. 20, but cannot guarantee that forms received after Nov. 20 will be processed by Dec. 31.

Visit www.cityofpasadena.net/EconomicDevelopment for more information, or contact Melissa Alva, Enterprise Zone Manager, at (626) 744-7347, or by email to malva@cityofpasadena.net for voucher forms, email updates, to RSVP for the workshops or assistance with meeting the Nov. 20 deadline.



Update Emergency Contact Info



Monster windstorms, sky-high summer demand, traffic accidents— all can knock out power and send Pasadena Water and Power Department (PWP) troubleshooters to the scene.

Thanks to a new Outage Management System project under development by PWP, you'll never be left in the dark about repairs and outage info. To be included, please update your emergency contact information, including your home and cell phone numbers and email address, by

using the form at www.PWPweb.com/OMS.

PWP is working with four high-tech companies to build a state-of-the-art Outage Management System to keep you connected by phone, email and text messages with timely and accurate information about the duration, location and scope of planned or unplanned power outages.

The new system will be linked with PWP customer account database, Geographic Information System (GIS) and power distribution supervisory control and data acquisition system (SCADA) that monitors Pasadena's power grid around-the-clock. Working together, these systems will quickly pinpoint the most likely location, cause and extent of any outage.

The new Interactive Voice Response (IVR) feature will allow you to use your phone to report outages and to hear status reports of PWP's repair efforts. The Outage Management System should be operational next spring to better communicate with you, our customers!



Beware of Imposters!

Hang up on this scam! PWP is warning customers of impostors posing as City utility employees requesting payment over the phone.

The phony caller demands that customers pay their "delinquent" bills with a pre-paid cash card or credit card to avoid service disconnection. The impostors also direct customers to give personal financial information over the phone.

PWP customers have reported incidents of this scam in both Spanish and English. PWP is working with the Pasadena Police Department to apprehend the culprits.

Remember, PWP will never call you to request personal information or payment by gift card.

Customers with delinquent accounts will receive a "Final Notice" from PWP by U.S. mail before any phone calls are made. The notice will list a final due date and payment methods. Delinquent payments must be made in person at the City Hall Municipal Services Counter, online via customer login, or by phone at (626) 744-4005.

To verify the status of your PWP account, call (626) 744-4005 during normal business hours. To report suspicious activity, call the Pasadena Police Department at (626) 744-4241. For even more tips, visit www.PWPweb.com/FraudProtection.



Get Social with PWP



All the news you need about PWP is now in the palm of your hand. Use your smart phone to join PWP on Facebook, Twitter and YouTube.

PWP's Facebook followers receive near-daily updates on valuable rebates, free classes, smart conservation tips, special community events and much more. Join the crowd and you'll be among the first to know about construction projects, road closures and outages too.

Like us at www.fb.com/PasadenaWaterandPower and follow PWP on

Twitter@PWPnews. Find fun video tips on

saving water, reading your utility bill, community events info, landscaping ideas and much more on PWP's YouTube channel at www.youtube.com/user/PasadenaWaterPower.



Get Ready for Fall Planting

Cool weather in the fall is the perfect time to introduce new plants to your yard. Get inspired at two free landscaping workshops hosted by PWP through the H2O Academy.

During the "Rainwater Harvesting Workshop" from 9 a.m. to Noon, Saturday, Sept. 21, expert Pamela Berstler will show you how to capture rainwater to create a gorgeous rain garden and replenish our local groundwater supply in your own backyard. Register today and receive a voucher for a rain barrel rebate.

Then from 7 p.m. to 9 p.m., Wednesday, Oct. 9, native plant expert Lili Singer returns to Pasadena to share her knowledge and passion. She'll convince you that California native plants require very little water and maintenance, but provide year-round color, stunning fragrance and the perfect home for birds, bees and butterflies! Learn to create your own native garden and enter a raffle for prizes.

Visit www.PWPweb.com/SaveWater or call (626) 744-3715 today to reserve your seats. Reservations are required for both.



The "Great California ShakeOut" is Oct. 17



Pasadena Fire Department reminds you to be prepared for emergencies and consider participating in the "Great California ShakeOut" at 10:17 a.m., Oct. 17.

Drop, Cover, and Hold On: Drop to the ground, take Cover under a table or desk, and Hold On as if a major earthquake were happening and stay down for at least 60 seconds.

During the drill, imagine what would happen in a major earthquake. What would fall on you or others? What would be damaged? What would life be like after? What will you, your family, workplace or school do before the actual earthquake happens to reduce losses and quickly recover?

Practice what to do after the shaking stops. Have discussions about what you learned and incorporate these lessons into your disaster plan.

For further information or disaster preparedness presentations please contact the City's Emergency Management Coordinator at (626) 744-7276. Will you be prepared for the next emergency? Visit www.shakeout.org/california.

