

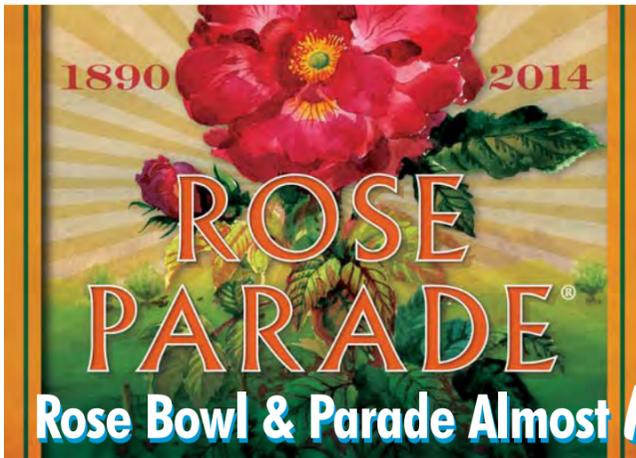


## Mayor's State of the City Event Jan. 23



**PASADENA**

Mark your calendars now to join Mayor Bill Bogaard, City Council members, civic, community and business leaders for Pasadena's annual State of the City event Thursday, Jan. 23, 2014. In keeping with the theme of celebrating arts and innovation in Pasadena, the event will be held at the beautiful new Arts Center building at Pasadena Community College. Doors open at 6:30 p.m. Look for more details in the next issue of Pasadena in Focus!



## "Grow Your Community, Shop Pasadena"

This holiday season, and all year long, "Shop Pasadena"—the financial health of our community depends on it! The Pasadena Chamber of Commerce and the City encourages all who live, work, learn or do business in Pasadena to keep your business local too.

"Grow Your Community, Shop Pasadena" is a Chamber-City public awareness campaign now through mid-January to support local shops, restaurants and services that, in turn, help create local jobs, pay local taxes and provide a financial bedrock for Pasadena's quality of life.

Sales tax dollars, business license fees, property taxes and other assessments paid by local businesses help return money to Pasadena for essential city services such as park & tree maintenance, police, fire and public schools.

Shopping at local stores, eating local and supporting other local businesses is fun and easy—and it saves you a bundle in time and gas too!

Look for special bus shelter ads designed, yes, locally, by The Agency, a student-run advertising cooperative at Art Center College of Design.

For more info, contact the Pasadena Chamber of Commerce online [www.pasadena-chamber.org](http://www.pasadena-chamber.org) or call (626) 795-3355.

Preparations are well underway and the excitement is building fast for Pasadena's 125th Rose Parade and the 100th Rose Bowl Game to be held on January 1, 2014. And then, just five days later, the BCS National Championship Game on January 6!

The whole world seems to focus on Pasadena during this special time of year. A whirlwind of preparations and special activities lead up to the main events as staffs and hundreds of volunteers for the Tournament of Roses; the Rose Bowl Stadium, the City, float builders and many other affiliated organizations and businesses operate on a highly efficient work schedule.

Much of the work includes behind-the-scenes tasks coordinated by the City and many others to ensure that these premier, international events—seen by hundreds of thousands in person and millions more around the world via TV—occur without a hitch.

Pedestrians and motorists are asked to use extra caution during this busy time of year as work crews put the finishing touches on the 5.5-mile parade route, the formation and post-parade areas. Watch for extra barricades; changes in signal lights, temporary parking restrictions and extra work vehicles in the streets. The City thanks all for their cooperation during this busy time.

To help celebrate the historic milestone of the 2014 Rose Bowl Game—a special music video has been commissioned by the Tournament of Roses to mark the 100th Rose Bowl Game. The "100 Roses" music video



[tournamentofroses.com](http://tournamentofroses.com)

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**MAYOR'S HOLIDAY TREE LIGHTING CEREMONY**  
**Thursday, December 5, 2013**  
 5:30 p.m. - 7:30 p.m.  
**City Hall Rotunda**  
 100 N. Garfield Ave.  
 Mayor lights the Tree at 6:00 p.m.  
 Free Holiday Crafts by Armory Center for the Arts  
 Visit with Santa Claus  
 Entertainment, Santa's Village and Refreshments  
 Spark of Love Toy Drive  
 Information: (626) 744-7507



## Noticias En Breve

### Consejos de Seguridad para la Ruta del Desfile

La Policía y los bomberos de Pasadena ofrecen estos recordatorios para todos los que asistirán al desfile.

- Solo es permitido acampar durante la noche del 31 de diciembre
- Los lugares en las aceras se pueden guardar a partir del mediodía del 31 de diciembre. El "Blue Line" es la línea de honor. Todas las personas y la propiedad deben permanecer en la acera hasta las 11 p.m., del 31 de diciembre. A partir de ese momento, los espectadores pueden ponerse en la línea de honor.
- "Si usted ve algo, diga algo!" Informe de actividades y paquetes sospechosos a las autoridades de emergencia a lo largo de la ruta del desfile.
- En caso de emergencia, llame al (626) 744-4241 desde un celular o al 9-1-1 desde un teléfono fijo. Conozca su ubicación y las calles que cruzan.

Se continua adentro . . .



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celebrating the "Granddaddy of All Bowl Games" is available now on YouTube at [www.youtube.com/watch?v=8rC7RMMsw1A](http://www.youtube.com/watch?v=8rC7RMMsw1A).

A special, commemorative 100th Rose Bowl Game book titled, Rose Bowl: The History of the Granddaddy of Them All® is also available at local bookstores and a special bronze plaque was recently unveiled at the Rose Bowl Stadium to mark the occasion.

Tournament officials are also highlighting the centennial with the naming of an "All Century" class of players and coaches. You can follow all the action for the parade and bowl game online at [www.tournamentofroses.com](http://www.tournamentofroses.com) and by using the hashtag #RoseBowl100.

Grandstand seats, as well as tickets for post-parade viewing of floats, are still available from Sharp Seating Company, [www.sharpseating.com](http://www.sharpseating.com). Additional information about the Rose Bowl Stadium is at [www.rosebowlstadium.com](http://www.rosebowlstadium.com). For updates on the BCS, visit [www.bcsfootball.org](http://www.bcsfootball.org).

And don't forget that you can be part of the exciting history of the stadium itself by buying a special commemorative brick that will be part of a beautiful rose mosaic in front of the stadium. These once-in-a-lifetime bricks are going fast and make the perfect holiday gift for all of the sports fans in your life.

Very affordable prices range from \$100 to \$425, with options for inscriptions and desk-top replicas for the ultimate sports fan package! Visit <http://rosebowlbricks.com/> for ordering details. Part of the brick sale proceeds will help preserve and protect the historic stadium for future generations.

The City of Pasadena and the Tournament of Roses wishes all a Happy Holiday Season. It is a special time of year for all of us. Please celebrate responsibly and with kindness. Always designate a driver.



[youtube.com](http://youtube.com)



[sharpseating.com](http://sharpseating.com)



[bcsfootball.org](http://bcsfootball.org)



[rosebowlstadium.org](http://rosebowlstadium.org)



[rosebowlbricks.com](http://rosebowlbricks.com)

## Visitor Hotline Available December 30

The Pasadena Convention and Visitors Bureau will staff its 30th annual "Visitor Hotline" to answer questions from callers coming to the 2014 Rose Parade, Rose Bowl Game and the BCS National Championship! The Visitor Hotline will operate from Monday, December 30, 2013 to Monday, January 6, 2014.

The Hotline Number is: (877) 793-9911 or go to [www.VisitPasadena.com](http://www.VisitPasadena.com).



## Free Christmas Tree Recycling!

Make tree recycling a part of your post-holiday tradition. The Pasadena Department of Public Works makes it easy to go green with your Christmas Tree.

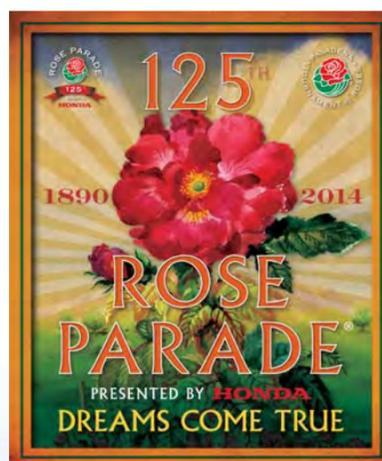
Drop off trees 7 a.m. to 2 p.m., Thursday, Dec. 26, 2013 to Friday, Jan. 3, 2014 at:

- Eaton Blanche Park, 3100 E. Del Mar Blvd., parking lot on Millicent Way
- Robinson Park, 1081 N. Fair Oaks Ave., parking lot on Morton Street

From Jan. 2-17, 2014, residents can also place trees at curbside for recycling on your normal service day. Remove all decorations and stands. Flocked and fire retardant treated trees are OK. For more info, call (626) 744-7311 or online at [www.cityofpasadena.net/publicworks](http://www.cityofpasadena.net/publicworks).



## Safety Tips For Parade Route



Pasadena Police & Fire Officials offer these reminders for all parade attendees.

- Overnight camping permitted only on night of Dec. 31.
- Sidewalk spots may be maintained beginning at Noon, Dec. 31. The "Blue Line" is the honor line. All persons & property must remain on curb until 11 p.m., Dec. 31. At that time, spectators may move out to honor line.
- "If you see something, say something!" Report suspicious activities & packages to emergency authorities along the parade route.
- In case of emergency, call (626) 744-4241 from cell phones or 9-1-1 from landline phones. Know your cross streets & location.
- Small, professionally made barbecues at least one foot off ground are allowed, but must be 25 feet away from buildings or other combustibles. Fire extinguisher & water must be on hand. **NO** bonfires or fireworks!
- Minors under 18 allowed on parade route only with adult supervision.
- Dress for cold weather.
- Open containers of alcohol are illegal in all public areas.
- Tents, sofas, boxes of any type, ladders & scaffolding are prohibited.
- It is illegal to buy, sell or give away horns on parade route.
- Keep pets safe at home!
- Throwing any projectile into the parade, or parade route, is prohibited.
- All illegally parked vehicles will be towed.

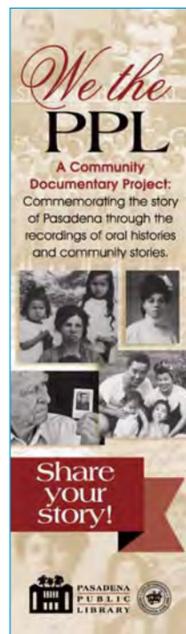
## “Don’t Move, Improve!” Home Improvement Loans

Neighborhood Housing Services of Los Angeles County (NHS), in cooperation with the City of Pasadena, is now offering low interest home rehabilitation loans for income qualified homeowners.

Participants in the “Don’t Move, Improve!” Home Rehabilitation Program must meet certain income criteria and reside in an owner-occupied, single family residence.

Loans are for major or minor home repairs, including electrical, flooring, heating and plumbing upgrades, roofing and painting. NHS helps homeowners select qualified contractors.

Limited funding available, so call NHS for terms, limits and other details at (888) 895-2NHS or visit [www.LANHS.org](http://www.LANHS.org).



## “We the PPL” Film Project Underway

Help document Pasadena’s rich and vibrant community by participating in the Pasadena Public Library’s “We the PPL” documentary project by sharing recorded oral histories, pictures and community stories.

The project will record, preserve and share your stories and life experiences via digital video and photographs. If you, your family, your club, organization, or faith community would like to “tell your story,” let us know! We can film your longer story by appointment or add your digital photographs to our Community Story Board.

Stories and photos will be part of the library’s online gallery at [www.pasadenapubliclibrary.net](http://www.pasadenapubliclibrary.net) and linked via PPL’s social media. For more info, call Shauna Redmond (626) 744-4210 or email [sredmond@cityofpasadena.net](mailto:sredmond@cityofpasadena.net).



- Se permiten pequeños asadores profesionalmente fabricados por lo menos un pie del suelo, pero debe estar a 25 pies de distancia de cualquier edificio u otros materiales combustibles. Debe haber a la mano extinguidores de incendios y agua. NO fogatas o juegos artificiales!
- Se permiten a menores de 18 años en la ruta del desfile únicamente con supervisión de un adulto.
- Vístase apropiadamente para el clima frío.
- Los envases abiertos de alcohol son ilegales en todas las zonas públicas.
- Están prohibidas las tiendas de campaña, sofás, cajas de todo tipo, escaleras y andamios.
- Es ilegal comprar, vender o regalar cláxones/cornetas en la ruta del desfile.
- Mantenga a sus mascotas a salvo en su casa!
- Está prohibido tirar cualquier proyectil en el desfile, o ruta del desfile.
- Serán remolcados Todos los vehículos estacionados ilegalmente .

### Inscríbese para recibir alertas

Si usted es como la mayoría de nosotros, que revisa su correo electrónico, redes sociales y mensajes de texto todos los días para estar conectado con los amigos y la familia. ¿Quién no querría ese mismo acceso instantáneo al PWP?

Este otoño, el PWP está recopilando información de contacto del cliente para su nuevo sistema de gestión de incidencias, que comenzará a operar a principios de 2014. Para ser incluido, tome un momento y proporcione los números de teléfono de su casa y celular y correo electrónico utilizando el formulario en [www.PWPweb.com/OMS](http://www.PWPweb.com/OMS).

Cuando esté en funcionamiento, el nuevo sistema le dará información oportuna, consistente y precisa acerca de la duración, la ubicación y el alcance de los cortes de energía, tanto planificadas y no planificadas. Alertas, cuando se identifican los cortes, se enviará al instante un mensaje por teléfono, correo electrónico y mensajes de texto.

Es más, la nueva función de respuesta de voz interactiva (IVR) le permitirá llamar para reportar apagones y para escuchar los informes de situación sobre los esfuerzos de reparación de PWP. No se quede en la oscuridad! Envíe su información de contacto hoy mismo.

## Pasadena Safe School Zones Update

The Pasadena Safe School Zone Program is in full swing during the coming months with bilingual messages, banners, billboards, posters, bumper stickers, and other campaign materials featuring the slogan “We Make Time” to encourage all drivers to take time to look for kids, stop at crosswalks, ignore distractions and to not exceed 25 miles per hour school zone speed limit.

We Make Time To Drive 25 – “Hacemos Tiempo para Conducir a 25” is one of several key messages from the Pasadena Department of Transportation using a multimedia campaign with a federal Safe Routes to Schools grant administered by Caltrans.

## Grand Opening of Fire Station 39

Join the Mayor and other city officials for the Grand Opening of Pasadena Fire Station 39 at 11 a.m., Saturday, December 14, 2013. Fire Station 39, at 50 Avenue 64, was originally constructed in 1952 and, together with Station 37, is the oldest of the department’s eight fire stations.

The seismic, engineering and remodel improvements completed by local general contractor Mallcraft Inc. were managed by the Pasadena Department of Public Works. Other improvements include improving accessibility and ADA standards; interior remodel of living and kitchen spaces, new utilities and a new emergency generator room.



## And The 2014 One City, One Story Selection is ...???

Books make a great holiday gift and what better book to give than the latest “One City, One Story” selection! Mayor Bogaard announces the winning title at 6:30 p.m., Thursday, Nov. 21, at the Pasadena Central Library, 285 E. Walnut St. We’ll post the selected title online too at [www.onecityonestory.com](http://www.onecityonestory.com).



## Going Solar is a Breeze!

Installing a new solar energy system on your roof can help you slash your power bills; receive generous incentives from Pasadena’s Water and Power Department (PWP); earn tax credits through 2016 and get a big nod of approval from Mother Nature!

It might be winter now, but summer will be here before you know it and going solar has never been easier! Just ask the 450 other Pasadena property owners who’ve already taken up the solar life.

PWP is now using a system called “PowerClerk” that lets you submit and track your solar incentive application online, saving paper and making the process even more efficient.

PWP’s goal is to help customers install at least 14 megawatts of solar power systems by 2017. PWP offers generous incentives for solar, including the current rate of 85 cents per watt installed for residential customers, plus compensation for any surplus energy your system generates. Residential customers are also eligible for a 30 percent federal investment tax credit.

The more homes that tap into this clean, renewable energy source, the less fossil fuels we’ll use and the fewer greenhouse gas emissions will be released into our environment. Visit [www.PWPweb.com/Solar](http://www.PWPweb.com/Solar) for more information or call PWP’s AnswerLine at (626) 744-6970.



## Sign Up for Alerts

Don’t be left in the Dark Help PWP provide you better service when you experience an outage! Your mobile phone number is all we need.

3 WAYS TO EASILY UPDATE YOUR EMERGENCY CONTACT INFORMATION:

1. Online at [www.PWPweb.com/OMS](http://www.PWPweb.com/OMS)
2. Return your bill insert or mailer
3. Call Customer Service at (626) 744-6905



If you’re like most of us, you check your email, Social Media and text messages daily to stay in the loop with family and friends. Who wouldn’t want that same instant access to PWP?

This fall, PWP is collecting customer contact info for its new Outage Management System, set to begin operations in early 2014. To be included, take a moment to provide your home and cell phone numbers and email address by using the form

at [www.PWPweb.com/OMS](http://www.PWPweb.com/OMS).

When operational, the new system will give you timely, consistent and accurate information about the duration, location and scope of both planned and unplanned power outages. Alerts, when widespread outages are identified, will be sent instantly by phone, email and text messages.

What’s more, the new Interactive Voice Response (IVR) feature will let you call to report outages and to hear status reports on PWP’s repair efforts. Don’t be left in the dark! Send in your contact info today.



## Rainy Days Come and Stay

The rainy days of winter are on their way, and think of the rain as liquid gold.

Let nature take care of watering your lawn or gardens and watch your water bill drop as you save hundreds of gallons every season. Your plants will also benefit as natural rainwater has more green-friendly minerals and nutrients and is generally free of salts and chemicals, like chloramine and fluoride, used in drinking water.

Remember to reduce watering your lawn to no more than twice a week in the fall, and just once a week in the winter. Water before 9 a.m. or after 6 p.m.

Check local forecasts and turn off sprinklers before, during and a few days after it rains. Cover planting beds with mulch to trap water and keep the soil moist.

Consider using a rain barrel in your yard. For every inch of rain, a 1,400-square-foot roof generates about 875 gallons of valuable rainwater. With an average of 20 inches of rain each year in Pasadena, that equals up to 17,500 gallons of free water!

Find out more about PWP’s rain barrel rebates at [www.PWPweb.com/SaveWater](http://www.PWPweb.com/SaveWater).



## Get Social With PWP

From conservation tips to workshop announcements to rebate offers, there’s always something new for PWP to share with customers! Get in on the conversation by liking PWP on Twitter @PWPnews and on Facebook at [www.fb.com/PasadenaWaterandPower](http://www.fb.com/PasadenaWaterandPower). Get social—plug into PWP!



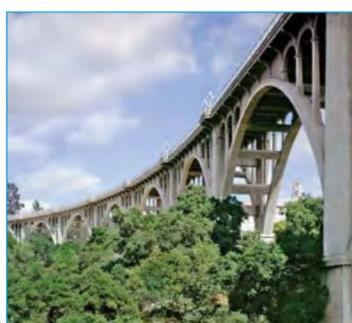
## Open Enrollment for PUSD Begins in January

Open Enrollment for Pasadena Unified School District (PUSD) schools begins in January. Open Enrollment is for students who wish to attend a school other than the one they attended in 2013-2014 or for those enrolling in PUSD for the first time. All area students entering kindergarten through 11th grade in 2014-2015 are eligible.

Applications will be accepted at [www.openenrollment.info](http://www.openenrollment.info) through early February. Families participating in Open Enrollment will be notified in March about placement. For more information, visit [www.gopUSD.com/schoolguide](http://www.gopUSD.com/schoolguide) or call (626) 396-3600, ext. 88340.



## Colorado Street Bridge 100th Anniversary



The public is invited to celebrate the 100th Anniversary “Centennial” of the fabled Pasadena Colorado Street Bridge—an architectural gem and celebrity darling of films and TV—from Noon to 4 p.m., Saturday, December 7, at the Pasadena Museum of History, 470 W. Walnut St. The event is free and all are welcome.

The comprehensive museum exhibition pays homage to the people who built and preserved this beloved local landmark. Work of local artists, photographers, writers and designers who have portrayed this iconic structure during the past 100 years are featured. For more info, visit [www.pasadenahistory.org](http://www.pasadenahistory.org) or call (626) 577-1660, ext. 10.

