



Fire Station 39 Re-opens

Several hundred people gathered in December for the re-opening of Pasadena Fire Station 39. Mayor Bill Bogaard, Councilmember Steve Madison, Fire Chief Calvin E. Wells and City Manager Michael Beck cut the ribbon to celebrate the rededication of Fire Station 39 following its \$2.9 million seismic retrofit and renovation.

The 4,400-square-foot Fire Station 39 is one of the oldest of the City Fire Department's eight stations and was originally constructed in 1949. The seismic retrofit and extensive interior remodel work

was completed to comply with California earthquake and ADA (Disability Act) standards, as well as historic preservation in conjunction with Pasadena Heritage, www.pasadenaheritage.org.

The facility became operational Dec. 16, with Engine 39 and four firefighters. The temporary station on Glen Summer Road with Rescue Ambulance 39 has been taken out of service.



The public is invited to join Pasadena Mayor Bill Bogaard, City Council members and other civic, community and business leaders for:

PASADENA STATE OF THE CITY 2014
 WITH MAYOR BILL BOGAARD
 "ARTS + INNOVATION = PASADENA"
 PASADENA CITY COLLEGE, CENTER FOR THE ARTS
 1570 E. COLORADO BOULEVARD
 FREE PARKING, LOT 5 PARKING STRUCTURE
 DOORS OPEN AT 6:30 P.M. • PROGRAM BEGINS 7:00 P.M.

Mayor Bogaard will provide his report on recent accomplishments by the City as well as future plans for Pasadena's city government in 2014. Vice-Mayor Jacque Robinson will serve as emcee.

In keeping with the event theme of "Arts + Innovation = Pasadena" the City is proud to be partnering this year with Pasadena City College as it celebrates the opening of the college's new Center for the Arts building.

The State of the City is the first official public event to be held inside the beautiful new Robert & Adrienne Westerbeck Recital Hall in the Center for the Arts. Free self-parking is available in Lot 5 parking structure off Bonnie Avenue. Signs will be posted and guides available to assist attendees to the Center for the Arts. Spanish translation and assisted hearing services will be available on site.

KPAS, the City's cable TV station, will record the event for future broadcast and webstreaming. A broadcast schedule will be announced. For more information, call Lorain Nagahiro with the Mayor's Office at (626) 744-7210 or by email to LNagahiro@cityofpasadena.net.

New Call Center Opens January 24

Pasadena's new Citizen Service Center officially opens for calls beginning Jan. 24, 2014! The Center's local, direct dial phone number is (626) 744-7311.

The Pasadena Citizen Service Center will be the primary point of contact for the public submitting service requests and seeking information about City programs and services. The Center's hours are 8 a.m. to 5 p.m., Monday through Friday. After-hour messages will be handled the next day.

Many existing City numbers will now automatically route to the center to help ensure your calls are answered and you get the right information you need!

The Citizen Service Center (CSC) is an important part of Pasadena's efforts to enhance customer service. It works in tandem with its online, self-service counterpart at www.cityofpasadena.net/CSC.

Be sure to download the CSC smart phone app from the webpage to submit service requests or alert us of any problems.

Whether you call us directly at (626) 744-7311, go online or use a mobile device, the City is here to help you and to ensure Pasadena remains a great place to live, work, learn and do business!



EVENTS & UPDATES



The first Pasadena International Film Festival will be held at various venues throughout town Feb. 12-16. Join the glitz and glamour celebration of all things film! Festivities begin with an Opening Night "Great Gatsby"-themed gala at the Westin Pasadena Feb. 13, followed by several days of film lectures, screenings and fun activities. The five-day event is capped off with an Award Ceremony and after-party at the Vertical Wine Bistro. Visit www.pasadenafilmmfestival.org for details.

Pasadena Water & Power's "Water Symposium" will be at the Pasadena Convention Center, 300 E. Green St., at 6:30 p.m., Feb. 26. Light refreshments. More details at www.PWPweb.com.

The 8th annual "Norooz in Pasadena"—a non-secular recognition of the Persian New Year—will be held March 13 at the Scottish Rite Cathedral, 150 N. Madison Ave. Norooz celebrates and promotes Iranian arts and culture to the non-Iranian community. A \$20 tax-deductible admission fee. Visit www.noroozpasadena.org.

"ArtNight Pasadena" returns Friday, March 14 with 16 free exciting arts and culture venues throughout the City. The Spring Edition of ArtNight offers contemporary dance, visual art, music and performances. Call (626) 744-7887 or visit www.artnightpasadena.org.

Amgen Tour of California will be held throughout California May 11-18 and comes back to Pasadena on Saturday, May 17! Mark your calendars now to see some of the world's top cyclists. More details to be announced soon. www.amgentourofcalifornia.com.

Noticias En Breve

Nuevo lugar para pagar las Multas

Tiene una multa de estacionamiento para pagar? Vaya a la oficina de estacionamiento del departamentote transportación, 221 E. Walnut St., Oficina 199, no a la alcaldía. La oficina de estacionamiento también trata otros servicios relacionados al estacionamiento, para que usted ahora tenga una sola parada para todas sus necesidades de estacionamiento. Efectivo (billetes no mayores a \$20), se aceptan pagos con cheques y la mayoría de las tarjetas de créditos.

Horas de oficina:

- Lunes, martes, jueves: 7:30 am a 5 p.m.
- miércoles: 9 a.m. a 5 p.m.
- viernes: 7:30 a.m. a 4 p.m.
- Cerrados los sábados y domingos, y los días feriados

También puede pagar su multa online, comprar permisos y interponer una solicitud de apelación a la multa!, visite www.cityofpasadena.net/Transportation para mayores detalles o llame al (626) 744-7665.

Se continua adentro . . .



Customer Service Recognition

Editor's Note: From time to time, the City of Pasadena will offer short articles to highlight City employees for their outstanding efforts as "People Serving People." This is the first of such announcements.

A Loaf of Bread and a Jar of Peanut Butter

On Wednesday, Oct. 9, Pasadena Police Officers Joe Longoria and Darryl Harris began their work duties as usual, not knowing who or what they would encounter. Little did they know that a loaf of bread and a jar of peanut butter would factor into the equation.

The two officers, who have more than 20 years of police experience, have seen the best and the worst of humanity during their time serving Pasadena. So when they were called to the scene of a "shoplifter" who was being followed by personnel from a local grocery store, the two men initially thought it was another routine case involving alcohol theft or something stolen to easily re-sell for drugs.

Officers located and detained the suspect. They could have taken him to jail right away, but their experience told them this case was different, especially involving a loaf of bread and a jar of peanut butter. They took the time to investigate a little deeper; to find out whether the man was a repeat thief or simply hungry. It was hunger. He was also homeless; suffering from mental health issues and clearly in need of help.

"The officers could have easily applied the letter of the law and taken him to jail. Instead, they applied the spirit of the law, facilitated his release and volunteered themselves to pay the store for what he had taken," according to their supervisor, Pasadena Police Sgt. Kathryn Jorge.

"The store manager refused payment and allowed the officers to resolve the situation with compassion and allowed a fellow human being to keep his dignity," said Jorge, who was also on the scene, and both "observed and approved" how the case was handled.

"They handled the matter with humanity, respect and compassion, not to avoid work," she said.

And so when City Manager Michael Beck recently asked employees to tell him about outstanding examples of how fellow employees serve the public, Sgt. Jorge sent the City Manager a note about the incident involving Officers Longoria and Harris.

I am proud to serve alongside these officers and the rest of the men and women like them who make up this police department," Jorge added. "They do this, day in and day out, without recognition and I just thought somebody should know."

Thank you Officers Joe Longoria and Darryl Harris and Sgt. Kathryn Jorge.

Kid's Safety Academy Begins Feb. 8

Register by Feb. 1 for the next Pasadena Kid's Safety Academy.

The academy will help educate your children about how to respond during an emergency or what to do when confronted by a stranger. This is a free seven-week program for children ages 6 to 12 and their parents or guardian. The fun and interactive program is sponsored by the Pasadena Police Foundation and taught by the Pasadena Police and Fire departments.

Participants will meet at various locations in Pasadena for seven consecutive Saturdays from 9 a.m. to Noon. The first session is Feb. 8 at the Pasadena Police Department. For more information and to register, contact Police Specialist Karla Kauhola at kkauhola@cityofpasadena.net or call (626) 744-7657.



PASADENA CELEBRATES BLACK HISTORY MONTH!

JOIN US FOR THESE SPECIAL EVENTS AND ACTIVITIES, INCLUDING:

32ND ANNUAL BLACK HISTORY PARADE & FESTIVAL

BLACK HISTORY: A LEGACY FOR THE PRESENT AND OUR FUTURE

- January 25 **Opening Reception**
Jackie Robinson Community Center
3:00 p.m. – 5:00 p.m.
 - February 1 **Red, Black & Green Honors Dinner**
Hilton Pasadena, Hotel: 168 S. Los Robles Ave., Pasadena
7:00 p.m. – 9:00 p.m.
 - February 8 **Speaking Of: Dr. Terrence Roberts**
Program & book signing by "Little Rock Nine" member & Pasadena resident
Allendale Branch Library: 1130 S. Marengo Ave.
2:00 p.m.
 - February 9 **Black Film Showcase**
Jackie Robinson Community Center
Sponsored by Delta Sigma Sorority Pasadena Alumnae Chapter
2:00 p.m. – 5:00 p.m.
 - February 13 **Storytelling & Song with Yvette Brandy**
La Pintoresca Branch Library: 1355 N. Raymond Ave.
6:30 p.m. – 8 p.m.
 - February 15 **32nd Annual Black History Parade & Festival**
Jackie Robinson Community Center
10:00 a.m. – 4:00 p.m.
 - February 21 **Senior Night Out**
Pasadena Senior Center: 85 E. Holly St. Pasadena
6:00 p.m. – 9:00 p.m.
 - February 22 **Matters of the Heart – Fitness Zone**
Jackie Robinson Community Center
10:00 a.m. – 2:00 p.m.
 - February 23 **Praise Dance & Song Jubilee**
Metropolitan Baptist Church: 2283 N. Fair Oaks Ave., Altadena
3:00 p.m.
 - February 27 **Black History Month Breakfast, Wilbert Smith, Guest Speaker**
National Organization of Black Law Enforcement Executives
Salvation Army building, 960 E. Walnut St.
8 a.m. – 10 a.m.
- "Music at the Easel"
Marilyn La Grone-Amaral pairs stories, poems and paintings
Central Library, Wright Auditorium, 283 E. Walnut St.
7 p.m.

For more information, please call (626) 744-7300.

"Estar preparado" es una buena resolución de año nuevo

El asegurarse que usted, su familia, sus mascotas y sus seres queridos estén preparados para una emergencia es una buena resolución de año nuevo divertida y fácil de cumplir! Empiece visitando www.cityofpasadena.net/fire/PLEAS para inscribirse en el sistema local de alerta de emergencia (PLEAS) por sus siglas en inglés.

PLEAS es el sistema de notificación de emergencia de la ciudad que alerta a sus suscriptos con un texto y un mensaje hablado sobre las emergencia que afectan su casa y la zona de su trabajo. Si no puede enviarle a su teléfono o a su correo electrónico al primer intento, el sistema PLEAS continuará intentando enviarle el mensaje hasta que el mensaje sea enviado con éxito o hasta que el mensaje caduque.

Entonces qué espera? El inscribirse a PLEAS es una de las mejores resoluciones de año nuevo que usted puede hacer para tener más seguridad en el 2014.

Horario de recolección de basura / Reciclaje para los días feriados del 2014

La recolección de basura y reciclaje será un día después de su día normal de recolección solamente para los siguientes días feriados. Para los otros días feriados, la basura y el reciclaje serán colectados en su día regular programado.

- 20 de enero – Día de Martín Luther King, Jr.
 - 1ero de septiembre – Día del Trabajo
 - 27 de Noviembre – Día de acción de Gracias
 - 25 de Diciembre – Navidad
- Para mayor información vaya a la página www.cityofpasadena.net/PublicWorks o llame (626) 744-7311.

FOLLOW PASADENA ON Twitter

Do you tweet? Get the latest news and info from the City of Pasadena by following us on our Twitter account: @PasadenaGov.



2014 One City, One Story: Mr. Penumbra's 24-Hour Bookstore



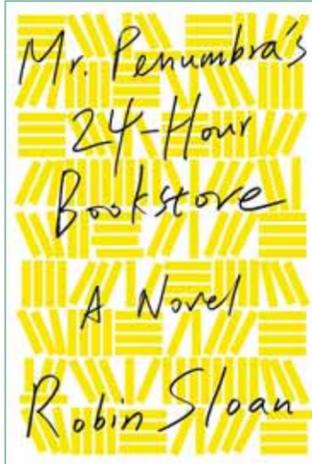
This year's 12th One City, One Story community reading celebration choice is "Mr. Penumbra's 24-Hour Bookstore" by Robin Sloan. It's quite the tale revolving around a young man who is out of work, begins to staff the midnight-to-8-a.m. shift at a fantastical bookstore and ends up possibly dealing with immortality.

Oh, yes, there's a secret code to break (shades of The DaVinci Code?) and an insider's look at technology via the folks at Google!

Pasadena's One City, One Story activities and events will be held in March 2014. A community dialogue with the author is scheduled for Thursday, March 27.

One City, One Story was established by the Pasadena Public Library, now in its 130th year, to broaden and deepen our appreciation for reading and literature. The program engages participants in dialogue and brings the community together by promoting greater understanding of differing points of view.

This year's One City, One Story events are also being held in conjunction with the Pasadena Public Library's 130th anniversary—look for more details to be announced soon as we celebrate this wonderful book and the important contributions of the Pasadena Public Library to our community!



New Location to Pay Tickets

Got a parking ticket to pay? Go to the Department of Transportation's Parking Office, 221 E. Walnut St., Suite 199, not City Hall. The Parking Office also handles other parking-related services so you now have a "One-Stop Shop" for all your parking needs. Cash (no bills larger than \$20), checks and major credit cards are accepted for payments.

- Parking Office Hours:
- Monday, Tuesday, Thursday: 7:30 a.m. to 5 p.m.
 - Wednesday: 9 a.m. to 5 p.m.
 - Friday: 7:30 a.m. to 4 p.m.
 - Closed on Saturdays, Sundays and all major holidays

You can now also pay your ticket online, purchase permits and submit citation appeal requests! Visit www.cityofpasadena.net/Transportation for details or call (626) 744-7665.



"Be Prepared" for the New Year

Making sure you, your family, pets and loved ones are prepared for emergencies is a great New Year's Resolution that's fun and easy to keep! Start by visiting www.cityofpasadena.net/fire/PLEAS to register for the Pasadena Local Emergency Alert System (PLEAS).

PLEAS is the City's emergency notification system that alerts subscribers with text and voice messages about emergencies affecting their home or work areas. If not delivered to your phone or email address on the first try, the PLEAS system will continue delivery attempts until the message has been successfully delivered or until the message expires.

So what are you waiting for? Signing up for PLEAS is one of the best New Year's resolutions you can make to ensure a safer 2014.



Schedule for Trash / Recycling Collection for 2014 Holidays Set



Trash and recycling collection will be one day after your normal pickup day for the following holidays only. For all other holidays, trash and recycling will be collected on your regular day and schedule.

- Jan. 20 – Martin Luther King, Jr. Day
- Sept. 1 – Labor Day
- Nov. 27 – Thanksgiving Day
- Dec. 25 – Christmas Day

For more information call (626) 744-7311 or go to www.cityofpasadena.net/PublicWorks.



Open Enrollment for PUSD Until Feb. 6

Parents and guardians are reminded that Open Enrollment applications for children to attend a campus other than your designated neighborhood school will be accepted by the Pasadena Unified School District until Feb. 6.

Get the latest information about PUSD schools by visiting www.gopusd.com/schoolguide or call (626) 396-3600, ext. 88342.



Protect Yourself Against Fraud

Pasadena Water and Power Department (PWP) customers report they continue to receive phone calls and visits from con artists demanding immediate bill payment or pushing bogus assistance or conservation programs.

What they want is to steal are easy cash or your social security number, bank account information or entrance to your home, often while claiming to represent PWP.

Protect yourself from fraud by Stay safe by remembering these tips:

- PWP never provides personal customer information to third-party sales people.
- PWP will partner with companies that provide special services or products, but our partners never charge for their services or ask for social security or bank account info.
- PWP employees always wear official picture ID, with City seal and employee number. Always ask for ID. If you are still unsure, take down the person's name, ID number and call us at (626) 744-4005.
- Our meter readers and water quality staff don't need to go inside your home unless the meter is in a service porch.
- PWP mails an official "Final Notice" to customers with delinquent accounts, listing the final due date and methods of payment, before making any phone calls. Delinquent payments can only be made at City Hall, online or by phone, never at your door.
- Report any suspicious or fraudulent activity right away to the Pasadena Police Department at (626) 744-4241.



Recycled Water System Update



Pasadena's new recycled water system is back on track with construction slated for early 2015.

When completed, the system will pipe in carefully treated recycled water from the Los Angeles/Glendale Water Reclamation Plant to irrigate public parks, golf courses, freeways, schools and street medians. The system could eventually save nearly a billion gallons of drinking water every year and is a key part of the City's long-range water supply plan!

Phase 1 will irrigate Brookside Park, Brookside Golf Course, the Rose Bowl and Art Center College of Design and should be ready in 2014. Phase 1 will also capture mountain storm water runoff that now flows out to sea.

Watch for other updates as the project goes through the environmental review process in 2014 by visiting www.PWPweb.com/RecycledWater.



Spring Workshop Dates



Dig into spring gardening with two free PWP workshops. Save your seat starting Feb. 3 at www.PWPweb.com or by calling (626) 744-3715. Both will be held at 960 E Walnut St.

First, plan your organic edible garden with help from the "Garden Nerd," Christy Wihelmi who will give you step-by-step guidance from 9 a.m. to 11 a.m., Saturday, March 8. You'll get

tips on everything from choosing your seeds to finding the best spot for your garden.

Next up, an interactive workshop from 9 a.m. to Noon, Saturday, March 22, where you'll learn how to grow a California-friendly garden using the "watershed-wise" approach. Landscaping professionals will show you how to make any climate-appropriate plant happy.



Savings by the Barrel

Collecting and reusing rainwater when we get some is a great way to cut your water bill and treat your lawns and gardens to a healthy drink. Buy a new rain barrel this winter, with a minimum 50-gallon capacity, and you could earn a \$100 rebate.

Using a rain barrel is easy: just place it under a downspout to collect rainwater and then use a bucket or hose to water your yard. Lawns and gardens love rainwater because it's generally soft and free of chlorine, fluoride and other chemicals. You'll also be minimizing the water that flows through city storm drains and sewers.

Find rebate details at www.PWPweb.com/SaveWater.



"Under One Roof" Announced



If you're struggling to make ends meet, have necessary home repairs you cannot afford or problems with your home mortgage, help is on the way.

Low- and moderate-income homeowners in Pasadena can seek help from "Under One Roof," a new collaboration by the City of Pasadena's Water & Power and Housing departments, Neighborhood Housing Services of Los Angeles County and GRID Alternatives.

The program can provide low- or no-cost assistance and repairs and money-saving options to help you stay in your home; help pay utility bills; and even get solar electric systems! And, if you utilize all four organizations, you could earn \$5,000 in home efficiency improvements.

Learn more at Pasadena's 32nd annual Black History Festival

Feb. 15 at Robinson Park, visit www.PWPweb.com/UnderOneRoof or call (626) 744-6970. Look for new brochures at the City's public counters, community centers, branch libraries and aboard Pasadena ARTS buses.

