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PASADENA IN FOCUS



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Be sure to stop by the PWP Booth for water and energy saving tips and products; free materials for kids and displays on new electric cars.

The annual festival is sponsored by the City of Pasadena, Armory Center for the Arts, Conscientious Projector and Metro. For more information, visit www.cityofpasadena.net/earthday or call (626) 744-7311.

questions about waste reduction, recycling, water and energy conservation, and parks and nature preserves.

Organizers are striving for a Zero Waste event by seeking to be creative in minimizing waste and environmental impact. Convenient recycling and composting stations will be located throughout the festival. The Sustainable Beer Garden will feature artisan lagers and ales from Pasadena's Craftsman Brewing Company with drinks served in fully compostable, corn-based cups.

EVENTS & UPDATES

Friday, April 4, Pasadena Chamber of Commerce Golf Tournament at Brookside Golf Club. Registration at 10:30 am, shotgun start at Noon. Hosted cocktail reception and awards ceremony follows. For sign-up and sponsor info, call the Chamber at (626) 795-3355 or go to www.pasadena-chamber.org.

Saturday, April 26, celebrate the Grand Opening of the new Villa-Parke Community Garden at the Villa-Parke Community Center, 363 Villa St. Ceremony begins at 11 am. Call (626) 744-6530.

April 27-May 2, Pasadena Restaurant Week! Enjoy special fixed priced menus, meal deals and more, in event organized by Pasadena Chamber of Commerce. For list of participating restaurants, menus, locations and pricing info go to www.pasadena-restaurantweek.com or download the mobile app!

Thursday, May 15, join the Pasadena Police and Fire Departments, other first responders and City officials for Pasadena's annual Police and Fire Memorial Service. Ceremony begins at 10 am on the steps of City Hall, 100 N. Garfield Ave.

May 12-17, Ride along with us for 8th Annual Bike Week with C.I.C.L.E. Details at www.cityofpasadena.net or www.cicle.org or by phone to (323) 509-4905.

Sunday, May 18, the Ferrari Club of America's Concorso Ferrari returns to Old Pasadena. From 10 am - 3 pm, more than 150 new and vintage Ferrari's will line Colorado Boulevard between Pasadena Avenue and Raymond Avenue. Admission is free. Contact the Ferrari Club of America Southwest Region at (818) 971-3300 x2311 or visit www.fca-sw.org.



Amgen Race Comes to PASADENA

Pasadena hosts the exciting Stage 7 Finish for the prestigious Amgen Tour of California international bicycle race on May 17, 2014. The Stage 7 Finish begins the day with a Santa Clarita start by some of the world's top professional cycling teams who will then race through the streets of Pasadena, concluding with a fast-paced, course in Downtown Pasadena ending at City Hall.

Community members and bicycling enthusiasts from throughout the region are encouraged to come enjoy the day in Pasadena; visit downtown shops and restaurants and check out the action at the Finish Line where a lifestyle festival, kids zone and beer garden will be available.

The annual event is considered cycling's largest and most prestigious bike road race in the United States. The event is a collaboration between the Pasadena Center Operating Company, the City and tour producer AEG. Overall, the event covers more than 750 miles and 17 host cities in nine days. Participating teams frequently include some of the sport's top athletes, including Olympic medalists, Tour de France contenders and World Champions.

Want to get involved? Volunteer registration is now open at www.amgentourofcalifornia.com and includes race positions such as Course Marshals, to assist race staff and local law enforcement authorities along the race route. Other volunteers are needed to help monitor pedestrian traffic, barricades and road closures; media support, security and volunteer check-in. Volunteers must be 18 or older, or accompanied by an adult.

Event and road closure information and other details will be posted online at both the City's website, www.cityofpasadena.net and at www.VisitPasadena.com.



Earth & Arts Festival Is May 3, 2014

Celebrate nature, art, music, and community at the 12th annual Pasadena Earth and Arts Festival, 11 am - 5 pm., Saturday, May 3, 2014 at Pasadena's Memorial Park and, across the street, at the Armory Center for the Arts, 145 N. Raymond Ave.

Master of Ceremonies is noted author, performer and KPCC (89.3 FM) public radio commentator Sandra Tsing Loh.

Pasadena's Earth and Arts Festival is one of the biggest free "green" events in Southern California. This family friendly festival features activities, exhibits and entertainment for all ages. The 2014 Pasadena Green City Awards also will be presented during the festival.

There will be live music on two stages featuring kids' music, world music, nationally touring musicians, a drum circle, and several local community dance and music ensembles.

Browse through a huge eco-marketplace where exhibitors will promote green living, energy and water efficiency, composting, organic foods, green building design, alternative transportation and renewable energy. Staff from many City departments will be on hand to answer your



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Noticias En Breve

Desayuno de Oración del Alcalde el 30 de abril

Los boletos ya están disponibles para el 41avodesayuno Anual de Oración del Alcalde, 7-9 am, el miércoles, 30 de abril 2014 en el Centro de Convenciones de Pasadena, 300 E. Green St.

El orador principal se centra exclusivamente en la necesidad de ayudar a que las personas salgan de la pobreza. Elise Buik, presidenta y CEO de United Way del Área metropolitana de Los Ángeles, tiene un gran interés en-y el compromiso-para vivienda de bajo costo. Ella ha sido reconocida como la "CEO del Año" de las organizaciones sin fines de lucro otorgado por el diario Los Angeles Business Journal y el "Premio al Liderazgo" en la Cena anual de Premiación Humanitario de paz sobre la violencia. Además, ella es la primera mujer al frente del United Way del Área metropolitana de Los Ángeles.

El año pasado, más de 700- personas asistieron al evento que estuvo completamente vendido. Los boletos cuestan \$ 35. Visita www.friendsindeed.org para más información y para comprar su boleto. Los boletos estarán en la puerta. Friends In Deed- es una organización sin fines de lucro con sede en Pasadena dedicada a apoyar a los que lo necesitan y es la organizadora del evento este año.

Se continua adentro . . .

One City, One Story Author Talk March 27

The public is invited to hear author Robin Sloan talk about his book, *Mr. Penumbra's 24-Hour Bookstore* with Pasadena Public Library Director Jan Sanders beginning at 7 pm, Thursday, March 27, at All Saints Church, 132 N. Euclid Ave., as part of Pasadena's One City, One Story community reading program.

This year's One City, One Story featured choice, *Mr. Penumbra's 24-Hour Bookstore* is quite a tale. It revolves around a young man who is out of work, begins to staff the midnight-to-8-am shift at this fantastical bookstore and ends up possibly dealing with immortality. Oh, and 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! There's something for everyone and what a ride!

Mr. Penumbra's 24-Hour Bookstore was a 2013 Alex Award winner; a finalist for the Los Angeles Times Book Prize for First Fiction; named a Best Book of the Year by NPR, the Los Angeles Times, and San Francisco Chronicle.

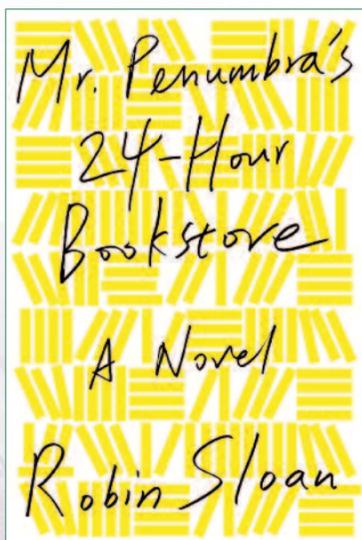
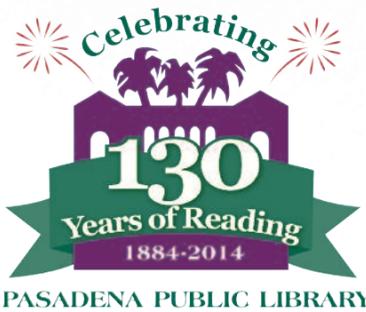
Sloan grew up near Detroit and went to school at Michigan State, where he studied economics and co-founded a literary magazine called Oats. From 2002 and 2012, Sloan worked at Poynter, Current TV and Twitter.

Penumbra's 24-Hour Bookstore is available for check-out at all Pasadena public libraries and for sale at local bookstores.

Don't forget to check out the special exhibit in the Central Library, 285 E. Walnut St., celebrating 12 years of the One City, One Story program, on display through March 31.

Additional free community discussions on the book will be held at Lamanda Park Branch Library, 140 S. Altadena Drive, 11 am, Monday, March 24; Hill Avenue Branch Library, 55 S. Hill Ave., 3:30 pm, Wednesday, March 26; and Linda Vista Branch Library, 1281 Bryant St., 11 am, Saturday, March 29.

For more information on One City, One Story visit www.onecityonestory.com



Upates on Devil's Gate & SR 710 Projects

City officials continue to closely monitor and work with the County of Los Angeles, Caltrans and the Metropolitan Transportation Authority (Metro) on two important projects that impact Pasadena, but are not under direct control of the City:

- The SR 710 North Environmental Study (Caltrans and Metro), and
- The Devil's Gate Sediment Removal & Management Project (LA County)

The City's comments on the Devil's Gate Draft Environmental Impact Report (EIR) were submitted to the County in January. The City's comments are also posted online at www.cityofpasadena.net/PublicWorks/Devils-Gate-Reservoir-Sediment-Removal/. The project seeks to remove about 3 million cubic yards of sediment from behind Devil's Gate in the Hahamongna Watershed area.

An ad hoc Working Group of the City began meeting in February to help identify ways that accomplish the County's flood protection goals while also reducing the environmental impacts to the Hahamongna watershed, its wildlife areas and the adjacent neighborhoods. The goal is develop the additional input by May to be used by the City and the County before the County's final EIR is expected to be published in fall 2014.

The Draft EIR and Draft Environmental Impact Statement for the SR 710 North Study are scheduled to be publicly released in April 2014. The project is studying alternatives that include a tunnel connecting the existing SR 710 freeway between Alhambra and Pasadena; a light rail transit line and a bus rapid transit line. Pasadena is working with the cities of Glendale, La Canada/Flintridge, Sierra Madre and South Pasadena to hire consultants who will assist with the review and comment on the draft environmental documents.

All members of the public and organizations interested in also providing comments on the draft environmental documents should provide written comments directly to Metro and Caltrans. While the City has asked for a time extension for comment submission, there could be only 60 days to review and submit comments. For more info about the study project and comment deadlines, contact Metro online at www.metro.net/sr710study.

The City will also continue to post information about the SR 710 study on its website at www.cityof-pasadena.net/sr710/.



Devil's Gate



sr710 Study

PUSD School Enrollment Info



Don't forget to register your child for kindergarten now if your little one turns 5 years old by Sept. 1, 2014. The first step in registering incoming kindergarten students is for parents and guardians to visit their local Pasadena Unified School District (PUSD) campus. To locate your neighborhood school and schedule a school tour, visit www.gopusd.com/locator.

Remember, to be eligible for kindergarten in PUSD, your child must turn 5 years old by Sept. 1, 2014. Transitional kindergarten is also offered for children who turn 5 years old between Sept. 2, 2014 and Dec. 2, 2014. To register for either, you need a copy of the child's birth certificate, immunization records, proof of rent or home ownership within the PUSD boundaries and a recent utility bill in the parent/guardian's name. Call (626) 396-3600, ext. 88340, with enrollment questions.

PUSD offers a variety of special programs for incoming students, including STEM-themed magnet programs at Jackson and Washington; International Baccalaureate at Willard and dual-language immersion programs at Jackson, San Rafael and Field. Families interested in a school other than their neighborhood school can submit a late open enrollment application April 8-21, 2014 by visiting the PUSD Education Center, Room 210, 351 South Hudson Ave., Pasadena. Visit PUSD online at www.gopusd.com/schoolguide.



PASADENA IN FOCUS

La semana de la bicicleta es del 12-17 de mayo

Maneje con nosotros en la 8ª semana anual de la bicicleta de Pasadena, del 12 al 17 de mayo con C.I.C.L.E., un grupo sin fines de lucro defensores de la bici y la ciudad de Pasadena.

Disfrute de una semana de actividades gratuitas dedicada a enseñar a los nuevos que montaran su bicicleta a cómo navegar el tráfico sobre dos ruedas de manera segura y animar a todos a compartir la calle. Algunos de los eventos que se están planeando para este emocionante año son: el Tour de Disfrute del sabor de Pasadena y degustación de algunos de los platos gourmet más sabrosos de Pasadena, sólo mujeres! Únase a la clínica para arreglar bicicleta el día de trabajo y la bicicleta en las películas.

Para más detalles visite: www.cityofpasadena.net/Transportation/; www.cicle.org. Envíe un correo electrónico a: bike@cicle.org o llame al (323) 509-4905.

Búsqueda de Huevo de Primavera y Diversión

Éntrele a la primavera cayendo a uno de los varios festivales especiales y la búsqueda de huevos para los niños en Victory Park el 12 de abril; el Centro Comunitario de Villa-Parke el 19 de abril y Robinson Park, también de 19 de abril.

La diversión comienza en Victory Park, 2575 Paloma St., 9 a.m.-11 a.m., el sábado, 12 de abril con un "desayuno con el conejito" seguido por el festival de Primavera y la búsqueda de huevos, desde el mediodía hasta las 3 pm. Disfrute de un buen desayuno con el conejito con tres panqueques, elección de tocino o salchichas, fruta y jugo. El costo es de \$ 5. Llame (626) 744-7500 para más información.

Después del desayuno, disfrute del festival de Primavera, donde podrá encontrar arte y artesanías, juegos, premios, entretenimiento en vivo, pintar la carias de los niños, animales de globos y mucho más. Y no se olvide de traer su mejor canasta!

En una de las mayores búsquedas de huevos de Pasadena, los niños pueden hip-hop a su manera a través de un campo lleno con más de 15.000 huevos en busca del llamado afortunado HUEVO DE ORO! La primera búsqueda empieza las 12:30 pm para niños de 5 o menores, y 1:30pm para niños entre las edades 6-12 años. No se necesita inscribirse y la entrada es gratis! Hay un pago mínimo en el festival para los paseos y la comida.

El 19 de abril, la búsqueda del huevo, pintar las caritas de los niños, manualidades y otra diversión se puede encontrar en Robinson Park, 1081 N. Fair Oaks Ave., De 11:30 am a 1:30 pm Llame al (626) 744-7330 para obtener más información.

Actividades similares se realizarán en el Centro Comunitario de Villa-Parke, 363 E. Villa St., desde el mediodía hasta las 3 pm, el 19 de abril. También no se olvide de su cámara para ponerse en fila y tomarse fotos con el conejito! Llame al (626) 744 a 6530.

Budget Hearings Open to the Public

Curious about the City's finances and budget? The public is encouraged to learn more City finances by attending any or all of the meetings that will be held in April, May and June regarding the City's Capital Improvement Budget and the annual Operating Budget, the spending blueprint for the City of Pasadena. For agenda and meeting information, check the City website http://ww2.cityofpasadena.net/councilagendas/council_agenda.asp.



Mayor's Prayer Breakfast April 30

Tickets are available now for the 41st Annual Pasadena Mayor's Prayer Breakfast, 7-9 am, Wednesday, April 30, 2014 at the Pasadena Convention Center, 300 E. Green St.

The Keynote speaker is uniquely focused on the need to help move people out of poverty. Elise Buik, President and CEO of United Way of Greater Los Angeles, has a keen interest in—and commitment to—affordable housing. She has been honored with the "Nonprofit CEO of the Year" award from the Los Angeles Business Journal and the "Leadership Award" at the Peace Over Violence Annual Humanitarian Award Dinner. In addition, she is the first woman to head the United Way of Greater Los Angeles.

Last year, more than 700-plus attended this sell-out event. Tickets are \$35. Visit www.friendsindeed.org for more info and to purchase tickets. Tickets will be held at the door. Friends In Deed—a Pasadena-based nonprofit organization dedicated to supporting those in need—is organizing this year's event.



Brush Clearance Reminder

The Pasadena Fire Department reminds the public to clear brush and overgrown vegetation from their property now prior to annual inspections of properties in high prone brush areas. Inspections will be conducted in May and June.

Property owners in the designated brush areas should receive a brochure in April or May outlining the requirements mandated by the State of California. Firefighters will be available to answer any questions about existing fire codes and ordinances regarding vegetation management and brush clearance.

The Fire Department does not recommend indiscriminate clearing of native chaparral due to the important role that it plays in slope stabilization and erosion control. Grass and weeds should be mowed and shrubs and trees should be properly trimmed. Re-landscape with low-growing ground-covers under 24-inches tall that have a high moisture content and keep shrubs and trees 18 feet apart from each other.

All property owners should clean leaves, needles and twigs from roof gutters, prune trees properly, keep property free of accumulated combustibles such as dried vegetation, cuttings and wood piles and use regularly mulch to suppress weeds. For further information please contact the Fire Prevention Bureau at (626) 744-4668.

Spring Egg Hunts & Fun

Jump into spring by hopping over to one of several special festivals and egg hunts for children at Victory Park April 12; Villa-Parke Community Center April 19 and Robinson Park, also April 19.

The fun begins at Victory Park, 2575 Paloma St., from 9 a.m. to 11 a.m., Saturday, April 12, with a special "Breakfast with the Bunny" followed by the Spring Festival and egg hunt, Noon to 3 p.m. Enjoy a Bunny-good breakfast with three pancakes, choice of bacon or sausage, choice of fruit and juice. The cost is \$5. Call (626) 744-7500 for more details.

After breakfast, enjoy the Spring Festival where arts and crafts, games, prizes, live entertainment, face painting, balloon animals and much more can be found. And don't forget to bring your best basket!

In one of Pasadena's largest egg hunts, children can hip-hop their way through a field filled with more than 15,000 eggs in search of the ever-so-lucky GOLDEN EGG! The first hunt begins at 12:30 pm for ages 5 and younger; and 1:30 pm for ages 6-12. No registration is required and admission is free! Nominal fee for rides and food at the festival.

On April 19, egg hunts, face painting, arts and crafts and other fun will be found at Robinson Park, 1081 N. Fair Oaks Ave., from 11:30 a.m. to 1:30 p.m. Call (626) 744-7330 for details. Over at the Villa-Parke Community Center, 363 E. Villa St., similar activities will be held, from Noon to 3 p.m., April 19. Don't forget your cameras to hop in line for pictures with the Bunny too! Call (626) 744-6530.

For more information about the Human services and Recreation Department go online to www.cityofpasadena.net/humanservices and check out the new Spring 2014 Recreation Program Guide!



Cut Water Use & Save Money!

With Or Without A Drought, Waste Is Never An Option

California is experiencing a historic drought and Pasadena Water and Power reminds their customers that it is important to conserve water at all times.

For news or to learn how you can help conserve water please visit PWPweb.com or

PASADENA Water & Power

Facebook: [PasadenaWaterPower](https://www.facebook.com/PasadenaWaterPower)
Twitter: [PasadenaWaterPower](https://twitter.com/PasadenaWaterPower)

Despite a few recent sprinkles, California Gov. Jerry Brown has declared a statewide water emergency, calling on all of us to voluntarily cut our water use by at least 20 percent.

California is facing its driest year in recorded history; snowpack levels are just 15 percent of normal, and reservoirs along the Colorado River are depleted. While PWP has adequate water stored to meet demand, long-term impacts are inevitable if the drought continues.

To help us all make the cut, Pasadena Water and Power is boosting—even doubling—its rebates on water-saving measures effective March 1. Take advantage now and outfit your home with a high-efficiency clothes washer, high-efficiency toilets and landscaping fixtures. You'll hit the 20-percent target and watch your water bills shrink.

And remember, no matter the weather, waste is never an option! Read through Pasadena's full list of water-waste prohibitions at www.PWPweb.com/SaveWater

Follow these tips to ramp up the savings even more:

Outdoors:

- Shut off your sprinklers when it rains.
- Water your lawn just one to three times a week.
- Fix broken sprinklers, faucets and toilet leaks.
- Use a broom, never a hose, to clean driveways, sidewalks and patios.
- Buy and use a rain barrel (and earn a PWP rebate).
- Replace turf with water-wise plants and earn \$1 per square foot

Indoors:

- Take shorter showers of five minutes or less.
- Shut off your faucet when brushing your teeth or shaving.
- Only do full loads to wash laundry or dishes.
- Use your garbage disposal less and your garbage can or compost bin more. Call Pasadena's Department of Public Works at (626) 744-7168 for more composting information.



Be Alert! Stop Scammers

Scam artists continue to be on the prowl in Pasadena, posing as Pasadena Water and Power Department (PWP) representatives on the phone or in person to get their hands on your cash and personal financial data. Here's how to spot the scammers:

- Genuine PWP employees have official picture IDs from the City and use official PWP vehicles.
- PWP meter readers and water staff do not need to go inside your home, unless your meter is in a service porch or you first requested an inside inspection.
- If your account is delinquent, you will receive a "Final Notice" in the U.S. mail, listing the final due date and methods of payment, before PWP ever calls you.
- Delinquent payments can only be made at City Hall or by phone, never at your door.
- To verify the status of your account, call (626) 744-4005, during normal business hours.
- On occasion, PWP does team up with companies to provide special services or products, but these are always free of charge. PWP never provides personal customer information to third-party sales people.
- Report any suspicious or fraudulent activity right away to the Pasadena Police Department at (626) 744-4241.



Earn Cash for College!

Qualifying high school seniors can now win up to \$5,000 for college through the new Pasadena Water and Power Educational Scholarship. This new competition is meant to get our best and brightest students thinking about brand new ways to create a sustainable future for all of us.

College-bound PUSD high school seniors have until April 18, 2014 to submit a completed application and essay. For complete details and to download an application, visit www.PWPweb.com/Scholarship or call (626) 744-6970.

Scholarship funds can be used for any accredited two-year college or four-year university. Applicants need to write a 300- to 500-word statement answering one of these questions:

- 1) Water scarcity is a major issue and topic of concern. How can Pasadena Water and Power do a better job of communicating the importance of water conservation to young adults? or
- 2) Renewable energy sources such as wind and solar power are going to play an important role in our future. What type of energy source do you feel is best for our environment?



Metro Gold Line Work Update

Crews will be working on the underpass of the I-210 Freeway bridge over Rosemead Boulevard between Colorado Boulevard and Foothill Boulevard, as part of the 11.5-mile Metro Gold Line Foothill Extension Light Rail Project, www.foothillextension.org.

During this work, Rosemead Boulevard will have various lane closures at night and early morning for approximately two months, generally from 8 pm to 6 am., March 17 to May 17, 2014.

Detour signs will be posted to direct motorists during the closure. During construction, sidewalk access for pedestrians will remain open on one side of the street. Access to local residences and businesses will remain open. Bus stops in this vicinity may be temporarily relocated. For information about MTA bus stops, call (323) GO-METRO (323-466-3876) or go to www.metro.net. Foothill Transit bus stops, call (800) RIDE-INFO, (800-743-3463) or go to www.foothilltransit.org.

