



OFFICE OF THE CITY MANAGER

June 11, 2015

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

**1. Operating Budget Presentation Scheduled Meetings - Update:**

The joint meeting of the Finance Committee and the City Council continues on June 15<sup>th</sup> at 2 p.m. This is the time when the City Manager presents the operating budget recommendations for next fiscal year. Please be advised that this special meeting will recess at 4:30pm and then will resume during City Council Public Hearing at 7:00pm or thereafter. Following are the remaining scheduled meeting dates and start times:

Monday, June 15 <sup>th</sup>	2:00pm	Operating Budget Department Presentation and Affiliated Agencies <ul style="list-style-type: none"><li>• Fire</li><li>• City Council</li><li>• City Clerk</li><li>• City Attorney</li><li>• City Manager</li><li>• Successor Agency to the PCDC</li><li>• Finance</li><li>• Human Resources</li><li>• Public Health</li><li>• Decision Packages</li></ul>
Monday, June 22 <sup>nd</sup>	3:00pm	<ul style="list-style-type: none"><li>• Budget Adoption</li><li>• General Fee Schedule and Schedule of Taxes, Fees, and Charges Adoption</li><li>• Gann Limit</li><li>• Operating Budget Clean-Up Report</li></ul>

*City Hall*  
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(626) 744-7371 • Fax (626) 744-4774  
[jgutierrez@cityofpasadena.net](mailto:jgutierrez@cityofpasadena.net)

**2. Pasadena Tracks Water Conservation Progress with Water Savings Gauge:**

In the wake of the City Council's June 1 adoption of the Level 2 Water Shortage Plan, which limits outdoor watering to two days per week (Tuesday and Saturday), Pasadena Water and Power ("PWP") has begun tracking its customers water conservation progress with a new "Water Savings Gauge" published on the City's website, [cityofpasadena.net](http://cityofpasadena.net). The image is updated weekly and displays the City's current water savings percentage toward the 28-percent goal adopted by the City Council in compliance with emergency regulations set by the State Water Resources Control Board. The attached memorandum from Phyllis E. Currie, General Manager, provides additional information.

**3. Pasadena as "Best Arts Scene," Annual Historic Preservation Award for Tournament of Roses Mural, and Recent Artwork Dedication Events:**

The City of Pasadena has been awarded the distinction of the "Best Arts Town" of the West by *Sunset Magazine*. The Sunset Travel Awards were inaugurated in 2015. This award honors the American West's top destinations in lodging, dining, cultural tourism, outdoor adventure, environmental stewardship and more.

On May 14, a portrait of the City's first African American Mayor was unveiled by Mayor Terry Tornek, District 3 Councilmember John J. Kennedy and City Manager Michael J. Beck. The oil painting of Loretta Thompson Glickman-Austin by the late Charles Haywood, a former Pasadena resident and internationally recognized African American artist, was executed as a part of his series on well-known African Americans. The portrait was donated to the City in April by the artist's nephew, Dewalt Brown, who had inherited many of Mr. Haywood's paintings in 1995.

The Pasadena La Casita Foundation, in partnership with the California Art Club and the City's Cultural Affairs Division, has initiated an exhibition of plein air artwork at La Casita which captures the beauty of the Arroyo Seco by both significant living and historic artists. Inspired by the Arroyo, the artworks in this exhibition have been generously donated to the Foundation and are on long term loan to the City. The Dedication event was held on Sunday, May 31 and included a welcome by outgoing La Casita Board President Tom Seifert, remarks by Mayor Tornek, and a presentation on plein air artists and artwork of the Arroyo Seco by noted art historian and Executive Director of The Irvine Museum, Mr. Jean Stern.

The attached memorandum from Vincent Bertoni, Director of Planning & Community Development provides additional detailed information on the award and dedication events.

**4. Citizen Service Center Activity Report – May:**

I have attached the May Monthly Activity Report from Mandy Templeton, 311 Call Center Manager of Public Works that outlines the recent developments and metrics related to the operations of the Pasadena Citizen Service (CSC). The CSC had a very busy month in May, answering 6,220 calls and managed 1,877 service requests. The CSC is doing their part supporting the City of Pasadena and the required reduction in water use. Year to date, CSC has received 526 water waste reports which are all investigated by Pasadena Water & Power (PWP). In addition to water waste reports, CSC accepts

calls regarding water rebates. Representatives can inform and educate residents of the various water rebates available and the process to obtain a rebate.

**5. Fire Station Open Houses:**

Beginning Saturday, July 18, the Fire Department will be kicking off a series of Open Houses from 9:00 a.m. – 11:00 a.m. at Fire Station 33, 515 N. Lake Avenue.

All City Departments will be invited to utilize the Fire Department strategically located fire stations to get out information to our community about programs, services, and promotions that will benefit the public's health and welfare. Those interested in participating are asked to contact Lisa Derderian at ext. 7276 by June 25<sup>th</sup>. The department's goal is to host Open Houses every other month alternating Fire Stations so they cover all respective Districts.

**6. Expansion of Mulch Give-Away Program:**

The Department of Public Works is pleased to announce the expansion of the Mulch Give-Away program. The program which provides residents the opportunity to pick up free mulch has been so successful that demand often exceeds the material that is available.

Beginning June 19, 2015, the Mulch Give-Away program will be expanded to include Robinson Park, in addition to the ongoing program at Victory Park. Dates for the Robinson Park program are June 19, July 31, August 28, September 25, and October 23, 2015. The attached memorandum provides additional details on the program.

Respectfully Submitted,



**JULIE A. GUTIERREZ**  
Assistant City Manager

/attachments



PASADENA WATER AND POWER

## MEMORANDUM

June 11, 2015

**To:** Michael J. Beck  
City Manager

**From:** Phyllis E. Currie   
General Manager

**Subject:** City Manager Newsletter Item

### Pasadena Tracks Water Conservation Progress with Water Savings Gauge

In the wake of the City Council's June 1 adoption of the Level 2 Water Shortage Plan, which limits outdoor watering to two days per week (Tuesday and Saturday), Pasadena Water and Power ("PWP") has begun tracking its customers water conservation progress with a new "Water Savings Gauge" published on the City's website, [cityofpasadena.net](http://cityofpasadena.net). The image is updated weekly and displays the City's current water savings percentage toward the 28-percent goal adopted by the City Council in compliance with emergency regulations set by the State Water Resources Control Board.

The gauge currently shows water savings of 15 percent, based on data from June 1 through June 3, 2015. Please note that the water savings percentage will fluctuate from week-to-week based on whether outdoor temperatures are hot or cool. Water usage typically declines in cooler weather, as was the case during the first week of June. As summer approaches, officials anticipate that the water savings percentage may decline, and thus urges the importance of continued water conservation efforts.



PWP is monitoring water reduction progress to meet the 28 percent conservation goal and will report back to the City Council on an ongoing basis. If water savings are not sufficient during the summer, the City Council may need to adopt additional water use restrictions or conservation measures.

Residents, visitors and businesses can report water waste by calling the Pasadena Citizen Service Center at (626) 744-7311, reporting online at [www.cityofpasadena.net/CSC](http://www.cityofpasadena.net/CSC) or using the City's free app for smart phones and tablets. Links for all devices are available at [www.cityofpasadena.net/CSC/Mobile-App/](http://www.cityofpasadena.net/CSC/Mobile-App/).

A complete list of water restrictions is at [www.PWPweb.com/WaterWaste](http://www.PWPweb.com/WaterWaste). Water-saving rebates and conservation tips are available at [www.PasadenaSavesWater.com](http://www.PasadenaSavesWater.com).



## MEMORANDUM

**TO:** Michael J. Beck, City Manager

**FROM:** Vincent P. Bertoni, AICP, Director of Planning & Community Development Department 

**DATE:** June 11, 2015

**SUBJECT:** Pasadena as "Best Arts Scene," Annual Historic Preservation Award for *Tournament of Roses* Mural, and Recent Artwork Dedication Events for Former Mayor's Portrait and Plein Air Art at La Casita del Arroyo

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### **Pasadena's "Best Arts Scene" Award**

The City of Pasadena has been awarded the distinction of the "Best Arts Town" of the West by *Sunset Magazine*. The Sunset Travel Awards were inaugurated in 2015. This award honors the American West's top destinations in lodging, dining, cultural tourism, outdoor adventure, environmental stewardship and more.

"Pasadena has made an extraordinary commitment to the arts," according to one of the judges. "From museums to performing arts, architecture to events, including the Rose Bowl, nothing is lacking." Pasadena has five major museums—more museums per capita than most U.S. cities, several well-regarded theatres and performing arts companies, iconic architecture and, as an Arts For All school district City, a dedication to arts education for life-long learning.

In addition to the over 60 identified arts and culture organizations that call Pasadena home, signature cultural tourism events such as ArtNight Pasadena, Make Music Pasadena and the many festivals that are presented each year also contribute to the rich cultural atmosphere. Along with all 30 winners, Pasadena is currently featured in the June issue of *Sunset Magazine*. See the awards online: [www.sunset.com/travelawards](http://www.sunset.com/travelawards).

### **Two Recent Art Dedications are Announced: Former Mayor's Portrait and Plein Air Art**

**Portrait of Loretta Glickman-Austin, Pasadena's first African American Mayor:** On May 14, a portrait of the City's first African American Mayor was unveiled by Mayor Terry Tornek, District 3 Councilmember John J. Kennedy and City Manager Michael J. Beck. The oil painting of Loretta Thompson Glickman-Austin by the late Charles Haywood, a former Pasadena resident and internationally recognized African American artist, was executed as a part of his series on well-known African Americans. The portrait was donated to the City in April by the artist's nephew, Dewalt Brown, who had inherited many of Mr. Haywood's paintings in 1995. Several of those works now reside in the permanent collection of the California Afro-American

Museum in Los Angeles. However, Mr. Brown retained the painting of Ms. Glickman-Austin in anticipation of the special interest that might be generated by the City of Pasadena.

A former jazz singer and mother of four, Ms. Glickman-Austin developed an interest in civic life and sought to make local government more accessible to the residents of Northwest Pasadena, as well as to respond to all sectors of the City. In 1977, she became the first African American woman elected as a Pasadena City Director; she represented Council District 3. Ms. Glickman-Austin served as Mayor from 1982-1984. Other speakers included Mrs. Dolores Hickambottom, former Field Representative to Ms. Glickman, and Attorney Al Moses, friend and supporter. The event attendees included family members of both the subject and the artist, along with many community members. The portrait of Loretta Thompson Glickman-Austin is exhibited in the public lobby of the Finance Department on the third floor of City Hall.

**La Casita Artwork Exhibition:** The Pasadena La Casita Foundation, in partnership with the California Art Club and the City's Cultural Affairs Division, has initiated an exhibition of plein air artwork at La Casita which captures the beauty of the Arroyo Seco by both significant living and historic artists. Inspired by the Arroyo, the artworks in this exhibition have been generously donated to the Foundation and are on long term loan to the City. The Dedication event was held on Sunday, May 31 and included a welcome by outgoing La Casita Board President Tom Seifert, remarks by Mayor Tornek, and a presentation on plein air artists and artwork of the Arroyo Seco by noted art historian and Executive Director of The Irvine Museum, Mr. Jean Stern.

The first artworks in what the La Casita Foundation hopes will be an on-going and expanding collection are "*Sycamores in the Arroyo*" by artist Orrin White, donated by Mr. John Watkins and family, and "*The Colorado Street Bridge*" by artist Tim Soliday, which was donated by Stephen and Kay Onderdonk.

La Casita del Arroyo was built as a public works project during the Depression and was maintained by the Pasadena Garden Club until 1994, when the La Casita Foundation was established. In 1976, La Casita was declared a Pasadena Cultural Heritage Landmark.

For more information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department: 744-7062.



# Monthly Activity Report

Call Center / Web Requests  
May 2015

<http://cityofpasadena.net/CSC>

The Pasadena Citizen Service Center (CSC) is doing their part supporting the City of Pasadena and the required reduction in water use. Year to date, CSC has received 526 water waste reports which are all investigated by Pasadena Water & Power (PWP). The chart below shows the requests received per month:

Month	Water Waste Reports Received
January 2015	50
February 2015	65
March 2015	89
April 2015	193
May 2015	129
<b>Total YTD</b>	<b>526</b>

In addition to water waste reports, CSC accepts calls regarding water rebates. CSC Representatives can inform and educate residents of the various water rebates available and the process to obtain a rebate.

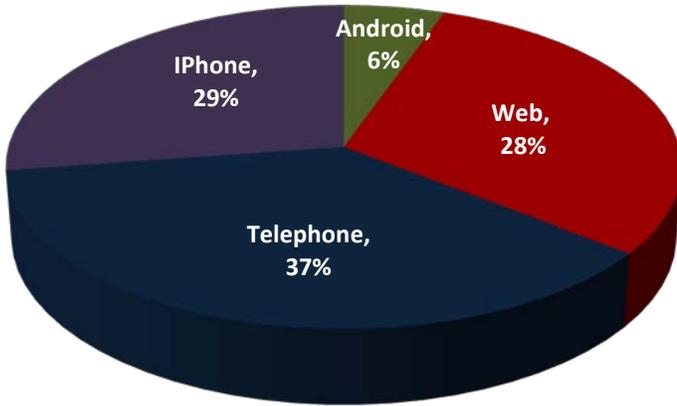
PWP is offering monthly Drought Tolerant Landscape events and CSC can register participants to attend specific events. More information on upcoming workshops can be found at [www.pwpweb.com/workshops](http://www.pwpweb.com/workshops). To date, CSC has registered over 385 residents for these classes. Interested residents can register to attend upcoming events through the workshop website link above, through the CSC web portal ([www.cityofpasadena.net/CSC](http://www.cityofpasadena.net/CSC)) or through the CSC call center at (626) 744-7311.

Don't forget to download the CSC mobile app. The CSC mobile app makes it easy to report water waste incidents while out and about in Pasadena. In addition to submitting and tracking service requests, users can view the extensive Frequently Asked Questions (FAQs) section online and directly contact the Call Center through the "Call Us Now" option.

Visit the CSC website at <http://www.cityofpasadena.net/CSC/Mobile-App/> to download the free mobile app. If you already have the app, make sure to update the mobile app to use the latest features!

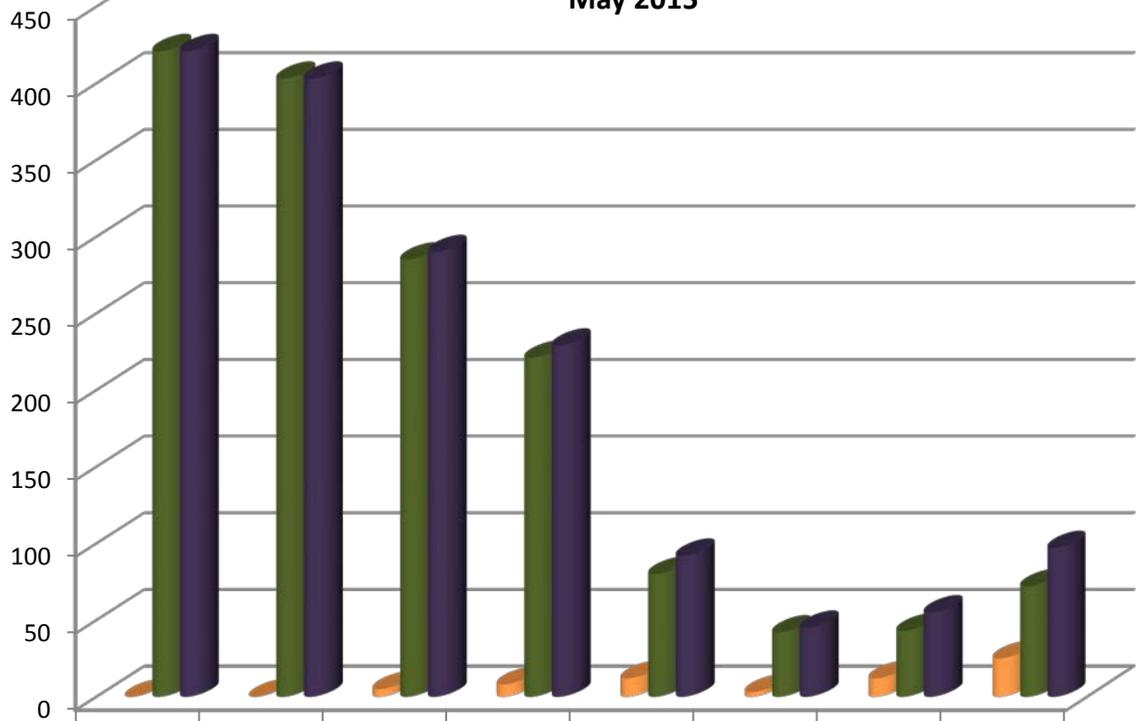
For more information about this report or the Pasadena Citizen Service Center, please contact Mandy Templeton at [mtempleton@cityofpasadena.net](mailto:mtempleton@cityofpasadena.net) or by phone at (626) 744-7151.

### How Requests Are Reported May 2015



Top Calls by Department May 2015	
Rank	Department
1	Public Works
2	Transportation
3	Water and Power
4	Planning and Permitting
5	General City Questions
6	Housing
7	HS&R
8	Public Health
9	Fire
10	Police

### Time to Close Citizen Service Center Requests May 2015



	0-1	2-3	4-5	6-7	8-9	10-11	12-13	14+
Exceeded due date	0	0	5	8	12	3	12	25
Met due date	421	403	285	221	80	42	43	72
Total requests	421	403	290	229	92	45	55	97

**Service Level**  
73.48%  
(Calls Answered within 30 Seconds)

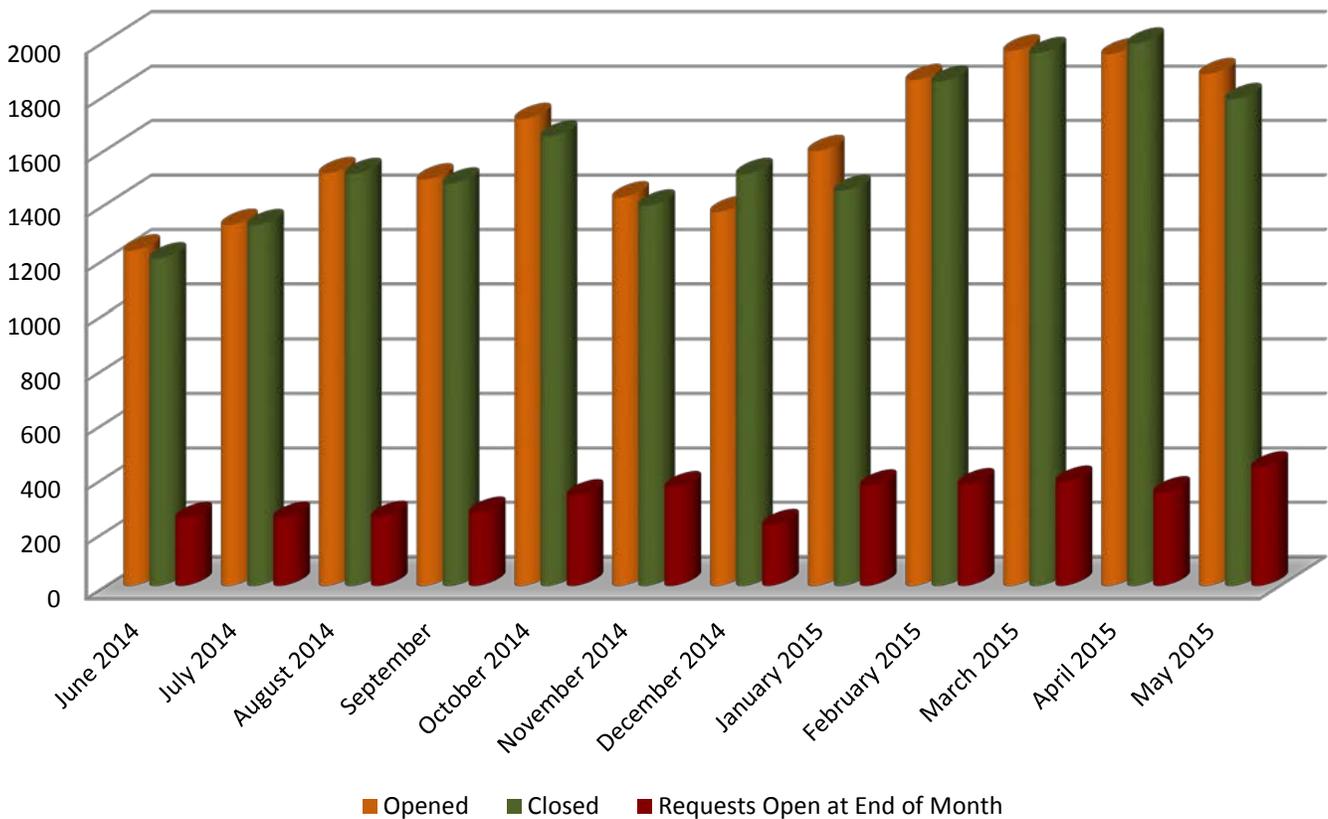
**Total Service Requests**  
1,877  
(12 Departments Represented)

**By the Numbers  
May 2015**

**Total Calls Answered**  
6,220  
**Average Answer Delay**  
:21

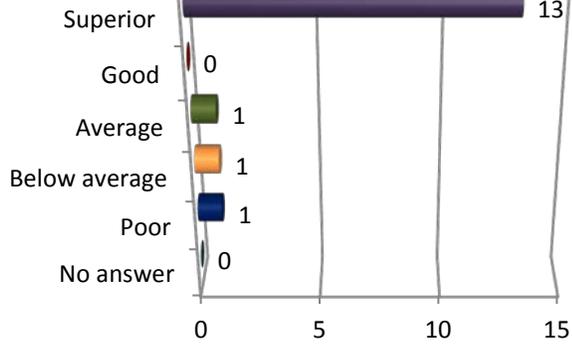
**Average Handle Time per Call**  
1:40  
**Calls Abandoned**  
3.0%

**Open vs. Closed Requests by Month  
6/1/14- 5/31/15**

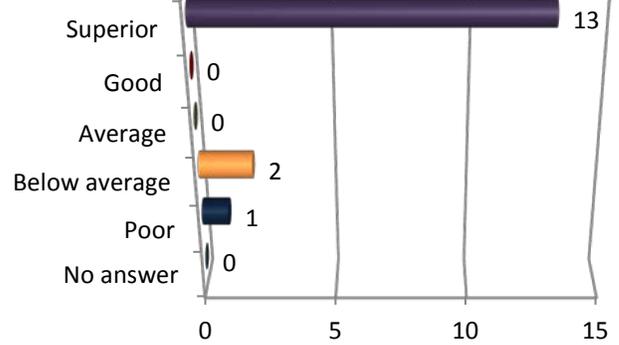


## Customer Satisfaction Survey Results May 2015

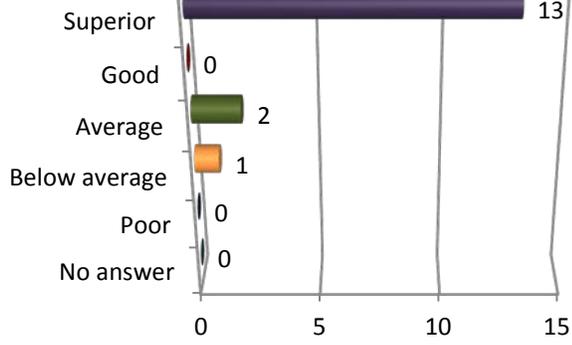
### Employee Effectiveness



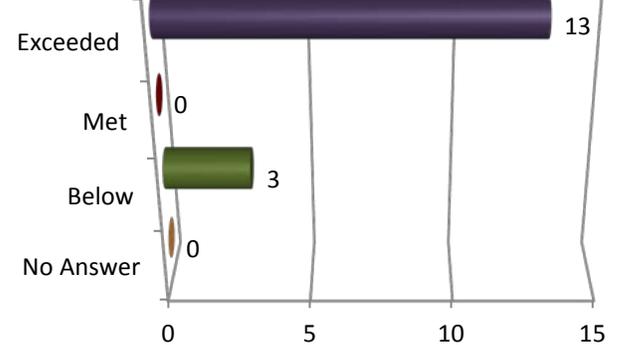
### Time to Respond



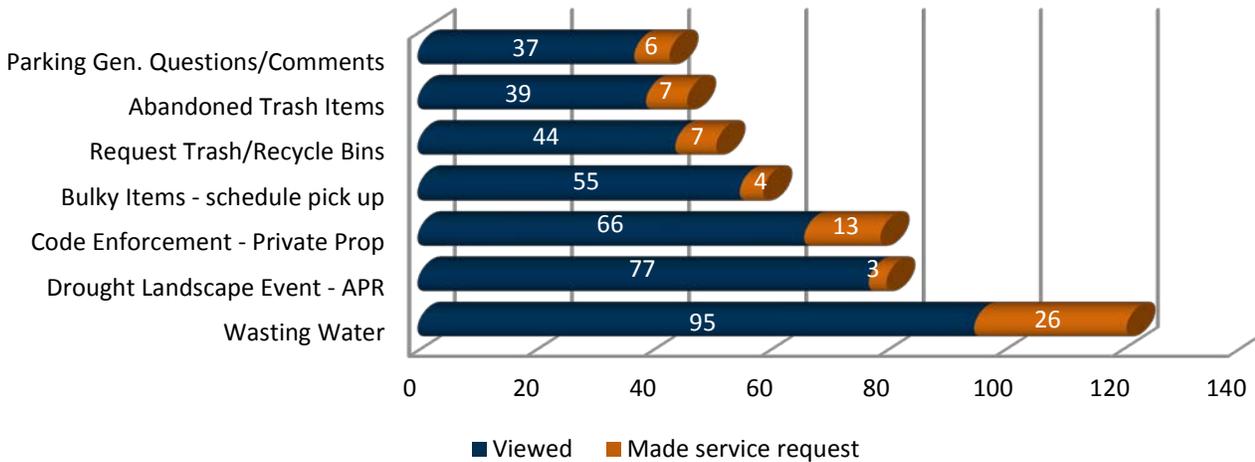
### Employee Courtesy



### Expectations Met



### FAQ Usage



**MEMORANDUM - CITY OF PASADENA**  
**DEPARTMENT OF PUBLIC WORKS**

**DATE:** June 11, 2015

**TO:** Michael J. Beck, City Manager

**FROM:** Julie A. Gutierrez, Assistant City Manager

**RE:** Expansion of Mulch Give-Away Program

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The Department of Public Works is pleased to announce the expansion of the Mulch Give-Away program. The program which provides residents the opportunity to pick up free mulch has been so successful that demand often exceeds the material that is available.

Beginning June 19, 2015, the Mulch Give-Away program will be expanded to include Robinson Park, in addition to the ongoing program at Victory Park. Dates for the Robinson Park program are June 19, July 31, August 28, September 25, and October 23, 2015. Robinson Park is located at 1081 North Fair Oaks Ave., Pasadena, CA 91103 and the mulch program will be located in Robinson Park's south parking lot. Residents will have access to mulch during park hours from 6 a.m. through 10 p.m. while supplies last.

The program is designed to allow non-commercial Pasadena residents the opportunity to obtain free mulch, a nutrient-rich blend of tree trimmings from our street trees, for use in their home landscaping. It is recommended that residents bring a shovel, containers, gloves and eye protection to take advantage of this program.

Mulch does more than help your garden grow! Mulch helps to control weeds, retains moisture in the soil and adds a finishing touch to garden landscapes. By mulching and re-purposing tree trimmings from Pasadena street trees, we divert material from our landfill and reduce carbon emissions from truck trips to the landfill.

For more information on the free mulch program or for a list of dates and addresses of where the mulch is provided at the two locations please visit <http://www.cityofpasadena.net/PublicWorks/MulchRecycling/>. Also if you are interested in creating drought tolerant landscapes go online to [www.PWPweb.com/landscapes](http://www.PWPweb.com/landscapes) or contact the Pasadena Citizen Service Center at (626) 744-7311.