



OFFICE OF THE CITY MANAGER

September 10, 2015

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Reminders Mailed to Multifamily Properties about Water Efficiency Compliance Requirement Deadline:

The September 30th deadline for multifamily properties to meet the Water Efficiency Compliance Requirement is approaching. In June, the City Council adopted the requirement that all multifamily properties certify installation of water-efficient showerheads and aerators by September 30, 2015. The requirement was put into effect pursuant to *Pasadena Municipal Code 13.10.060 - Additional water shortage measures* when the council adopted the Level 2 water Shortage Supply Plan.

The requirement applies to multifamily residential properties with shared water meters and that have four or more units. Individual tenants of multifamily residential properties are often unaware of their water use since there is one water meter and one water bill for the entire property. As a result, individual tenants do not receive water usage information. By requiring the installation of efficient water devices in multifamily homes, tenants are empowered with mechanisms to conserve water.

The first notification to multifamily properties was mailed in June, and listed the requirements, frequently asked questions and a certificate of compliance form. A reminder was mailed the first week of September with a final notice scheduled to hit mail boxes on September 14th. The attached memorandum from Eric Klinkner, Interim General Manager provides a detailed list of free resources available to help multifamily properties comply with the requirement.

2. Public Meetings on Polystyrene Food Packaging – Thursday, September 17th:

In response to public interest and in support of the City's Zero Waste Strategic Plan, Pasadena is exploring issues with polystyrene food packaging (aka Styrofoam™) and potential alternatives. The City invites the community to attend a public meeting to discuss polystyrene food packaging and potential

alternatives at two community meetings in the morning and evening of Thursday, September 17, 2015. The City of Pasadena wants to hear your ideas!

The morning meeting will be held in the Donald R. Wright Auditorium at Pasadena Central Library, 285 E. Walnut St. from 9:30 to 11:30 a.m. The evening meeting will be held in the City Council Chambers located in City Hall, 100 N. Garfield Avenue, from 6:00 to 8:00 p.m.

Your input is vital! If you are unable to attend one of the community meetings, you may provide comments to the Department of Public Works at gsilva@cityofpasadena.net or you may call (626) 744-4721. For more information on the City's Zero Waste Strategic Plan, please call the Citizen Service Center at (626) 744-7311 or visit the Department of Public Works website at www.cityofpasadena.net/PublicWorks/.

3. Pasadena Water Conservation Progress: June 1 – September 2, 2015:

The Pasadena Water Savings Gauge still remains at 24%. The figure is based on cumulative data from June 1 through Sept. 2, 2015. PWP thanks the community for continued conservation especially during the hot summer days. But more conservation is still needed to meet the state's goal for Pasadena of 28%. If Pasadena does not achieve the 28% goal, the city may receive fines – up to \$10,000 a day. As part of the City Council's approval of the Level 2 Water Supply Shortage Plan, outdoor watering is limited to two days per week on Tuesdays and Saturdays from April through October. The winter watering schedule resumes on November 1 and limits outdoor watering to one day per week. (Please note that the one-day per week winter water schedule was the same in 2014 under the level 1 Water Shortage Supply Plan.)



**Data from June 1 – August 26, 2015
We need to get to 28%. Keep saving!**

For more tips on how to save water indoors and outdoors, or to view PWP's new 30-sec public service announcement visit, <http://www.youtube.com/watch?v=K7mv1-Rjd2Y>. For a weekly status on how much water Pasadena has conserved to date, the water savings gauge is posted to the city's website <http://www.CityofPasadena.net>, and can also be seen on KPAS during the Pasadena City Council meetings.

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

<http://cityofpasadena.net/waterandpower/WaterWaste/>. Water-saving rebates and conservation tips are available at <http://cityofpasadena.net/waterandpower/SaveWater/>.

4. PUSD Student Zero Waste Art Contest Awards Reception – Monday, September 14th:

Drawing on the imagination of Pasadena Unified School District (PUSD) 3rd graders, the Department of Public Works is kicking off a campaign to raise community awareness about the City's Zero Waste goal and to help residents envision a world without waste.

As part of the recycling component of the City's Green Living Curriculum, PUSD 3rd graders participated in a special "Picture a World with No Trash" art contest in observance of Earth Day. The students were given a "blank canvas" to draw their vision of a trash free world. The City received entries from McKinley and Sierra Madre Elementary Schools and the artwork was judged for creativity and originality by Public Works staff. Twelve finalists were selected to feature on an educational poster, bookmarks and other marketing materials to raise awareness about Zero Waste. The poster finalists from McKinley Elementary are: Julia Dominguez; Tania Orozco; and Vicky Rodriguez-Solis. The finalists from Sierra Madre Elementary are: Celeste Acosta; Emery Fishbach; Abrielle McNeal; Sinam Minasian; David Mysza; Ali Oyake; Phoebe Prentice; Peyton Thomas; and Elena Uribe-Rzeszut. The artwork of Sinam Minasian was selected to be featured and displayed on solid waste collection vehicles. Look for collection vehicles showcasing Sinam's vision of a world with no trash on Pasadena streets starting later this month.

A special ceremony to honor the twelve poster artists and to launch the first "Picture a World with No Trash" solid waste collection vehicle will be held at the City Hall Rotunda on September 14, 2015. For more information on the City's Zero Waste Strategic Plan, please call the Citizen Service Center at (626) 744-7311 or visit the Department of Public Works website at www.cityofpasadena.net/PublicWorks/.

5. Update on Summer Programming 2015: Summer Day Camps, Aquatics and Parks After Dark:

The attached memorandum from Horace Wormely, Deputy Director Human Services and Recreation, outlines a very successful Summer of 2015 season. Through the department's summer programs, over 17,000 customers enjoyed an assortment of activities over a 10 week period that included day camps, specialty camps, aquatic programs, recreational activities and special events such as Parks After Dark and Movies in the Park.

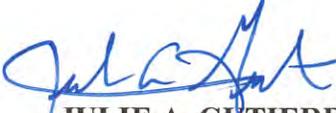
6. Citizen Service Center Activity Report – August:

I have attached the August 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 answered 7,033 calls and managed 2,421 service requests. The Department of Public Works continues to hold the number one spot in number of calls and service request received each month for the Citizen Service Center. The attached chart provides a breakdown in the numerous Public Works CSC topics and the number of requests received.

7. **Pasadena's ADA25 Celebrations Receive Recognition from George Bush Presidential Library and Museum:**

July 26, 2015 was the 25th anniversary of the signing of the Americans with Disabilities Act into law. During the anniversary year, the Pasadena Accessibility and Disability Commission played a leadership role in coordinating activities to celebrate this important and impactful civil rights legislation. Which are outlined in the attached memorandum. The anniversary was branded "ADA25" and was celebrated by disability advocates across the country. Horace Wormely, Deputy Director of Human Services and Recreation is pleased to announce that on August 19th, the George Bush Presidential Library and Museum posted three photos of Pasadena activities on Facebook with the caption: "Thank you to the City of Pasadena, California for celebrating the 25th Anniversary of the Americans with Disabilities Act."

Respectfully Submitted,



JULIE A. GUTIERREZ
Assistant City Manager

/attachments



PASADENA WATER AND POWER

MEMORANDUM

September 10, 2015

To: Michael J. Beck
City Manager

From: Eric Klinkner
Interim General Manager

Subject: Reminders Mailed to Multifamily Properties about Water Efficiency Compliance Requirement Deadline

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The requirement applies to multifamily residential properties with shared water meters and that have four or more units. Individual tenants of multifamily residential properties are often unaware of their water use since there is one water meter and one water bill for the entire property. As a result, individual tenants do not receive water usage information. By requiring the installation of efficient water devices in multifamily homes, tenants are empowered with mechanisms to conserve water.

The first notification to multifamily properties was mailed in June, and listed the requirements, frequently asked questions and a certificate of compliance form. A reminder was mailed the first week of September with a final notice scheduled to hit mail boxes on September 14.

The mailings also included a list of free resources available to help multifamily properties comply with the requirement including:

- Free showerheads and aerators are available for pick-up Monday-Friday from 7:30 a.m. to 5:15 p.m. at the Municipal Services office at City Hall, located at 100 N. Garfield Avenue. For additional information, please visit <http://www.PWPweb.com/MultifamilyWater>, or call our booth during our hours of operation at (626) 744-7316.
- Properties with 5 units or more may participate in the *Energy Smart Program*, a free program available from the Southern California Gas Company (SoCalGas[®]). Through this program high quality water-efficient showerheads, kitchen faucet aerators, and bathroom faucet aerators are installed at no cost. The program requires all units to be retrofitted on the same day. This program is administered by Honeywell*. Appointments are available on a first-come, first-served basis by

contacting Linda Benitez by email linda.benitez@honeywell.com or phone (310) 512-5624.

- Properties with income-qualified tenants may participate in the Energy Savings Assistance Program, a free program available from SoCalGas[®] which offers no-cost, energy-saving improvements including efficient showerheads, kitchen faucet aerators, and bathroom faucet aerators and much more. This program is administered by Quality Conservation Services*. Appointments are available on a first-come, first-served basis by calling (888) 619-0802.

Properties that fail to certify compliance by September 30, 2015 or are found to be out of compliance after an on-site inspection will be subject to Water Supply Shortage Violations and Penalties, ranging from \$200-\$1,000, in accordance with *Pasadena Municipal Code 13.10.067*, for each month the property is out of compliance.



CITY OF
PASADENA
 HUMAN SERVICES AND RECREATION DEPARTMENT

DATE: September 2, 2015

TO: Michael Beck, City Manager

FROM: Horace Wormely, Deputy Director

SUBJECT: Update on Summer Programming 2015: Summer Day Camps, Aquatics and Parks After Dark

Summer 2015 was one of our most successful seasons to date. Through our summer day camps, specialty camps, aquatics program, recreational activities and special event programming like Parks After Dark and Movies in the Park, we served over 17,000 customers in 10 weeks.

Our most popular summer programs are aquatics and day camps. In addition to offering swimming lessons for ages 3-103, our aquatics program also features recreational swimming, lap swim, a swim team, water polo teams and popular water aerobics classes. Swimming lessons were offered over 10 weeks at 5 pools and had 2,073 participants this summer. Approximately 5,500 visitors participated in recreational swim.

Our traditional summer camps incorporate physical fitness activities, dance, enrichment activities like cooking and drama, recreational swimming, arts and crafts, sports, specialized instruction in tennis and golf, a weekly field trip and much more. Scholarships are offered to qualifying families to help defray costs. This year, we hosted three specialty camps: the Arroyo Seco Adventure Camp, Villa-Parke's Enrichment Camp and Senior Camp at the Jackie Robinson Community Center. The Arroyo Seco Adventure Camp explores and celebrates our local natural resources in the lower Arroyo, and Enrichment Camp is based on a S.T.E.A.M. (Science, Technology, Engineering, Art and Mathematics) curriculum. Senior Camp, now in its second year, boasts over 100 participants. Senior Campers participated in fitness activities, arts and crafts, hosted guest speakers on senior fraud prevention and maintaining mental wellbeing while aging and went on bi-weekly excursions like peach picking and visiting museums. The chart below summarizes camp offerings and enrollment:

Day Camp	Ages	Duration	Enrollment
Allendale Park Camp	Ages 5-12	8 sessions, 1 week each	473
Arroyo Seco Adventure Camp	Ages 8-12	8 sessions, 1 week each	307
La Pintoresca Teen Education Center Camp	Ages 12-18	1 session, 8 weeks	77
Neighborhood Park Camp at La Pintoresca	Ages 6-12	1 session, 8 weeks	101
Neighborhood Park Camp at Washington Park	Ages 6-12	1 session, 8 weeks	98
Senior Camp at JRC	Ages 50+	1 session, 12 weeks	105
Tiny Tots Camp at Robinson Park	Ages 3-5	1 session, 6 weeks	32
Urban Adventure Camp at Robinson Park	Ages 5-12	2 sessions, 5 weeks each	349
Victory Park Summer Camp	Ages 5-12	9 sessions, 1 week each	1,116
Villa-Parke Enrichment Camp	Ages 5-12	9 sessions, 1 week each	824
Total			3,482

This year, we hosted 20 Movies in the Park. These free, family-friendly events averaged over 100 attendees per screening. Participants bring lawn chairs and picnics and enjoy films under the stars. Movies were screened throughout the City at Victory Park, Villa-Parke, La Pintoresca Park, Robinson Park, Grant Park and Washington Park. Highlights included “throwback” screenings of “Flight of the Navigator” and “Goonies.”

Parks After Dark, now in its fourth year, expands program hours and activities to increase the use of parks, strengthen neighborhoods, connect community members and provide safe and fun spaces to recreate and have fun during summer evenings. We kicked off the summer with softball double header that resulted in a double win for Pasadena; the HS&R Department beat the County’s Parks team, and Pasadena Police brought home a “W” against the Sherriff’s Department. We continued the winning streak all summer with popular concerts in the parks, Teen Tuesdays and Thursdays that featured arts and crafts, sports, pool parties and other fun activities, fitness classes, arts and crafts tutorials, healthy cooking demonstrations, evening recreational swim and sports like basketball, women’s indoor soccer and boxing events. Our most popular Parks After Dark activities are family-friendly “Dive-In Movies,” where we screen a movie onsite at the pools and open recreational swim at the same time, and adult men’s basketball at Robinson Park which drew over 400 participants and spectators. In total, Parks After Dark activities attracted over 5,500 participants.

Fall is our second busiest season of the year. Our after school care program, youth sports, and general recreation classes all have strong enrollment numbers, and our large scale special events, including Fall Festival, Latino Heritage Parade and the Veterans Day celebration, draw thousands of participants. For more information on Fall programming and upcoming special events, please contact Kellee O’Rourke at korourke@cityofpasadena.net or by telephone at (626) 744-4732.



Monthly Activity Report

Call Center / Web Requests
August 2015

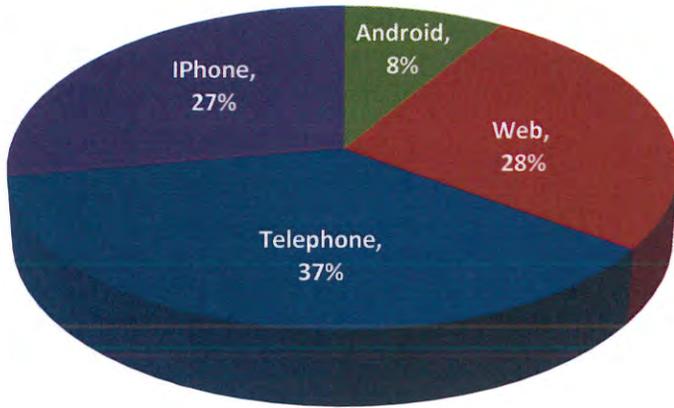
<http://cityofpasadena.net/CSC>

The Pasadena Citizen Service Center (CSC) had another busy month in August, answering 7,033 calls and processing 2,421 service requests. The Department of Public Works continues to hold the number one spot in number of calls and service requests received each month for the Citizen Service Center. The chart below provides a breakdown in the numerous Public Works CSC topics and the number of requests received.

Forestry		August 2015	YTD 2015
	Bee Problems	4	32
	Fallen Palm Fronds (Pick up)	58	408
	Street Trees (Pruning, Removal)	186	1,043
	Tree Branches (Fallen/Hanging)	40	244
General			
	Public Works - General Comment	22	221
Parks			
	Median Maintenance	3	20
	Park Maintenance	19	142
Streets and Sanitation			
	Abandoned Trash Items	403	2,733
	Bulky Items - Schedule Pick up	344	2,812
	Debris and Litter	27	363
	Graffiti	199	1,737
	Missed Trash Pick up	43	327
	Pothole	25	250
	Request Trash / Recycling Bin	22	195
	Shopping Carts - Abandoned	47	367
	Sidewalk Repair	60	401
	Street Cleaning / Sweeping	49	276
	Street Lights	89	865
	Street Signs and Paint	8	57
	Traffic Sign Issue	3	29
	Traffic Signal Issue	23	204

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

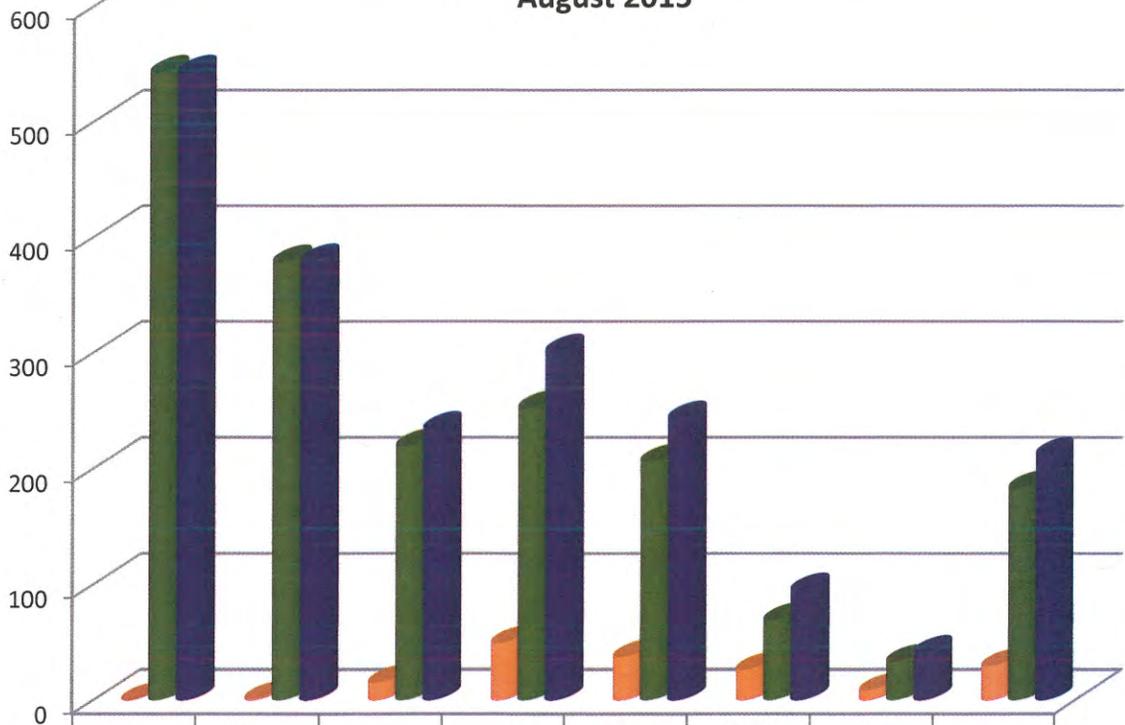
How Requests Are Reported August 2015



Top Calls by Department August 2015

Rank	Department
1	Public Works
2	General City Questions
3	Transportation
4	Water and Power
5	Planning and Permitting
6	Police
7	Housing
8	Human Services and Recreation
9	City Council
10	Public Health

Time to Close Citizen Service Center Requests August 2015



	0-1	2-3	4-5	6-7	8-9	10-11	12-13	14+
Exceeded due date	0	1	15	49	37	26	8	29
Met due date	542	378	219	252	206	69	33	183
Total requests	542	379	234	301	243	95	41	212

Service Level
67.7%
(Calls Answered within 30 Seconds)

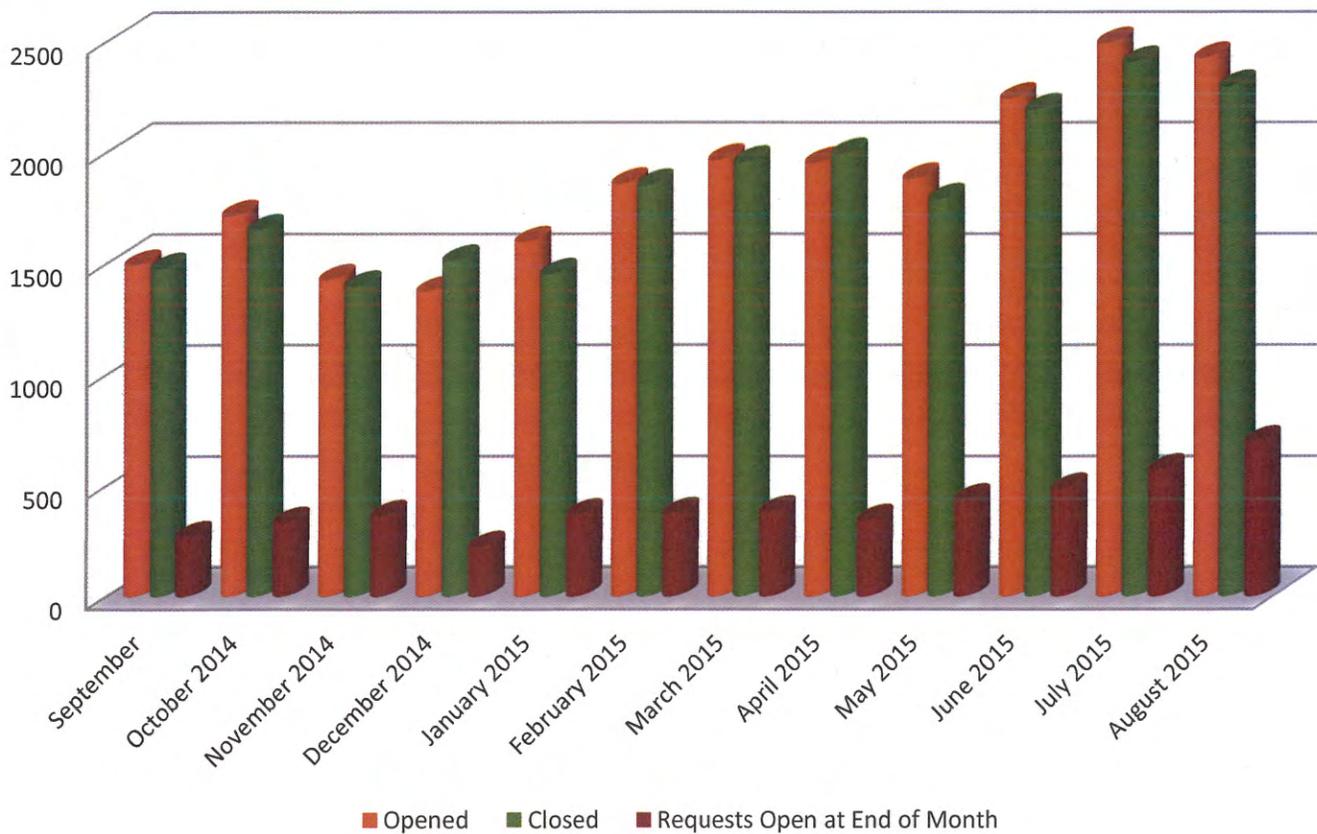
Total Service Requests
2,421
(13 Departments Represented)

**By the Numbers
August 2015**

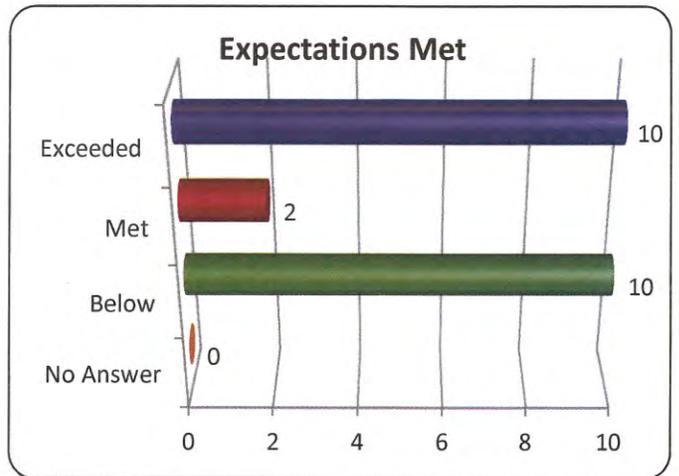
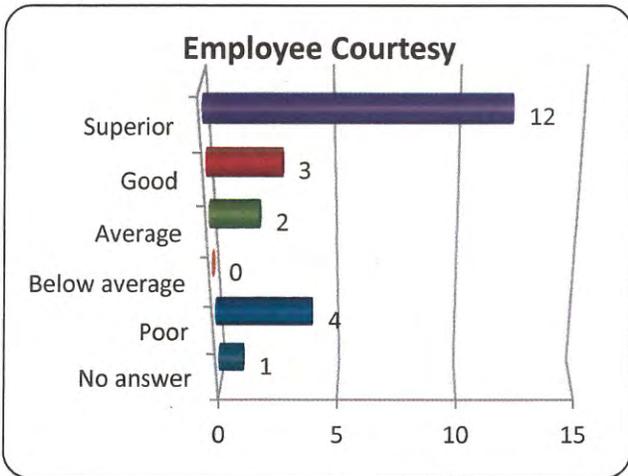
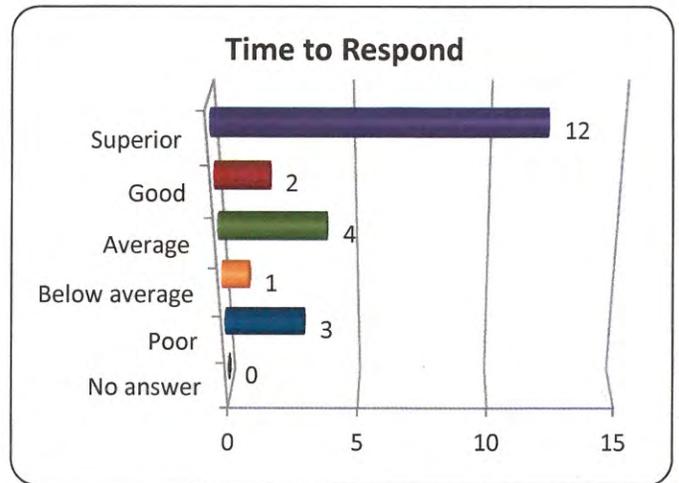
Total Calls Answered
7,033
Average Answer Delay
:27

Average Handle Time per Call
1:43
Calls Abandoned
4.2%

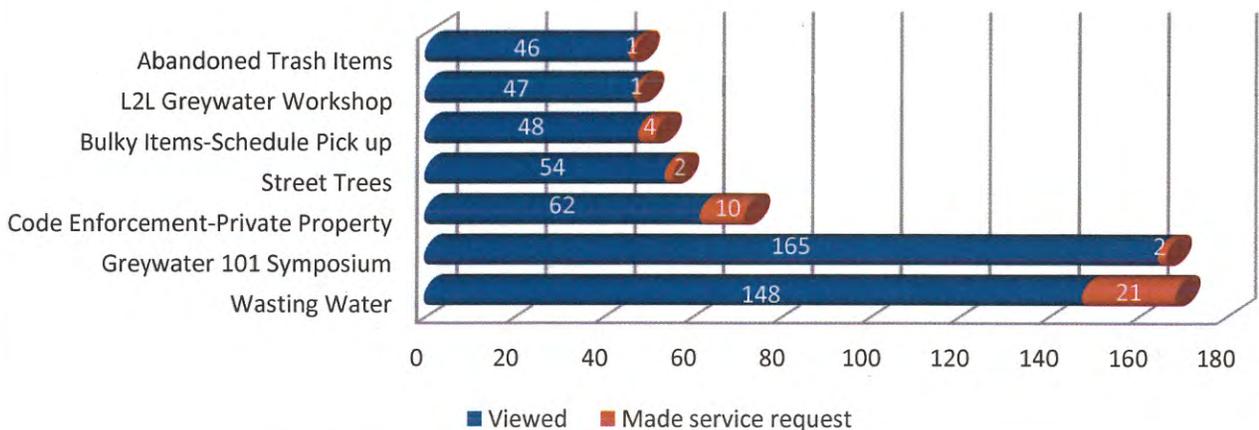
**Open vs. Closed Requests by Month
9/1/14- 8/31/15**



Customer Satisfaction Survey Results August 2015



FAQ Usage August 2015



DATE: September 2, 2015

TO: Michael Beck, City Manager

FROM: Horace Wormely, Deputy Director

SUBJECT: Pasadena's ADA25 Celebrations Receive Recognition from George Bush Presidential Library and Museum

July 26, 2015 was the 25th anniversary of the signing of the Americans with Disabilities Act into law. During the anniversary year, the Accessibility and Disability Commission played a leadership role in coordinating activities to celebrate this important and impactful civil rights legislation that promotes the inclusion of people with disabilities in every aspect of community life. The anniversary was branded "ADA25" and was celebrated by disability advocates across the country.

41 George Bush Presidential Library and Museum added 3 new photos.
August 19 at 7:54am

Thank you to the city of Pasadena, California for celebrating the 25th anniversary of the Americans with Disabilities Act.



Like Comment

Ann Marie Johnston, Liz Cuen, Đoàn Lê and 262 others like this. Most Relevant

other wheelchair users carrying the City's ADA25 banner in the 2015 Black History Parade.

Local celebrations included disability advocates participating in the Black History Parade, hosting informational booths about the legislation, its history and impacts at several events, local artists replicating the ADA25 emblem at the Chalk Festival, and an art reception featuring ADA25 themed art done by the Adaptive Art Program. Many community partners were engaged in these efforts including neighborhood associations, the Armory Center for the Arts, the Rose Bowl and Pasadena Community College.

A highlight of the ADA25 celebration occurred outside the city when our local efforts received recognition from the George Bush Presidential Library and Museum. On August 19, the Library and Museum posted three photos of Pasadena activities on Facebook with the caption: "Thank you to the city of Pasadena, California for celebrating the 25th anniversary of the Americans with Disabilities Act."

The first photo shows the ADA25 emblem and a public service announcement which was displayed on the Rose Bowl video board prior to a concert that boasted over 50,000 attendees. The second photo features Jackie Scott, Adaptive Recreation Specialist, staffing an ADA information booth. The third photo shows Robert Gorski, staff to the Accessibility and Disability Commission and the City's accessibility issues coordinator, and two

Below the Pasadena photos is a picture of an ADA display at the Presidential Library and a moving caption: "President Bush considered the passage of the Americans with Disabilities Act (ADA) in 1990 among the finest achievements of his administration, calling it the greatest piece of civil rights legislation in years. To commemorate the 25th anniversary of the passing of the Americans with Disabilities Act, visit the free exhibit in our rotunda. It will be on display now through January 2016 at the George Bush Presidential Library and Museum in College Station, Texas."

For more information on ADA25 or the Accessibility and Disability Commission, contact Robert Gorski at (626) 744-4782 or by email at rgorski@cityofpasadena.net.