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Is Pasadena **PREPARED?**

Prepare Your Home and Family for an Earthquake

- Make a plan. Planning ahead is the first step to a calmer and more assured disaster response. Develop your earthquake preparedness plan and evacuation plan with your family.
- Put together a kit. What you have on hand when an earthquake strikes can make a big difference in the hours and days afterward. Plan to store enough supplies for everyone in your household for at least three days – and don't forget about pets.
- Make sure each bedroom has a working flashlight easily reachable. If a big quake hits at night, chances are there will be no lights working after the initial shake as you check on others and make your way to safety.
- Take time now to locate "safe places" in each room of your home, such as under a sturdy table or desk or against an interior wall away from windows, bookcases and tall furniture that could fall.
- Get training. Arrange for your neighborhood, business or group to receive Pasadena Emergency Response Team (PERT) training offered by the Pasadena Fire Department. You'll learn disaster preparedness, first aid, fire suppression and light search and rescue. Call 626-744-7276 to arrange for your group's training.



We live in earthquake country, and seismologists predict that we are well overdue for a large earthquake that could overwhelm public safety and other vital resources. There is no question about whether disaster may strike. It's just a matter of when.

While most homes would probably remain standing, residents need to be prepared for what could be weeks without basic necessities such as water, power, heat and food. And what about our public emergency response systems?

An independent fire station assessment finalized last year determined that seven of our eight fire stations could fail in a major earthquake, meaning our rescue crews might not be able to save themselves, let alone others. Unless we repair and upgrade our stations, a major earthquake could leave our community without critical, life-saving fire rescue services for months.

Station 39 is currently closed for renovations to make it safe again, and Station 32 is undergoing temporary structural upgrades. Those projects are being completed with existing funds. But making all our stations structurally sound enough to withstand a big quake will cost as much as \$50 million.

Sacramento cannot be relied on for help. State money grabs continue to cost Pasadena millions (\$30 million a year alone from the recent seizure of redevelopment agency funds). And Pasadena received no help paying for \$14.5 million worth of damage caused by December's hurricane-force windstorm.

Pasadena must act locally to repair and upgrade our aging and outdated fire stations and emergency shelters to ensure that when the Big One hits, our firefighters will be digging you out, not themselves.

To learn more about our efforts to keep Pasadena safe and to share your thoughts, visit www.cityofpasadena.net/Fire/Fire_Safety_Priorities_Survey.

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- Register now for fall kindergarten at your neighborhood Pasadena Unified elementary school, or at the PUSD Welcome Center, 351 S. Hudson St.
- Learn how to download library eBooks and apps to your iPhone, iPad or Kindle at a free class, Saturday, May 19, 2 p.m., at Linda Vista Branch Library, 1281 Bryant Street.
- Author/instructor Esther Bradley-De Tally teaches writing in a six-week workshop on Fridays, May 4, 11, 18, and June 1, 8, 15, from 1 to 3 p.m., La Pintoresca Branch Library, 1355 N. Raymond Ave. Call 626-744-7268 to sign up.
- Get screened for high blood pressure and diabetes for free, courtesy of Huntington Hospital Community Outreach, on Tuesday, May 15, from 2:30 to 4:30 p.m. at Hastings Branch Library, 3325 E. Orange Grove Blvd.
- Hundreds of vintage and contemporary Ferraris will be on display in Old Pasadena along Colorado Boulevard on Sunday, May 6, from 10 a.m. to 3 p.m. for the annual Concorso Ferrari. www.oldpasadena.org or 626-356-9725.

- Join fellow literati at Litfest Pasadena, a first-ever community-wide book festival at Central Park on Saturday, May 12, from 9:30 a.m. to 5 p.m. www.litfestpasadena.org.
- Listen to cool riffs in the park at the 4th annual Jazzy Jam Concert at Central Park on Saturday, May 26, from 11 a.m. to 6 p.m. 626-744-8081 or www.jazzyjampasadena.com.
- Get a free health screening and learn more about eating right and staying fit at Get Healthy Pasadena 2012, Saturday, June 2, 9 a.m. to 5 p.m., at Pasadena Senior Center and Memorial Park, 85 East Holly St. Register at www.memah.org or 626-389-2759.
- More than 100 artists will pop up around the downtown area as the city comes to life with free music and fun at Make Music Pasadena, a Fête de la Musique event, on Saturday, June 16, from 11 a.m. to 11 p.m. www.makemusicpasadena.org or 626-356-9725.
- The 20th annual Pasadena Chalk Festival returns to Paseo Colorado for Father's Day Weekend, June 16-17, from 10 a.m. to 7 p.m. Watch more

than 600 chalk artists transform the Paseo with beautiful creations, enjoy live music and check out Kids Chalkland. 626-795-8891 or www.pasadenachalkfestival.com.

• Celebrate the 10th season of 50 free concerts all summer long, Wed. – Sun. nights, June 16 – Aug. 26 at Memorial Park's historic Levitt Pavilion. www.levittpavilionpasadena.org.

• Happy Birthday Pasadena: Celebrating Now & Then, Sat., June 23, noon to 4 p.m., Pasadena Museum of History, 470 W. Walnut St. Come wish our city a happy 126th birthday! www.pasadenahistory.org or 626-577-1660, x10.

• Note: All dates and times listed in *Pasadena In Focus* are as of the publication date. Call the numbers listed to confirm information. All events are free unless otherwise noted.



Visit us online. Just scan this QR code with your smartphone or compatible device.

Noticias En Breve

¿Está Pasadena Preparada?

Vivimos en un condado de terremotos, y los sismólogos dicen que estamos muy pasados para un terremoto grande que podría avasallar la seguridad pública y otros recursos vitales. La pregunta no es si habrá un terremoto. Es cuestión de cuando. Mientras que muchas casas seguirán en pie, los residentes necesitan estar preparados para lo que sería unas semanas sin las necesidades básicas como ser: agua, luz, calefacción y alimentos. ¿Y que de nuestro sistema de respuesta a una emergencia pública? Una evaluación independiente a las estaciones de bomberos que finalizó el año pasado determinó que siete de nuestras ocho estaciones de bomberos podrían fallar en un terremoto grande, lo que significa que nuestros equipos de rescate podrían no salvarse a si mismo, mucho menos a otros. A menos que reparemos y actualicemos nuestras estaciones, un terremoto grande podría dejar a nuestra comunidad por meses sin los servicios de rescate de bomberos para salvar vidas. La estación 39 está

Stock Up On Reusable Grocery Bags

YOU SEE THEM EVERYWHERE, TANGLED IN TREES, BLOWING DOWN STREETS, stuck in storm drains and littering the beach. But the days are numbered for single-use carry-out plastic grocery bags in Pasadena, as the city joins many other California cities and Los Angeles County in banning them. The ban will be phased in starting this summer.

Starting in July 2012, you'll no longer receive plastic carry-out bags at major grocery stores, bigger food marts and drugstores. As of Dec. 31, 2012, the ban will affect smaller grocery stores, food markets, liquor stores, convenience stores, farmers markets, drugstores, pharmacies and vendors at city-sponsored events. (Restaurants and fast-food places are exempt.) Instead, stores will charge you 10 cents for each recyclable paper bag they provide.

A better idea is to stock up now on a set of sturdy reusable bags to stash in your car or to carry with you – they'll pay for themselves in no time!

Together we can help reduce the harmful effects of plastic bags on the environment and take a giant step toward Pasadena's goal of sending zero waste to landfills by 2040. For more details, call the Planning Department at 626-744-4009.

Report a problem? We Have an App for That!



information. Any time, day or night, you can request a service, report a problem, or even compliment a helpful staff member from the comfort of home or office. Service requests are organized by topics, such as Parks & Trees, Trash & Recycling, Streets & Sidewalks and Employee Feedback, and they're routed directly to the right department for rapid response.

Over the past year, the center has answered 2,000 questions and fielded nearly 1,500 requests, and an impressive 95 percent have been taken care of within the promised time.

Now the process is even easier, thanks to a clever new Citizen Service Center app for your smartphone. Take a picture, send it in, and the app provides automatic mapping and a confirmation e-mail letting you know a resolution is in the works. You can even track the progress of your request and provide feedback. To download your smartphone app, scan this QR code, or go to www.cityofpasadena.net/csc.

A great tool for better customer service, the Citizen Service Center, along with the new app, helps city leaders stay in touch with the needs, priorities and opinions of residents and business owners citywide.



Beat The Pain Of The Pump With Pedal Power



REDISCOVER THE JOY AND FREEDOM OF RIDING A BIKE! Leave your car at home and head down a healthy new path during Bike Week Pasadena, May 14-19. A joint effort by the city and the non-profit group CICLE, this fun annual event celebrates bicycling as a safe, sustainable way to get around town.

A week full of free activities will help teach new riders how to navigate safely in traffic and encourage all of us to share the road.

Meet at Memorial Park on Monday, May 14, at 6:30 p.m. for a "Taste of Pasadena Tour"

through the eateries of the Playhouse District. Learn to fix your own bike and join a group ride on Ladies' Night, Tuesday, May 15, from 6:30 to 9:30 p.m. at Paseo Colorado. Pasadena Mayor Bill Bogaard leads a family-friendly three-mile bike ride around the Rose Bowl on Wednesday, May 16, from 5:30 to 8 p.m., with festivities starting and ending at Arroyo Boulevard and Seco Street.

Then leave the car at home on Bike to Work Day, Thursday, May 17, making a morning pit stop at City Hall from 6:30 to 8:30 a.m. for snacks and socializing. On your ride home from work, stop at Incycle from 5 to 7 p.m. for a safety check, discounts and a New Belgium Shift party. During the Bike-in Movie Night on Friday, May 18, from 7 to 10:30 p.m., you'll ride from Incycle to One Colorado for a fun bike flick. Or join the Pasadena All City Bicycle Ride on Saturday, May 19, at 6:30 p.m. to visit Pasadena landmarks before ending at Paseo Colorado for a Bike Week Pedal Party.

For complete details and a list of things to bring to group rides, visit www.cityofpasadena.net/trans/bikeweek, e-mail bike@cicle.org or call 323-478-0060.



Make Way For The Pasadena Marathon



THE 4TH ANNUAL PASADENA MARATHON HITS THE STREETS ON SUNDAY, MAY 20, starting at 5:45 a.m. with a bike tour, followed by a full and half marathon, 5K/10K run, wheelchair stroll and kids' run. All races start and finish at Pasadena City College.

Be careful not to park along the route starting at 1 a.m. on race day, but feel free to park on adjacent streets. Overnight parking permits will not be required that night only.

Starting at 5 a.m. on race day, Pasadena Police will close roads along the entire route and reopen roads on a rolling basis, as soon as the last participant passes and all equipment has been removed from the course. Watch for

designated traffic control points where you can drive across the route. You can plan your parking spots and travel routes ahead of time by visiting www.cityofpasadena.net/events to see street closures, course reopening times, transit detours and other details.



actualmente cerrada por renovaciones para hacerla segura otra vez, y la estación 32 está bajo mejoras estructurales. Estos proyectos serán terminados con fondos existentes, pero para hacer que todas nuestras estaciones estén estructuralmente fuertes para resistir a un terremoto grande costaría hasta \$50 millones. No se puede confiar en Sacramento para que ayude. Continuamos sin conseguirse el dinero estatal, lo que cuesta a Pasadena millones (\$30 millones al año por el reciente embargo de los fondos de la agencia de desarrollo). Y Pasadena no recibió ayuda para pagar los \$17 millones por daños causado por la tormenta de vientos huracanados del pasado diciembre. Pasadena debe actuar localmente para reparar y actualizar nuestras estaciones de bomberos envejecidas y anticuadas y los albergües de emergencia para asegurar que cuando llegue el terremoto grande, nuestros bomberos estén rescatándote a ti y no a ellos mismos. Para aprender más sobre nuestros esfuerzos de mantener a Pasadena segura y para compartir tus ideas, visita. www.cityofpasadena.net/Fire/Fire_Safety_Priorities_Survey/.

Abastézcase Ahora Con Bolsas De Supermercado Reutilizables

Usted las ve en todas partes, enredadas en los árboles, volando por las calles, detenidas en los drenajes y ensuciando las playas, pero los días están contados para el uso de una sola vez de las bolsas de compras de plástico en Pasadena, ya que la ciudad se une a más de 20 otras ciudades en California y el condado de Los Ángeles en su prohibición. La prohibición empezará este verano. En julio del 2012, usted no recibirá más las bolsas de plástico de las tiendas de alimentos grandes, en los grandes supermercados y farmacias. El 31 de diciembre de 2012, la prohibición afectará a las tiendas pequeñas, mercados, licorerías, tiendas, mercados de agricultores, farmacias y vendedores en eventos auspiciados por la ciudad. (los restaurantes y tiendas de comida rápida están exentos). A cambio, las tiendas cobrarán 10 centavos por cada bolsa de papel que le den. Una mejor idea es el almacenar ahora una colección de bolsas reutilizables en su carro- jellas se pagarán por si mismas en poco tiempo! Juntos podemos ayudar a reducir el nocivo efecto de las bolsas de plástico al medio ambiente y tomar un paso gigantesco hacia la meta de Pasadena de mandar cero basura a los basurales para el 2040. Para más detalles, llame al Departamento de Planificación al 626-744-4009.

Meet Your First Responders

MEET THE DEDICATED MEN AND WOMEN OF THE PASADENA FIRE DEPARTMENT during Fire Service Day on Saturday, May 12, from 10 a.m. to 4 p.m. At Fire Station 33, 515 N. Lake Ave., firefighters will demonstrate life-saving and fire-suppression techniques, stage a vehicle rescue using the Jaws of Life, show how an aerial ladder works and much more.

Vote Online To Rebuild Pasadena's Urban Forest

THE DEVASTATING HURRICANE-FORCE WINDSTORM THAT BATTERED THE SAN GABRIEL VALLEY in December knocked down more than 1,500 Pasadena street trees. Now you can help rebuild our urban forest with just the simple click of a mouse or a tap of a screen.



Recently, two community organizations, the Pasadena Community Foundation and Pasadena Beautiful Foundation, partnered to create the Windstorm Tree Fund and together donated to the city an impressive \$40,000 to pay for new trees. Now, just by going online, Pasadenans have a chance to add another \$10,000 to that amount. The Odwalla juice company is awarding \$10,000 tree-planting grants to 10 community projects across the country. The Windstorm Tree Fund for Pasadena is one of 20 nominated projects vying for the 10 grants. Winners will be determined simply by the number of online votes cast.

Please take a moment to visit www.odwalla.com/plantatree before May 30, click on VOTE and choose the "Pasadena Windstorm Replacement Project" video. You can only vote once, so please help spread the word with friends through e-mail, Facebook, Twitter, etc.



For more information about the city's tree replacement efforts, contact Darya Barar, Pasadena Parks and Natural Resources, at 626-744-3846.

For information about how you can contribute directly to the Windstorm Tree Fund for Pasadena and to follow its progress, visit Pasadena Beautiful Foundation online at www.pasadenabeautiful.org and Pasadena Community Foundation at www.pasadenacf.org. Facebook users can "like" the Windstorm Tree Fund for Pasadena page.

Volunteers Provide Smiling First Impression



PASADENA'S BEAUTIFUL CITY HALL IS UNIQUE IN MANY WAYS. Its open courtyard design offers easy access to city offices, but without the lobby and receptionist most visitors would expect. Instead, each weekday hundreds of visitors from near and far are greeted by a

dedicated corps of community volunteers at the information booth in City Hall's Grand Entrance.

Our volunteers provide a friendly first impression of Pasadena city government as they answer questions, provide directions and – for many customers and tourists – represent the image and character of our city.

Interested in joining the crew? We are accepting applications now. If you enjoy helping people, love our fair city and are interested in taking on this volunteer position that's short on pay but rich in rewards, please send your resume via e-mail to wboyer@cityofpasadena.net, or by mail to Public Affairs, 100 N. Garfield Ave., Pasadena, CA 91109. Bilingualism is a plus, and a smile is a must!

General Plan Update Draft Plan Unveiled

AFTER MONTHS OF PUBLIC OUTREACH, intensive workshops and a citywide survey on four land-use alternatives, a draft concept plan is ready for community review as part of the city's General Plan Update. This includes a workshop with the City Council in May and two community-wide events in late June. The General Plan is the blueprint that will guide growth in Pasadena.

In preparing the plan, staff took into consideration the 2011 General Plan survey results on alternatives as well as the city's seven guiding principles, the Draft Economic Development Strategic Plan, community feedback on policies, and environmental factors such as greenhouse gas emissions.

More information on the update and the upcoming community events in June is available by calling 626-744-6807 or at www.cityofpasadena.net/generalplan.

Electric Vehicles Generating Interest In Pasadena

MORE THAN 200 PASADENA RESIDENTS TURNED OUT AT CITY HALL on March 31 for a chance to test-drive some of the newest electric cars, which are poised to make a comeback on the American vehicle market.

The Plug-in Electric Vehicle Fair and Workshop drew a mixture of the curious and the committed. The curious were able to kick the tires on a Chevy Volt, Nissan LEAF, Mitsubishi i-MiEV, Tesla, Coda, Toyota Prius Plug-in Hybrid, Ford Focus Electric and BMW Active-E. Dozens of committed EV owners arrived in their gas-free rides to share their enthusiasm with potential new drivers and rally support for expanding EV infrastructure. Even an all-original battery-powered horseless carriage from 1904 rolled up to the fair – whisper-quiet, of course!

During a standing-room-only presentation in City Council Chambers, experts answered questions about how to plug in at home and on the road, public and private investments in the EV infrastructure, federal tax incentives of up to \$7,500, plus a \$2,500 vehicle rebate from the California Clean Vehicle Rebate Program.

Pasadena Water & Power (PWP) also unveiled new electric rates for plug-in electric vehicles (PEVs). Residential electric customers with PEVs will now have the option to stick with the standard flat rate for electricity or sign up for exclusive "time of use" (or TOU) rates. Charging an electric vehicle is almost like adding a whole other house to the city's power demand, so PWP wants to encourage vehicle charging at night so that there's less strain on the electric grid. The TOU rates are lower at off-peak nighttime hours, and higher during on-peak daytime hours.

Learn more about the benefits of electric vehicles by watching video shorts of all the workshop presentations at www.cityofpasadena.net/EV.



Pasadena's Water Centennial: Celebrating 100 Years



PASADENA WATER & POWER IS MAKING A SPLASH IN 2012, celebrating the monumental effort that has gone into quenching our city's thirst for the past 100 years.

Since vintner Benjamin Eaton first directed mountain runoff to his budding grape fields in the 1860s, Pasadena's water system has grown into a complex, 23-square-mile system of wells, reservoirs and pipelines. Today, PWP is proud to offer superior service and a range of water-efficiency resources to nearly 176,000 consumers in Pasadena and neighboring communities.

Celebrations will kick off during "Water Awareness Month" in May, when PWP will treat students to a tour of Windsor Reservoir and the Monk Hill Water Treatment Plant. Also, watch for the launch of a multi-media centennial campaign designed by Art Center College of Design students.

You're invited to take part in festivities throughout the summer. Come to a special water exhibit planned as part of "Happy Birthday Pasadena: Celebrating Now and Then," set for Saturday, June 23, from noon to 4 p.m. at the Pasadena Museum of History. You'll see fascinating photos and artifacts from the early years of Pasadena's water system, and mingle with PWP's dedicated water employees. You'll also see a commemorative edition of PWP's annual water quality report, and a strong PWP presence at the Levitt Pavilion's free summer concert series in Memorial Park.

More activities are in the works for November, the official month of the Water Centennial.

Aging Home Gets Energy Makeover With PWP Rebates

A LONGTIME "NUMBERS GUY" FOR A LOCAL DESIGN AND CONSTRUCTION FIRM, 30-year Pasadena resident Anthony Quon knew exactly how to get the best bang for his buck when he bought a fixer-upper a few years ago. The 1,500-square-foot ranch-style home, built in 1958, had been thoroughly loved but never updated by its original owners.

"The house needed a lot of work," said Quon. "This was my opportunity to get in there and do what I wanted, including getting some really great fixtures and appliances that were reasonably priced, energy-efficient and reliable."

And that's where PWP came in. While paying his utility bill online, Quon came across a long list of PWP rebates for water- and energy-efficient equipment. During two years of renovations, Quon "maximized everything the city had to offer."

He selected a deluxe refrigerator, contemporary stainless steel ceiling fans for the den and master bedroom, dual-pane windows and French doors, decorative exterior lighting, and a top-of-the-line air conditioning system, all with the Energy Star® label. He also got incentives from the gas company for an energy-saving dishwasher, washing machine, furnace, tankless water heater and insulation.

Quon made a point of shopping at Pasadena retailers, he said, to help local businesses and also to take advantage of bonus rebates from PWP. Find PWP rebates at www.cityofpasadena.net/Rebates.

