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# PASADENA IN FOCUS



Volunteers Needed  
 Story inside

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Once the festivities are over, City crews and contractors also will be busy with post-parade restoration work and cleaning up about 100 tons of trash left by the estimated 750,000 parade visitors and 90,000 football fans.

It takes a committed and dedicated City staff to prepare for these grand events. Your patience and cooperation to safely navigate around our field crews as they complete their work is greatly appreciated.

## ...EVENTS & UPDATES...

• **National Voter Registration Day**, Tuesday, Sept. 25. Register to vote at Pasadena libraries and community centers. Volunteers will assist residents with voter registration. Call City Clerk's Office at (626) 744-4124 for more information.

• **Pasadena Chamber of Commerce's free Business Showcase and Mini-Taste of Pasadena** at Paseo Colorado, 4:00 p.m. to 7:00 p.m., Thursday, September 27. Vendors and exhibitors will set up in the public area of the outdoor mall. For more details visit [www.pasadena-chamber.org](http://www.pasadena-chamber.org).

• **Pasadena Museum of History's Gala Benefit and Reception** celebrating the Grand Re-opening of the historic Fenyes Mansion following a two-year, \$1.7 million renovation. The Black Tie event begins 6:00 p.m., Saturday, Sept. 29, with mansion viewings and silent action. Dinner at 7:00 p.m. Call (626) 577-1660, ext. 26, or go to [www.pasadenahistory.org](http://www.pasadenahistory.org).

• **Latino Heritage's 14th Annual Parade & Jamaica Celebration**. Parade at 11:00 a.m., Saturday, Oct. 6 on Washington Boulevard. Jamaica Celebration at La Pintoresca Park follows.

This year's theme "Planting Dreams—Sembrando Sueños" focuses on California historic era of 1840-1860. More info at [www.latinoheritagesg.org](http://www.latinoheritagesg.org).

• **Take the Public Art Master Plan Survey** online now through Oct. 20. The City's Public Art Master Plan Recommendations have been drafted to reflect community meetings, stakeholder interviews and planning processes. Give us your feedback: the survey is at [www.cityofpasadena.net/arts](http://www.cityofpasadena.net/arts). Call Cultural Affairs at (626)744-7062 for details.

• **Pasadena Police Foundation's Annual Breakfast with the Chief of Police** is at 7:30 a.m., Oct. 11, at the Brookside Clubhouse near the Rose Bowl. For reservations,

sponsorships, or tickets, call (626) 744-3987. Funds raised will support the Police Department's youth programs.

• **The YWCA Pasadena-Foothill Valley presents its Women for Racial Justice Breakfast** at 7:30 a.m., Monday, Oct. 15, Pasadena Hilton Hotel. For tables, individual tickets, or sponsorships opportunities, call (626) 296-8433, or go to [www.ywca-pasadena.org](http://www.ywca-pasadena.org).

• **Pasadena Councilmember Jacque Robinson's "City Hall Gives Canned Food Drive"** runs Oct. 25 through Nov. 8 for the Thanksgiving Holiday! Two drop-off locations: Perry's Joint Café, 2051 Lincoln Avenue, 8:00 a.m. to 5:00 p.m., Monday-Friday, and Pasadena Police Department's Community Services Lobby, 207 N. Garfield Ave., 10:00 a.m. to 3:00 p.m., Monday-Friday. For more info, call (626) 744-4444 or email [district1@cityofpasadena.net](mailto:district1@cityofpasadena.net).

## Noticias En Breve

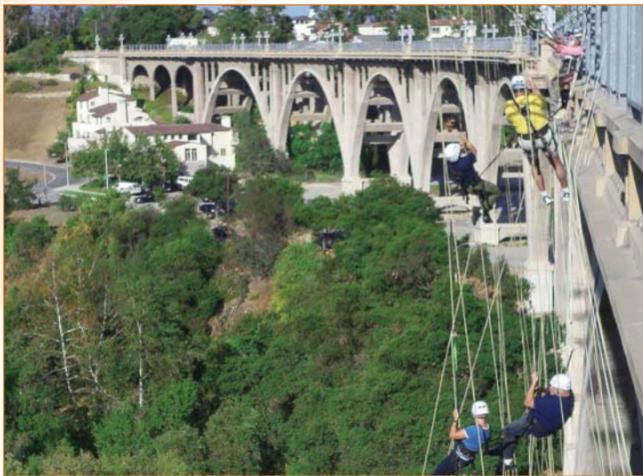
### Diversión Familiar Festival del Otoño el 31 de octubre

La Ciudad de Pasadena está realizando su Festival anual de Otoño desde las 5:00 p.m. a 9:00 p.m., el miércoles 31 de octubre, en el parque Victory, 2575 Paloma St. Únase a la ciudad para una emocionante noche segura y de diversión familiar. Habrá entretenimiento al vivo, paseos en carreta con caballo, casa encantada, kioscos de comida, y abundancia de juegos.

El evento es gratis y está abierto al público en general. A todos los participantes se les anima a venir disfrazados! Habrá cobro para algunos juegos y para los kioscos de comida. Para mayor información llamar al Departamento de Servicios Humanos y Recreativos de la Ciudad al (626) 744-7500.

### El desfile Latino

¿Latino Heritage está realizando su 14 Desfile anual y Celebración Jamaica. El desfile empieza en Washington Boulevard a las 11:00 a.m., el sábado 6 de octubre y termina con la celebración Jamaica en el parque la Pintoresca de Pasadena. El tema para este año es "Planting Dreams—Sembrando Sueños" con un enfoque en la fascinante era histórica de California de 1840-1860. Para mayor información visite [www.latinoheritagesg.org](http://www.latinoheritagesg.org).



**Pasadena is prominently featured in the Season Premiere of the "Amazing Race" reality TV show on CBS. The Season Opener on Sept. 30 featured contestants seen here, above, rappelling off the Historic Colorado Street Bridge. The City's Film Office worked with show producers to also feature City Hall in the opening sequence. The Amazing Race follows teams racing around the globe for a chance to win \$1 million by facing incredible challenges in a variety of 'amazing' locations, now including Pasadena!**

## Quality of Life Report Available

It's hot off the presses and available now: the Pasadena Public Health Department's 2012 Quality of Life Index Report. The report was officially released during a special celebration in August highlighting the City Health Department's 120th anniversary of public service.

The report looks at income, employment, housing and education data as key social and economic factors that affect and influence the quality of life and the overall health of a community. Among the report's key findings are:

- There has been a 79.3% reduction in unhealthy air quality days since 2002 in Pasadena.
- In Pasadena, the number of high school graduates decreased 6% since 2007, and those with less than a high school diploma increased 4%.
- About 22% of Pasadena's adults are obese.
- Almost 25% of the non-elderly adult population in Pasadena has no medical insurance.
- Self-harm, or suicide, was the 10th most common cause of death on America, while accidents, or unintentional injury, ranks as the fifth-highest cause of death. Heart disease and cancer are the two leading causes of death.
- Whooping Cough, virtually unheard of in the late 1970s, is showing up again.

Copies of the 2012 report are now available online at [www.cityofpasadena.net/qualityoflifeindex](http://www.cityofpasadena.net/qualityoflifeindex) or you can call (626) 744-6177 for more information.



Se continua adentro . . .



## Get the Smart App To Civic IMPROVEMENT



Use the app to help stop the blight of abundant left-over yard sale signs.

We all see it sooner or later: ugly graffiti on walls; a cluster of last weekend's "Yard Sale" signs still on light poles; that old abandoned car; overgrown weeds or those pesky potholes.

But, you're thinking, there's little you can do about it, right? Wrong!

Get the smart app to engage civic improvement on a mobile, high-tech platform and help make Pasadena a better—and cleaner—place to live, work, learn and do business. Thanks to the City's Department of Information Technology, you can download our "Pasadena Citizen Service Center" (Pasadena CSC) mobile app for your smart phone/iPhone, tablet or other mobile device.

Download right now via Google Market Place or the iPhone App Store. Or, scan the QR code with this article. Once you got it, use it! We promise to process your form and correct the problem as soon as possible—and we'll even send you a note to say when we resolved the issue.

Just enter the app, snap a picture of the problem, confirm your GPS-based location, add a comment or contact info (purely optional) and hit "submit." That's it! We're bringing local government in action direct to you with a "high-tech" solution that's fun and easy to use.



## Prep Begins for Rose Parade, Rose Bowl

Now that Labor Day is behind us, initial preparations by the City of Pasadena begin for two of the world's best-known annual New Year's events: the Rose Parade and the Rose Bowl.

While both of these famous events have year-round staffs that work closely with the City, many of the behind-the-scenes tasks coordinated by the City—including Public Works, Police, Fire, Transportation, Public Health, Water & Power, Economic Development/Special Events and the City Manager's Office—are absolutely critical to ensure that these international events seen by millions of people around the world occur without a hitch.

Pedestrians and motorists should use extra caution as City work crews will be busy until the end of December along the 5.5-mile parade route to ensure safe and unobstructed passage for the estimated 43 floats, 21 marching bands and 18 equestrian units.

Among the many tasks that field crews do: patching streets and sidewalks; painting curbs; temporarily removing signal mast arms at about 20 intersections; installing temporary asphalt ramps for better ADA access; securing manhole covers; trimming trees and deploying barricades and temporary parking restriction signs.

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## Public Comments & Participation Needed

The public is invited to provide comments and to attend meetings on these two important documents:

- The Draft Environmental Impact Report (EIR) regarding the possible temporary use of the Rose Bowl by the National Football League (NFL).
  - Proposed updates and final recommendations for the City's General Plan
- Written comments on the Draft EIR must be submitted by close of business Monday, Oct. 8, 2012. Comments should be mailed or delivered to David Sinclair, Pasadena Planning Department, 175 N. Garfield Avenue, Pasadena, CA 91109. Comments may also be sent by email to [RoseBowlNFLComments@cityofpasadena.net](mailto:RoseBowlNFLComments@cityofpasadena.net).

- The following public meetings for the Draft EIR are planned:
- **Planning Commission**, 6:30 p.m., Wednesday, Sept. 19, City Council Chambers, City Hall.
  - **Transportation Advisory Commission**, 6:30 p.m., Thursday, Sept. 27, Rose Bowl Media Center, 1001 Rose Bowl Drive, Pasadena, CA 91103. Park in Lot F. Enter through Auto Gate to the left of Gate A. Security will direct attendees to Media Center.
  - **Recreation and Parks Commission**, 6:30 p.m., Tuesday, Oct. 2, Rose Bowl Media Center, 1001 Rose Bowl Drive, Pasadena, CA 91103. Park in Lot F. Enter through Auto Gate to the left of Gate A. Security will direct attendees to Media Center.

The Final EIR is expected to be available in late Fall 2012. The Draft EIR is online at [www.cityofpasadena.net/Rose\\_Bowl\\_EIR](http://www.cityofpasadena.net/Rose_Bowl_EIR). For additional information, please call Mr. David Sinclair at (626) 744-6766.

For the General Plan, send written comments by close of business Monday, Dec. 3, to Scott Reimers, also at the same Planning Dept. address. Or, by email to [generalplan@cityofpasadena.net](mailto:generalplan@cityofpasadena.net).

- The public meeting schedule for the General Plan is:
- **City Council**, 6:30 p.m., Monday, Oct. 1 and Monday, Dec. 3, City Council Chambers, City Hall.
  - **Planning Commission**, 6:15 p.m., Wednesday, Oct. 10 and Wednesday, Oct. 24, City Council Chambers, City Hall.
  - **Transportation Advisory Commission**, Special Meeting, 4:00 p.m., Thursday, Oct. 11, 221 E. Walnut St., Suite 210.
  - **General Plan Update Advisory Committee**, 6:30 p.m., Monday, Nov. 15, Renaissance Plaza, 649 N. Fair Oaks Ave., Room 203
- For more information please visit [www.cityofpasadena.net/generalplan](http://www.cityofpasadena.net/generalplan) or call (626) 744-7310.



## Volunteers Needed for Tree Planting



Volunteers are needed to help Pasadena City Councilmember Gene Masuda and the City's Public Works Department kick-off the City's fall tree planting season. Joining them this year will be officials from the Pasadena Beautiful Foundation, Odwalla's Plant-A-Tree program and the Pasadena Community Foundation.

This year, your help is needed on Saturday, September 29 as the City expects to plant more than 75 trees in areas west of Eaton Canyon Wash as part of citywide efforts to restore Pasadena's "Urban Forest" that was heavily damaged by the 2011 Windstorm.

Volunteers will meet at 8:00 a.m. at Eaton Sunnyslope Park, on Sunnyslope Avenue and Orange Grove Boulevard. A live tree-planting demo begins at 8:15 a.m. and planting teams will head out into the field 8:30 a.m. with designated City Crews. A special Volunteer Lunch will be provided by the Pasadena Firefighters Local 809 back at the park.

Volunteers should wear closed-toe shoes or boots and comfortable clothes that can get dirty. Children under 14 years old must be accompanied by an adult. Don't forget to bring gloves and shovels if available!

Interested volunteers should contact Public Works' Division of Parks and Natural Resources at (626) 744-4321 or Darya Barar at (626) 744-3846, [dbarar@cityofpasadena.net](mailto:dbarar@cityofpasadena.net).

# PASADENA IN FOCUS

## Ayude a las agencias que ayudan a las personas sin viviendas

Usted los ve en las esquinas de las calles o fuera de las tiendas, con sus letreros declarando que no tienen vivienda y pidiendo dinero o comida. Su corazón le dice que hay que dar, pero es eso lo correcto?

El ayudar a los menos afortunados y devolver a la comunidad es una cosa humanitaria de hacer, pero la reputación de Pasadena como una comunidad rica y generosa significa que con frecuencia es blanco de mendigos profesionales.

El Departamento de la Vivienda de la Ciudad, recomienda que usted haga decisiones informadas sobre como ayudar a las personas sin vivienda. Una de ellas es obteniendo la información verdadera en el Internet de La Red de la Vivienda y Personas sin Vivienda de Pasadena, [www.phhn.org](http://www.phhn.org), donde también encontrará una lista de organizaciones que pueden usar su ayuda.

La Red de la Vivienda y Personas sin Vivienda de Pasadena es un grupo diverso de agencias privadas y públicas, fundaciones, organizaciones religiosas y grupos sin fines de lucro dedicados a ofrecer en toda la ciudad cuidado continuo coordinado para las personas sin vivienda y necesitados de Pasadena. Como un resultado positivo, son GRATIS y están disponibles todo el año en Pasadena: alimentos, ropa, albege, duchas para bañarse, lavar su ropa, para que para las personas sin vivienda no tengan que estar mendigando.

Además, La ciudad ofrece estos recordatorios y números de teléfonos:

- Si usted se encuentra con una situación de emergencia con una persona sin vivienda, siempre llame al 9-1-1.
- Passageways es el portal designado de servicios para la admisión y derivación específica para las personas sin vivienda de Pasadena. Passageways está ubicada en el 1020 S. Arroyo Parkway y está abierto 8:00 a.m. a 5:00 p.m., de lunes a viernes. Llame al (626) 403-4888 si necesita ayuda.
- La línea de información del Albergue the Bad Weather (el Mal Tiempo) para el invierno es (888) 915-8111. Llame a la línea de información para los horarios y lugares de los albergues.

## Comuníquese con PCAC para quejas con su cable TV

Tiene problema con el servicio de su compañía de Cable? ¿Tiene que reportar la interrupción de los servicios? Quizás la instalación, preguntas en general sobre el servicio al cliente o sobre su factura? Si es así la Corporación de Acceso Comunitario de Pasadena (PCAC) por sus siglas en inglés quiere escuchar de usted hoy!

La Ciudad de Pasadena a designado a PCAC para que sea la entidad responsable de obtener información sobre las quejas de los clientes y preocupaciones relacionadas a Charter y para trabajar con Charter para ayudar a encontrar y resolver los problemas de los clientes.

Entonces llame a PCAC al (626) 794-8585. O para mayor información sobre PCAC y donde se proporcionan los servicios de acceso al cable, entre al Internet a [www.pasadenamedia.org](http://www.pasadenamedia.org).

## Help Agencies that Help the Homeless

You see them on street corners or outside local stores, holding signs declaring homelessness and asking for money or food. Your heart says give, but is it the right thing to do?



Helping those less fortunate and giving back to our community is the humanitarian thing to do, but Pasadena's reputation as an affluent and generous community means it is often targeted by professional panhandlers.

The City's Housing Department recommends you make informed choices about how to help the homeless. One way is by getting the facts online from the Pasadena Housing and Homeless Network, [www.phhn.org](http://www.phhn.org), where you can also find a list of organizations that can use your help.

The Pasadena Housing and Homeless Network is a diverse group of public and private agencies, foundations, faith-based and non-profit groups dedicated to offering a citywide, coordinated continuum of care for Pasadena's homeless and needy. As a positive result, there is FREE food, clothing, shelter, showers and laundry available year-round in Pasadena for the homeless so that they do not have to panhandle.

Also, the City offers these reminders and phone numbers:

- If you encounter an emergency situation with a homeless person, always call 9-1-1.
- Passageways is the designated portal service that provides intake and referrals specifically for Pasadena's homeless. Passageways is at 1020 S. Arroyo Parkway and is open 8:00 a.m. to 5:00 p.m., Monday through Friday. Call (626) 403-4888 for help.
- The Bad Weather Shelter Hotline during winter is (888) 915-8111. Call the hotline for shelter locations and hours.



## Halloween Fun at Public Library

The Pasadena Public Library is celebrating Halloween by creating a ghoulish good time for all young readers that's full of gnomes, fairies, zombies and ghostly fun at the Central Library and various branches throughout the City. For a complete listing of events, sign-ups, times and locations please check the Library's website at [www.pasadenapubliclibrary.net](http://www.pasadenapubliclibrary.net).

Some of the event highlights include a "Fairy and Gnome" costume book party at the La Pintoresca Branch Oct. 18 and a "Halloween Thrills and Chills" costume party Oct. 31 at the San Rafael Branch.

Also, the Flights of Fantasy Story Theatre will blend folk tales, fables and rhymes into a frothy brew of spookiness, with a dash of scary and a hearty dose of laughter in performances throughout the Library system Oct. 24-31. Check the website for times and locations for this not-to-miss show!

Teen Read Month is going absolutely all-out Zombie crazy this year with a **Zombie Art Apocalypse** contest for students in grades 4-12. Submission categories and entry forms available at all library locations and the website.

The **Zombie Party** of the year is Oct. 13 at La Pintoresca Branch celebrating all things zombie with crafts, creepy snacks, games and music. Make your own Zombie and Vampire jewelry, eat Bloody Band-Aids, watch scary movies and have a Zombie good time with your friends!

**Scratch 101: Zombie Madness** by computer lets youths learn computer and video game programming while creating a personalized Zombie game. Call 744-7268 for reservations for this event Oct. 19.



## Family Fun Fall Festival Oct. 31

The City of Pasadena hosts its annual Fall Festival from 5:00 p.m. to 9:00 p.m., Wednesday, Oct. 31 at Victory Park, 2575 Paloma St. Join the City for a safe, exciting night of family fun. There will be live entertainment, hayrides, a haunted house, food booths and games galore.

The event is free and open to all. All participants are encouraged to come in costume! There will be a fee for some attractions and the on-site food booth services. For more information call the City's Human Services and Recreation Department at (626) 744-7500.

## Pasadena Sister City Committee Events

The public is invited to attend the Pasadena Sister Cities Committee (PSCC) regular meetings at 7:00 p.m. on the third Thursday of the month in the Council Chambers at Pasadena City Hall. Call Angie Gomez at (626) 825-8645 or go online for updates at [www.pasadenasistercities.org](http://www.pasadenasistercities.org).

In addition to its regular meetings, PSCC is sponsoring these events:

- Chinese YoYo Diabolo performs at the Paseo Colorado, 2:00 p.m., Sept. 23.
- German BASF Mens Choir at Pasadena City College, Harbeson Hall, 7:00 p.m., Oct. 4.
- Official visit by delegation from Sister City Mishima, Japan, Oct. 23-25.

## Project at Power Plant Taking Shape



Pasadena's power plant at Glenarm and Fair Oaks is one of the City's most valuable assets, serving for over a century by enhancing the reliability of our community-owned electric service. If service from external energy suppliers is disrupted, the local plant has enough emergency generating capacity to make up for the shortfall in most situations, keeping Pasadena up and running.

Investing in our power plant's reliability is central to the City's Integrated Resource Plan (IRP), a 20-year energy supply plan crafted with input and support from the community and updated this year. The IRP balances the City's desire for service reliability, energy efficiency and local generation, more renewables, decreased coal reliance and reasonable, stable rates.

The plan stresses the importance of retiring the power plant's oldest generating unit and replacing it with a state-of-the-art, efficient natural gas-fired unit. Project details and a Draft Environmental Impact Report are online at [www.pwpweb.com/powerplant](http://www.pwpweb.com/powerplant), where details on public comment are also provided.



## Fall Workshops on Solar and Native Plants

"The Pleasures of Going Native" Workshop is from 7:00 p.m. to 9:00 p.m., Tuesday, Oct. 9 at Lake Avenue Church, 393 N. Lake Ave. Horticultural educator and native plant expert Lili Singer shares plant-care tips and info on low-maintenance, water-wise gardening.

The next "Going Solar" Workshop is from 9:00 a.m.

to Noon, Sat., Oct. 27 at the Shumei America National Center, 2430 E. Colorado Blvd. with expert advice about rebates, vendor selection, safety and permitting for residential and commercial customers. Registration required for both workshops: go to [www.pwpweb.com/rebates](http://www.pwpweb.com/rebates).



## History of Water in Pasadena, Part 2 of 3

By Tim Brick



The drought of 1898 shocked Pasadena's residents into realizing that its burgeoning population needed a more reliable water supply and distribution system.

Seeing a clear link between economic growth and water, Pasadena's Board of Trade led the charge to consolidate three private water companies into one municipal operation. While most residents were enthusiastic, setting a fair purchase price proved contentious: 14 years of bitter political battles and scandal ensued. The debate became further convoluted when Los Angeles offered Pasadena a stake in its Owens Valley Aqueduct project, but at the price of annexation and loss of independence.

In 1912, Mayor William Thum shaped a consensus to purchase all three private water systems for \$1.2 million and the Pasadena Water Department was established on Nov. 1. Under its first General Manager, Samuel Morris, the new Water Department began overhauling a

patchwork of aging infrastructure, modernizing water treatment facilities and securing new water supplies.

The long campaign to establish a municipal water system cemented Pasadena's determination to remain independent. In 1913, Pasadena rejected the annexation proposal from Los Angeles and would later champion a multi-city cooperative approach to pursuing new water supplies.

Pasadena Mayor Hiram Wadsworth (1921-25) chaired the Colorado River Aqueduct Association that gave birth in 1929 to the Metropolitan Water District of Southern California (MWD). The 13 original member agencies worked together to construct the massive aqueduct, and in 1941 Pasadena became the first city to receive supply from the Colorado River.

To Be Continued.

Tim Brick lives in Pasadena and serves on the Board of the Metropolitan Water District of Southern California. He is the author of a forthcoming book on the history of water in Pasadena. Find out more at [www.PWPweb.com/WaterCentennial](http://www.PWPweb.com/WaterCentennial).

## New Landscaping Trend Making Waves in Water Savings

The Turf Removal Program has helped 153 water customers replace more than 220,000 square feet of water-thirsty grass with water-wise landscaping. Water savings are now 10 million gallons and counting! These beautiful landscapes will be in a good position to weather harsher conditions when—not if—Pasadena experiences another water shortage or drought.

Now is the best time for homeowners to start planning a garden makeover and sign up for the rebate program. Get \$1 for every square foot of living grass replaced with eligible landscaping. Fall plantings get an extra boost from autumn rains and milder temperatures, making an even more spectacular debut come spring. Before beginning your project, go to [www.PWPweb.com/TurfRemoval](http://www.PWPweb.com/TurfRemoval).



## Contact PCAC for Cable TV Complaints

Do you have a problem with your Charter cable television service? A service outage to report? Maybe you have installation, general customer service or billing issues? If so, the Pasadena Community Access Corporation (PCAC) wants to hear from you today! The City of Pasadena has designated PCAC as the local municipal authority of record for working with California state cable television franchises operating within the City of Pasadena. On behalf of the City of Pasadena, PCAC is responsible for gathering information about customer complaints or concerns regarding Charter and working with Charter to help track and resolve customers' issues.

So, give PCAC a call at (626) 794-8585. Or, for more information about PCAC and the cable access services it provides, go online to [www.pasadenamedia.org](http://www.pasadenamedia.org).

