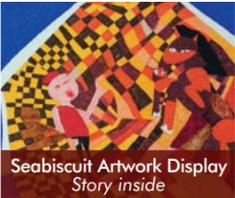




PASADENA IN FOCUS



> INNOVATE PASADENA Continued from Front Page



that has such a rich tech and design legacy," said Wilson. "I know Pasadena has the infrastructure to become a leading innovation community, so we created INNOVATE PASADENA to get organized and activated."

INNOVATE PASADENA

Giardello said Materia, a Caltech spinoff, has made Pasadena its home and has benefitted from its ongoing relationship with Caltech and the City. "IP will provide the additional structure and support needed to accelerate innovation within and between the world-class institutions in our own backyard," he said.



Bus Route & Schedule CHANGES

Service changes for Pasadena's popular Area Rapid Transit System (ARTS) buses are being implemented as part of an ongoing effort to improve customer service, including changes to Route 10, Route 20 and Route 51/52.

Changes include:

- More direct service along Colorado Boulevard in the Central District for Route 10
- Increased frequency of service on the heavily used Route 20
- Schedule adjustments on Route 51/52 in response to riders' requests.

10
 ROUTE

Route 10 will now operate on Colorado Boulevard in both directions between Pasadena Avenue and Lake Avenue, improving the connection between Old Pasadena and City Hall to the Playhouse and South Lake Districts. Route 10 will still service a portion of Green Street between Orange Grove Boulevard and Pasadena Avenue.

20
 ROUTE

Extra bus service is also coming to Route 20—the City's most popular route—on Lake Avenue and Fair Oaks Avenue. As part of a three-year, \$1.9 million federal grant, the City is adding bus service in both directions during the weekdays.

51/52
 ROUTE

Riders on Route 51/52 will notice a schedule adjustment to improve on-time arrival performance based on customer input. Many of the previously scheduled "stop times" have been shifted—in some cases by several minutes—so all riders are advised to check updated schedules on the City's website. This route serves Old Pasadena, the South Raymond corridor, both Art Center College of Design campuses and JPL.

For more information on these service changes, please call (626) 744-4055 or visit www.cityofpasadena.net/artsbus.



Innovate Pasadena Begins!

Business, education, tech leaders, entrepreneurs, investors and City officials are merging their strengths to promote Pasadena as a center of innovation for technology and design in California through a new, collaborative effort called INNOVATE PASADENA, www.innovatepasadena.org.

What began as an informal idea in late 2012 about how the private sector could bolster the local economy, INNOVATE PASADENA (IP) has now emerged as a group led by an executive board of directors from Art Center College of Design, Caltech, City of Pasadena, The Design Accelerator, Idealab, Materia, Pasadena Angels, Rexter and other companies. Co-chairs are IP founders Andy Wilson and Mike Giardello.

The group will promote local opportunities, share resources and foster connections between local institutions, businesses and investors. The first step was a huge kick-off celebration June 27 for about 700 people from Pasadena's tech, business, education and design communities.

"As a serial tech entrepreneur and Pasadena resident, I couldn't be more excited to help breathe new economic life into our city



Continued on Back Panel >

FREE MOVIES IN THE PARK

Victory Park Community Center
 2575 Paloma Street
 Fridays from 7:45 p.m.

The Muppets • August 9

Robinson Park Recreation Center
 1081 North Fair Oaks Avenue
 Fridays from 7:30 p.m.

The Hobbit • August 2
 Hotel Transylvania • August 9
 Life of Pi • August 16

Villa-Parke Community Center
 363 East Villa Street
 Thursdays from 7:45 p.m.

Cars • August 1
 Brave • August 8

Frankenweenie • August 15

La Pintesca Education Teen Center
 1415 North Raymond Avenue
 Tuesdays from 5:00 p.m.

SUPER HERO FILM FESTIVAL
 Iron Man 2 • July 30
 The Avengers • August 6

Noticias En Breve

La Academia De Seguridad Para Niños De Pasadena

¿Sabe su hijo qué hacer en caso de una emergencia?

¿Está su hijo a salvo?

Realmente seguro? Considere la posibilidad de asistir a la 29 Academia gratis de seguridad para niños de Pasadena. Las solicitudes se aceptarán hasta el 13 de septiembre 2013 para el programa de siete semanas para los niños de 6 a 12 años y sus padres.

Usted y su niño se reunirán en diferentes lugares de la ciudad siete sábados consecutivos desde las 9 am hasta el mediodía, a partir del 21 de septiembre. La academia está patrocinada por la Fundación de la Policía de Pasadena. Las clases son impartidas por el Departamento de Policía de Pasadena, el Departamento de Bomberos de Pasadena y de otros organismos municipales.

Los espacios son limitados y se están llenando rápido. Para más información y para las solicitudes, llame a la especialista de la Policía Karla Kauhola al (626) 744-7657,

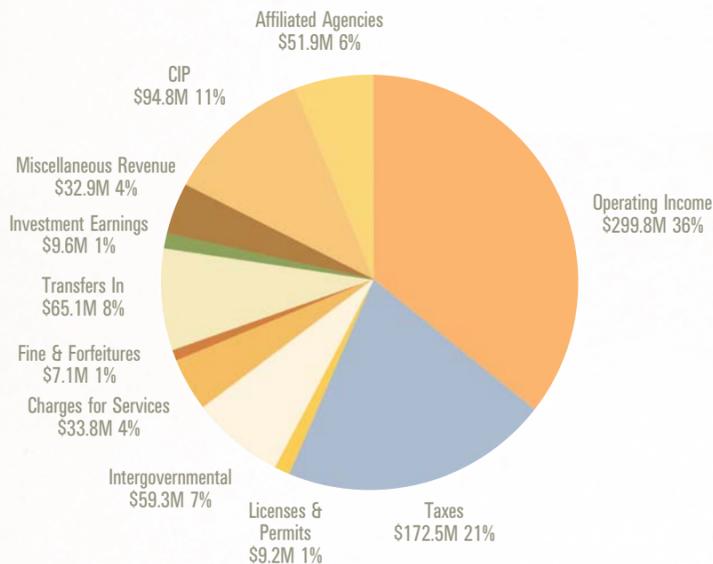
Se continua adentro . . .

Balanced Budget Approved for Fiscal Year 2014

The Pasadena City Council in June approved a balanced budget for the full-service City that began its new Fiscal Year 14 (FY 14) on July 1, 2013. The new budget represents the second year in a row that the City is not projecting a need to use reserve funds for operational expenses.

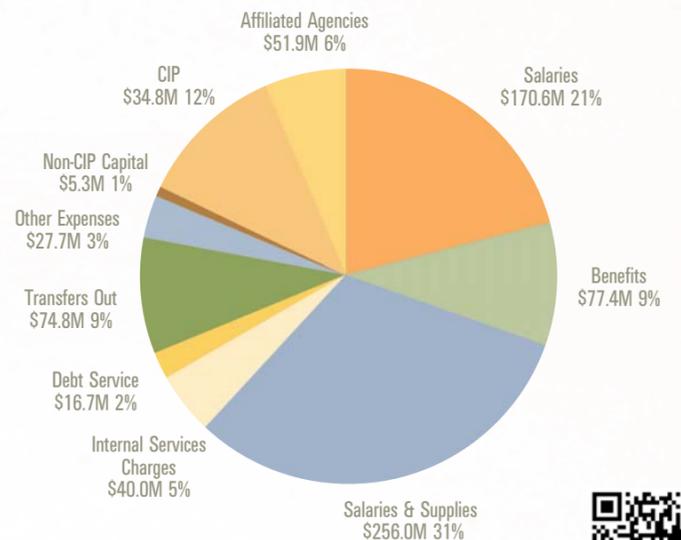
The FY 14 budget is the annual financial blueprint for 16 City departments; the City Council Office; the Successor Agency to the Pasadena Community Development Commission and the City's three operating companies—The Rose Bowl Operating Company, which oversees the national historic landmark Rose Bowl Stadium, www.rosebowlstadium.com; the Pasadena Center Operating Company, in charge of the Pasadena Convention Center and the City's Visitors Bureau,

FY 2014 ADOPTED BUDGET - REVENUES BY CATEGORY



Notes: Charts include inter-fund transfers totaling \$109.9 million. Chart 2 also includes \$27.2 million in capital-related salaries and benefits which are also included in the \$94.8 million of CIP appropriations due to current budget system limitations

FY 2014 ADOPTED BUDGET - APPROPRIATIONS BY CATEGORY



New Assistance Fund By City, Pasadena Community Foundation



Pasadena Assistance Fund
 Building Better Lives

New grant funding and charitable giving opportunities are being created thanks to the collaborative efforts by the City's Housing Department and the Pasadena Community Foundation (PCF) by transforming the former Human Services Endowment Fund into the new "Pasadena Assistance Fund." The charitable endowment will be managed by PCF while the City acts as advisor to the fund and directs the grant making.

The fund will continue to be focused with the same spirit and purpose of its original donors: providing support to local non-profit social service agencies that help people facing poverty, or those with disabilities or other challenges.

For more information about the Pasadena Community Foundation, call (626) 796-2097, or visit www.pasadenacf.org.



con email a kkauhola@cityofpasadena.net, o venga a la recepción del Departamento de Servicio Comunitario de la Policía

De Regreso A La Escuela— Las Escuelas De PUSD Empiezan El 14 De Agosto

El primer día de las clases del distrito Escolar Unificado de Pasadena (PUSD) es el 14 de agosto. Cuando se trata de la asistencia escolar cada día cuenta.

Los niños van a sufrir académicamente cuando faltan a la escuela y el distrito sufre financieramente. Cualquier niño con tres faltas injustificadas en un año escolar es considerado ausente sin justificación bajo la ley estatal.

Visite www.backtoschool.pasadenausd.org y recuerde estos consejos:

- Registro para la escuela. La escuela primaria reanuda sus inscripciones el 07 de agosto, la escuela Intermedia y secundaria comienza a finales de julio. La Inscripción preescolar es permanente durante todo el año.
- Manténgase saludable. Asegúrese de que sus hijos tengan las vacunas necesarias para la escuela. PUSD y el Departamento de Salud de Pasadena ofrecen vacunas a bajo costo o gratis para las familias que califiquen.
- Mantenga los niños a salvo. Pronto, los niños estarán caminando a la escuela y de la escuela y abordando los autobuses escolares. Tenga cuidado con los pequeños y observe los límites de velocidad, especialmente en las zonas escolares. Aprenda más acerca de las escuelas de PUSD visitando www.gopUSD.com/schoolguide.

FOLLOW PASADENA ON Twitter

Do you tweet? Get the latest news and info from the City of Pasadena by following us on our Twitter account: @PasadenaGov.



PASADENA IN FOCUS

PUSD School Starts on August 14!

The first day of school for the Pasadena Unified School District (PUSD) is Aug. 14. When it comes to school attendance, every day counts!

Children will suffer academically when they miss school and the District suffers financially. Any child with three unexcused absences in a school year is considered truant under state law.

Visit www.backtoschool.pasadenausd.org and remember these tips:

- **Register for school.** Elementary school registration resumes Aug. 7; middle and high school registration begins in late July. Preschool registration is ongoing throughout the year.
- **Stay healthy.** Make sure your children have the required vaccinations for school. PUSD and the Pasadena Health Department offer low-cost or free vaccinations for qualifying families.
- **Keep our kids safe.** Soon, children will be walking to and from school and boarding buses. Watch out for little ones and observe speed limits, especially school zones.

Learn more about PUSD's schools by visiting www.gopUSD.com/schoolguide.



Dog Licensing Provided By Pasadena Humane Society



pasadena humane society & spca

Pasadena's dog owners now must license their animal companions through the Pasadena Humane Society & SPCA (PHS), effective July 1, 2013. Canvassing with door-to-door checks for proper dog licensing is set to begin in September.

A dog license is required by state law along with proof that the dog is current with its rabies vaccination. Vaccinations can be obtained from PHS or most local veterinarians. Pasadena's current annual dog license fees are \$16.07 for dogs either spayed or neutered or \$31.11 for dogs not fixed.

Dog owners can bring their dog's license application and rabies certificate directly to the Pasadena Humane Society & SPCA, 361 South Raymond Ave., Pasadena, CA 91105. The agency is open from 9 a.m. to 6 p.m., Tuesday through Friday; 9 a.m. to 4 p.m., Saturday, and 11 a.m. to 4 p.m., Sunday. Closed Mondays. For more information, contact PHS at (626) 792-7151, ext. 115, or visit www.pasadenahumane.org/licensing.



The March On Washington: A Commemoration

Pasadena Public Library's Allendale Branch is celebrating the 50th anniversary of the August 28, 1963 March on Washington for Jobs and Freedom, a watershed in the struggle for civil rights in the United States. The 1963 March, which culminated with Dr. Martin Luther King Jr.'s "I Have a Dream" speech in front of the Lincoln Memorial, is widely credited with helping to pass the Civil Rights Act (1964) and the Voting Rights Act (1965).

Beginning at 2 p.m., Saturday, August 17, Peter Dreier, Occidental College professor and author of *The 100 Greatest Americans of the 20th Century: A Social Justice Hall of Fame* (Nation Books, 2012), will introduce a screening of the award-winning documentary, "Brother Outsider: The Life of Bayard Rustin."—the lead organizer for the March on Washington.

At 2 p.m., Saturday, August 31, folk singer Ross Altman will present a program of folk music originally performed at the March on Washington by Bob Dylan, Joan Baez, Len Chandler and Peter, Paul and Mary. The performance will also include a few songs that became prominent in the months leading up to the March from the 1963 Newport Folk Festival and will conclude with a 50th anniversary remembrance of the Nov. 22, 1963 assassination of President John F. Kennedy.

Allendale Branch Library is at 1130 S. Marengo Ave. For more information call (626) 744-7260.



Alarm System Permit Info

Pasadena residents and business owners must obtain a permit for alarm systems. The four-year permit fee is \$112.60 and can be purchased at City Hall, 100 N. Garfield Ave.

There is only one free "false alarm" allowed per year within the 12-month billing cycle from Sept. 1 to Aug. 31 for each permitted alarm. Failure to have a valid permit can result in added penalty fees for false alarms.

If an activation happens and no permit exists for the location, both the permit fee and a penalty of \$121.00 can be assessed per the City's Municipal Code. For subsequent false alarms, an additional fee of \$133.00 per activation will be assessed. For more information, call the Business License Division at (626) 744-4166. For questions about alarm activity, call the Police Department at (626) 744-6411.



PWP Upgrading Power Outage Management System

The Pasadena Water and Power Department (PWP) is upgrading the systems used to manage water and power service interruptions, including improvements for customer service and communications. The goal is to improve customers' experiences when reporting outages and to enable more timely distribution of information to callers and the public.

The new system is scheduled to be launched in early 2014. As part of this upgrade, PWP will be asking all customers to update their emergency outage phone numbers during the next several months. Please watch for more information that will be included in your bill and posted online at www.PWPweb.com/OMS.



Set Sprinklers for Dawn or Dusk



When it comes to keeping your gardens gorgeous this summer, timing is everything! By setting your sprinklers to water before 9 a.m. or after 6 p.m., you will be watering at the optimal time of day for your plants to absorb and retain moisture.

This watering schedule will keep your gardens healthy and growing even in the summer heat, and will keep you in compliance with Pasadena's permanent water waste restrictions, which prohibit watering from 9 a.m. to 6 p.m. For a complete list of restrictions, visit www.PWPweb.com/SaveWater.



Register Today for Free Water-Wise Landscape Workshops

Visit www.PWPweb.com/SaveWater to register for any of the following workshops; and for workshop locations. Call Gloria Acevedo at (626) 744-3715 for more information.



FALL GARDEN PLANNING WORKSHOP

9 a.m.-11 a.m., Saturday, August 10
Fall gardening will be here before you know it so get a little early inspiration from Gardenerd! Join Christy Wilhelmi for an information-packed class to plan your fall garden. Whether you're a novice or a Gardenerd veteran, you will love this workshop! Copies of Christy's new book "Gardening for Geeks" will be raffled off to attendees.

RAINWATER HARVESTING WORKSHOP

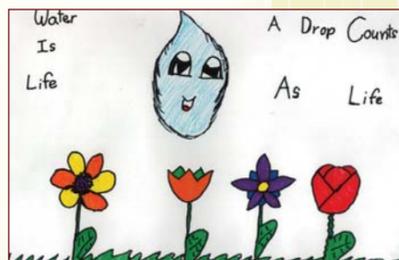
9 a.m.-Noon, Saturday, September 21
Learn how to capture valuable rainwater and re-use it in your garden. Rainwater harvesting expert Pamela Berstler's super-charged and passionate insights will inspire you to create a gorgeous rain garden and replenish local groundwater supply from your own backyard. Vouchers for rain barrel rebates will be provided to registered attendees.

NATIVE NIGHTS WORKSHOP

7 p.m.-9 p.m., Wednesday, October 9
Back by popular demand! Discover the joys and benefits of gardening with California native plants: low water use, low maintenance, year-round color, stunning fragrance, butterflies and birdsong! Dynamic speaker and native plant expert Lili Singer will show you everything you need to establish a beautiful native garden of your own. Enter the raffle to take home one of the many beautiful native plants on display at the workshop.



Congratulations Student Art Winners



To celebrate California's "Water Awareness Month" in May, PWP invited all K-12 grade students in Pasadena schools to participate in the annual art contest on the theme "Water Is Life."

A flood of incredible creativity and talent poured into PWP, but only five entries could be selected to advance to the regional contest to be judged by the Metropolitan Water District. Congratulations to all and good luck in the next round!

First Place:

Manon Labarsouque, 3rd Grade, Don Benito Fundamental School

Honorable Mentions:

Seungri Lee, 2nd Grade, McKinley School

Maria Munoz, 3rd Grade, Franklin Elementary School

Nalani J. Viray, 3rd Grade, Sierra Madre Elementary School

Pia Wolf, 2nd Grade, Sierra Madre Elementary School



"Seabiscuit" Artwork Displayed

Special "Seabiscuit" themed artwork created by adults with disabilities who are enrolled in Pasadena's Adaptive Recreation Art Program will be on display through Sept. 7, 2013 at the Armory Center for the Arts, 145 N. Raymond Ave. A booklet on the Seabiscuit art is available for a \$20.00 donation while supplies last.

"Seabiscuit" is the theme selected by program participants for their artwork. The life story of Seabiscuit—one of the most famous and successful Thoroughbred racehorses in U.S. History—and his primary jockey, Red Pollard, is one laced with disabilities and injuries that both horse and rider had to overcome during their careers. Seabiscuit also frequently raced at nearby Santa Anita Racetrack in the 1930s and a bronze statue honoring "The Biscuit"—America's Racehorse—has been on display there since 1941.

Pasadena's Adaptive Recreation Art Program provides weekly art sessions for artists with disabilities who live in the Pasadena and Altadena areas. For more information about the program, contact Jackie Scott, Adaptive Recreation Specialist, at (626) 744-7257 or by email to jackiescott@cityofpasadena.net.

