



OFFICE OF THE CITY MANAGER

January 23, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Pasadena Citizen Service Center (311 Call Center):

The Department of Public Works enthusiastically announces the launch of the Pasadena Citizen Service Center (311 Call Center) on January 24, 2014. The Citizen Service Center serves as the primary point of contact for callers seeking information, services and support from the City. I have attached a memorandum from Siobhan Foster, Director of Public Works provides additional detailed information on the Call Center.

2. Pilot Sidewalk Repair Partnership Program - Update:

The Department of Public Works implemented the City's Pilot Sidewalk Repair Partnership Program in July 2013. Under the pilot program, the City matches 50 percent of the cost of the sidewalk repair up to a maximum of \$1,000 per parcel. Income-qualified residents are eligible to receive a match of 70 percent of the cost of sidewalk repair, also up to a maximum of \$1,000 per parcel. Income qualifications are based on the criteria from Pasadena Water and Power's Electric Assistance Program (UUAP). The attached memorandum from Siobhan Foster, Director of Public Works provides additional detail information on this program.

3. Covered California Workshop:

A free workshop on Covered California, the State's new healthcare insurance exchange, is being co-sponsored by the Cultural Affairs division of the Planning & Community Development Department and the Armory Center for the Arts. The public is invited to attend the Covered California workshop on January 30, 2014, from 12:00 noon – 1:00 p.m. at the Armory Center.

City Hall
100 N. Garfield Avenue, Room 231
Mailing Address: P.O. Box 7115 • Pasadena 91109-7215
(626) 744-7371 • Fax (626) 744-4774
jgutierrez@cityofpasadena.net

Presented by the Actors Fund, the workshop is targeted towards freelancers and the self-employed, but is not limited to these groups and is open to any individual with questions about the new Obamacare insurance requirements. The presentation will provide a walk through of Covered California health insurance options and requirements, and will also cover possible tax credits and federal subsidies.

The workshop requires an RSVP to the Armory Center: (626) 792-5101 extension 145. Lunch will be provided and parking is free. A flyer is attached with the information.

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

4. Community Build Day at Villa-Parke:

On Saturday, January 25, 2014, Villa-Parke Community Center will host Community Build Day from 8:00 a.m. to 12:00 p.m. The City of Pasadena is pleased to announce that it has entered into a partnership with the Pasadena Community Gardens Conservancy, a nonprofit organization, to support the new Community Garden being constructed at the Villa-Parke Community Center.

The garden is being built with L.A. County funds the City received from the Little Green Fingers program, part of First 5 LA, to build a second-floor, raised-bed-style garden comprising thirty (30) individual container garden plots for families, along with a ground-floor community garden serving 100 pupils and their families attending Head Start classes. The Villa-Parke Community Garden, the City's first, is expected to open in early February. The attached memorandum from Mercy Santoro, Director of Human Services and Recreation provides additional information on the event.

5. After School Adventure Program Survey:

The annual survey of the After School Adventure Program will be ready for distribution on Monday, January 27 through Monday, February 10, 2014. The after school Adventure program is currently on eleven Pasadena Unified School District Campuses. The data received from the survey is imperative in the development of next year's budget and program priorities. Please see attached memorandum from Mercy Santoro, Director of Human Services and Recreation that provides additional information.

6. Pasadena Water and Power Fiscal Year 2013 Annual Report:

The fiscal year 2013 annual report for the Water and Power Department ("PWP") is now available on line. The complete report can be accessed at:

http://www.ci.pasadena.ca.us/waterandpower/Annual_Reports

The report provides complete financial information for the Power and Water utilities and also includes a comprehensive overview of activities for each utility during the fiscal year, focusing on key programs and initiatives. There is also a section of supplementary information

that provides ten years of summarized financial and operating statistics. The report provides specific information about PWP that complements the City's Comprehensive Annual Financial Report.

A limited number of copies will be produced, a number of which will be available at PWP's display at the Mayor's State of the City event on January 23, 2014. The Mayor and each member of the City Council will also receive an individual hard copy. Please contact PWP's Finance and Administration division at 744-7369 if you have questions or need additional information.

7. Bay Delta Conservation Plan Workshops:

Pasadena Water and Power (PWP) customers and Southland residents will have an opportunity to learn first-hand from state and federal agency officials about a proposal designed to safeguard public water supplies from Northern California, which provide approximately 18% of Pasadena's water supply. Known as the Bay Delta Conservation Plan (BDCP), this state and federal effort reached a milestone with the release of a comprehensive public draft on December 13, 2013 and the opening of a 120-day review/comment period. The attached memorandum from Phyllis Currie, General Manager, Water and Power provides additional detailed information on the BDCP.

8. Under One Roof:

The City of Pasadena's Housing & Career Services Department and Pasadena Water and Power have partnered up with three organizations to create the Under One Roof program to help cash-strapped residents buy, keep and revitalize their homes. Designed specifically for low- to moderate-income families, Under One Roof provides money-saving assistance programs and loans that are available through the City of Pasadena Housing Department, Neighborhood Housing Services of Los Angeles County (NHS), GRID Alternatives, and Pasadena Water & Power (PWP). The attached memorandum from Phyllis Currie, General Manager, Water and Power and William Huang, Director of Housing provides additional details on the program.

Respectfully submitted,


JULIE GUTIERREZ
Assistant City Manager

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

DATE: January 22, 2014
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Pasadena Citizen Service Center (311 Call Center)

The Department of Public Works enthusiastically announces the launch of the Pasadena Citizen Service Center (311 Call Center) on January 24, 2014. Milestones for this project include:

Milestone	Date	Complete
Call Center construction	September 20, 2013	√
Customer Service Reps start date	September 30, 2013	√
Customer Service Rep training	September 30 – October 25, 2013	√
311 Call Center “soft launch”	October 28, 2013	√
311 Call Center official launch	January 24, 2014	

As part of the “soft launch” during the week of October 28, 2013, the Citizen Service Center began answering the following City extensions (the extensions will remain intact and route into the Citizen Service Center):

Extension	Description
x 4000	City of Pasadena main number
x 4087	Department of Public Works
x 4321	Parks & Natural Resources Division
x 7622	Graffiti Abatement
X7311	Citizen Service Center direct telephone line

** Additional telephone lines will transition to the 311 Call Center over time*

During the soft launch period, the Citizen Service Center answered more than 10,000 telephone calls, answering 80% of the calls within 30 seconds.

The Citizen Service Center serves as the primary point of contact for callers seeking information, services and support from the City. Citizen Service Center representatives are trained to handle a wide variety of calls. The Citizen Service Center utilizes and manages requests within the Citizen Service Center web and phone application to also offer callers a variety of self service capabilities including initiating a service request or

searching the knowledge base. These are available through the following link:
<http://www.ci.pasadena.ca.us/CSC/>.

The Citizen Service Center operates as a “live answer” call center Monday through Friday from 8 a.m. to 5 p.m. After hours, an auto attendant is available to route callers to a number of departments directly and also provide callers with the option to leave a voicemail message. Citizen Service Center personnel retrieve/act upon messages first thing in the morning. Data from after-hours calls will be used to determine the need for future Citizen Service Center hour extensions including a possible 24-hour service.

Look for these exciting enhancements which make the Citizen Service Center even more user-friendly and efficient:

- Addition of **Call Us Now** button on the Citizen Service Center mobile application, giving users the option of reaching live assistance if desired;
- Implementation of new, easily recognizable Citizen Service Center logo on the mobile Citizen Service Center application, website & informational materials seen in the attachment; and
- Integration of Citizen Service Center requests within the City’s Geographic Information System (GIS) facilitating reports based on website & mobile application requests by geographic area.

Please feel free to contact Mandy Templeton, Citizen Service Center Manager or the Citizen Service Center directly with any questions, Citizen Service Center topic ideas, or to follow-up on any existing requests. Ms. Templeton and her staff also welcome the opportunity to attend community meetings and introduce the Citizen Service Center to Pasadena residents. Ms. Templeton is available by telephone at (626) 744-7151 or via e-mail at mtempleton@cityofpasadena.net. The Citizen Service Center can be reached by telephone at (626) 744-7311 or via e-mail at pasadena311@cityofpasadena.net.



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

DATE: January 22, 2014
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Pilot Sidewalk Repair Partnership Program – Update

The Department of Public Works implemented the City’s Pilot Sidewalk Repair Partnership Program in July 2013. Under the pilot program, the City matches 50 percent of the cost of the sidewalk repair up to a maximum of \$1,000 per parcel. Income-qualified residents are eligible to receive a match of 70 percent of the cost of sidewalk repair, also up to a maximum of \$1,000 per parcel. Income qualifications are based on the criteria from Pasadena Water and Power’s Electric Assistance Program (UUAP).

To be eligible for the Partnership Program, property owners cannot be engaged in the sale of property and/or involved in a building permit process of improvements valued at \$20,000 or more.

Property owners must submit an application for any property located within the City of Pasadena with existing sidewalks damaged by City street tree roots. The City will inspect the sidewalk locations to determine qualifications, condition, project limits, and if the sidewalk was damaged by City tree roots. The City will then send an agreement to the property owner with the cost. The work will be scheduled once the invoice has been paid.

The Department of Public Works reports the following statistics for the Pilot Sidewalk Repair Partnership Program to date:

Responses to Pilot Program	Quantity
Applications received	186
Cost estimates provided to property owners	183 (w/ 3 in process)
Property owners electing to participate	120

Sidewalk Repairs Status	Properties Impacted
Sidewalk repairs completed	87 properties (~13,000 square feet of sidewalk)
Sidewalk repairs pending	33 properties

Cost-Sharing	Amount
Property owner payments	\$95,550
City match	\$64,375

The Department of Public Works will bring an update on the pilot program to Municipal Services Committee in March 2014. The update will include current statistics of the pilot program, as well as proposed adjustments to the pilot program to enhance the utilization of the program. For more information on the pilot program, please visit <http://www.ci.pasadena.ca.us/PublicWorks/>.

The Department of Public Works continues to provide temporary sidewalk repairs. Residents are encouraged to report damaged sidewalks in need of temporary repair through the Pasadena Citizen Service Center at http://www.ci.pasadena.ca.us/CSC/Submission_Form/ or by telephone to (626) 744-7311.

The Actors Fund,
for everyone
in entertainment.



ARMORY



ARE YOU CONFUSED ABOUT HEALTH CARE REFORM?

CO-HOSTED BY THE CITY OF PASADENA CULTURAL AFFAIRS DIVISION AND THE ARMORY CENTER FOR THE ARTS, **THIS WORKSHOP WILL...**

- Walk you through your Covered California options and requirements.
- Provide important information relevant to freelancers and the self-employed.
- Help you figure out how to get affordable health insurance with the help of tax credits and federal subsidies.
- Answer all of your burning questions!

This event is free and open to everyone in the visual and performing arts. Guests are welcome. **RSVP is appreciated as space is limited.**

Parking/Public Transit

- Up to 90 minutes of free parking is available at the city parking structure just north of the Armory on Raymond Avenue.
- The Armory is accessible by public transit via the Gold Line Memorial Park Station and many bus lines. <http://armoryarts.org/visit/>

****Lunch will be provided.**

WHEN

January 30, 2014
12:00pm – 1:00pm

WHERE

Armory Center for the Arts
145 N. Raymond Avenue
Pasadena, CA 91103

RSVP

jchristiano@armoryarts.org
(626) 792-5101 ext 145

QUESTIONS ABOUT COVERED CALIFORNIA?

Call us at 855.491.3357



MEMORANDUM – CITY OF PASADENA

Human Services and Recreation Department

DATE: January 22, 2014

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: Community Build Day at Villa-Parke

On Saturday, January 25, 2014, Villa-Parke Community Center will host Community Build Day from 8:00 a.m. to 12:00 p.m. The City of Pasadena is pleased to announce that it has entered into a partnership with the Pasadena Community Gardens Conservancy, a nonprofit organization, to support the new Community Garden being constructed at the Villa-Parke Community Center.

The garden is being built with L.A. County funds the City received from the Little Green Fingers program, part of First 5 LA, to build a second-floor, raised-bed-style garden comprising thirty (30) individual container garden plots for families, along with a ground-floor community garden serving 100 pupils and their families attending Head Start classes. The Villa-Parke Community Garden, the City's first, is expected to open in early February.

The Pasadena Community Gardens Conservancy (PCGC) has committed to funding up to \$100,000 in programming, education, outreach, and volunteering at the Community Garden over five years, at a rate of up to \$20,000 annually over five years. Their financial support will provide year-round instruction in gardening, nutrition and healthy cooking classes at the Center, as well as a network of volunteers, a website, and an e-newsletter. The PCGC is a fund of the Pasadena Community Foundation.

"As a group of Pasadena residents committed to making healthy vegetables and fruits available to all city families, we consider it a privilege to serve our neighbors living in the Villa-Parke area," said Jessica Korzenecki, PCGC's Co-chair.

"The Human Services and Recreation Department is focused in on providing access, education and fun recreational experiences to promote better health and a high quality of life for Pasadena residents. We cannot accomplish this goal alone, and so we are honored to partner with the Pasadena Community Gardens Conservancy. It is through a community-wide collaborative approach we can ensure all Pasadenans live well" said Mercy Santoro, Director of Recreation and Human Services for the City. "With PCGC's support and that of L.A. County, we will be able to touch and transform the lives of residents in ways that will build a healthier Pasadena."

The PCGC has also committed to provide planting materials and healthy meals for the upcoming Community Build Day at the Villa-Parke Community Center, 363 E. Villa Street, Pasadena. All city residents are invited to attend and view progress on the garden's construction. Information about PCGC is available at www.pasadenacommunitygardensconservancy.org



MEMORANDUM – CITY OF PASADENA Human Services and Recreation Department

DATE: January 23, 2014

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: After School Adventure Program Survey

We want to take the opportunity to inform the public of our annual survey of the After School Adventure Program which is currently on eleven Pasadena Unified School District campuses. Our goal is to continue to invest in this program by striving to keep our staff ratios lower, by increasing training for academic support and by continuing to improve our classroom environment with plentiful and creative supplies. We will continue to provide greater assistance with homework help, fun educational enrichment activities, and special interest activities from art, music to leadership. We also recognize the continued development of our staff is a top priority. To that end, staff regularly participates in training and many are finishing up this spring with the completion of 12 Our investment in staff is a top priority for ensuring our program meets in the needs of Pasadena children and their families.

The survey, available in both in English and Spanish, will be ready for distribution on Monday, January 27 through Monday, February 10, 2014. The data received is imperative as we develop next year's budget and program priorities. We have also established parent meeting dates in order to make certain everyone has a chance to speak to any potential changes and provide feedback. Please see the following meeting schedule below. All meeting are scheduled for 6:00 p.m. and will have Spanish translation and child care.

Tuesday, February 11th at Don Benito Fundamental School
Wednesday, February 12th at Field elementary School
Thursday, February 13th at McKinley Elementary School
Tuesday, February 18th at Madison Elementary School

For a copy of the survey please contact Darrell Walker at dwalker@cityofpasadena.net or call 626 744 7530. For more information about the Human Services and Recreation Department visit www.cityofpasadena.net/humanservices.



PASADENA WATER AND POWER

MEMORANDUM

January 22, 2014

To: Michael J. Beck
City Manager

From: Phyllis E. Currie
General Manager

Subject: Bay Delta Conservation Plan Workshops

Pasadena Water and Power (PWP) customers and Southland residents will have an opportunity to learn first-hand from state and federal agency officials about a proposal designed to safeguard public water supplies from Northern California, which provide approximately 18% of Pasadena's water supply. Known as the Bay Delta Conservation Plan (BDCP), this state and federal effort reached a milestone with the release of a comprehensive public draft on December 13, 2013 and the opening of a 120-day review/comment period.

The BDCP includes a detailed water modernization plan to better protect supplies by constructing new intakes on the Sacramento River and transporting that supply via twin tunnels to the existing California Aqueduct. It also includes a strategy of how to restore the Sacramento-San Joaquin Delta habitat.

There will be three local public open house meetings in Southern California as part of the statewide BDCP outreach process that will lead to a final plan:

- Tuesday, Feb. 4 at the Los Angeles Convention Center
- Feb. 5 at the Ontario Convention Center, and
- Feb. 6 at the San Diego Convention Center.

The open houses are scheduled from 3 p.m. to 7 p.m. and will feature experts from state and federal agencies to explain the various water system and ecosystem proposals and the expected potential impacts. For more information on these events please visit www.baydeltaconservationplan.com.

PWP is hosting the "*Your Water: The BIG Picture*" event on February 26th at the Pasadena Convention Center, to discuss the BDCP and current water supply conditions and challenges facing Southern California. For more information, visit www.PWPweb.com.



PASADENA WATER AND POWER

MEMORANDUM

January 22, 2014

To: Michael J. Beck
City Manager

From: Phyllis E. Currie, General Manager & William Huang, Director

Subject: Under One Roof

The City of Pasadena's Housing & Career Services Department and Pasadena Water and Power have partnered up with three organizations to create the Under One Roof program to help cash-strapped residents buy, keep and revitalize their homes. Designed specifically for low- to moderate-income families, Under One Roof provides money-saving assistance programs and loans that are available through the City of Pasadena Housing Department, Neighborhood Housing Services of Los Angeles County (NHS), GRID Alternatives, and Pasadena Water & Power (PWP).

Through its Maintenance Assistance and Services to Homeowners (MASH) Program, the City's Housing and Career Services Department offers low-income homeowners no-cost home repairs, wheelchair ramp and handrail installations and lead-paint stabilization, while also providing jobs and training to local workers.

In partnership with the City of Pasadena, NHS offers free classes and services, financial assistance, affordable loans and referrals to help low- to moderate-income homeowners buy homes, improve their properties and prevent foreclosure.

Working with the City of Pasadena's Housing & Career Services Department, GRID Alternatives provides solar electric systems at little or no cost to qualifying homeowners, reducing customers' electric bills by up to 90 percent.

In addition to rebates for home efficiency improvements and free refrigerator upgrades, PWP provides bill assistance for eligible residents. This includes an Electric Utility Assistance Program for income-qualified residents, seniors and customers with disabilities; Project A.P.P.L.E. for customers facing one-time financial emergencies; and the Pasadena Medical Assistance Program for customers who depend on qualifying medical equipment. Customers who participate in programs from all four organizations can earn \$5,000 in home efficiency improvements from PWP.

For more information about the Under One Roof collaboration please visit:
pwpweb.com/UnderOneRoof.