



OFFICE OF THE CITY MANAGER

November 1, 2012

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Local Generation Plant Update:

On Tuesday, October 16, one of Pasadena Water and Power's ("PWP") older electric generators was damaged in a fire. This suddenly left Pasadena with only one local generating unit in operation to support the distribution system even as electric demands were very high due to unseasonably high temperatures. On Tuesday and Wednesday, our system was vulnerable to additional equipment failures, which could have resulted in a need for rolling blackouts. Thanks to the extra efforts by our customers to conserve energy, and the watchful eye of our system operators, the need for rolling blackouts was averted.

According to Phyllis Currie, General Manager Water and Power, power plant staff was able to repair the Broadway 3 steam plant and return this unit to service on Monday, October 22. With two local generators now available, and the return to more seasonable cool temperatures, PWP's electric system is able to reliably serve all of our customers. Repairs to gas turbine generator unit GT-3 are ongoing, and this unit is expected to return to service by late December.

PWP is continuing its work to replace the oldest generator, Broadway 3, with a state-of-the-art combined cycle unit to improve system reliability and reduce the environmental impact of its overall energy supply portfolio. The Draft Environmental Impact Report ("EIR") has been prepared and will be released on Monday, November 5. A "Notice of Availability" announcing publication of the draft EIR, the public review period, and Planning Commission public hearing date will be mailed out to residents in the vicinity of the power plant and be posted in the City website at www.PWPweb.com/powerplant.

2. **Behind the Scenes Tour of the Annual Rose Parade and Rose Bowl Game – A Grand Spectacle:**

At the recently held August, 2012 American Public Works Association (APWA) International Public Works Congress & Exposition in Anaheim, the City of Pasadena was spotlighted in the Special Edition of the APWA Insight Third Quarter 2012 publication. I have attached for your review an article written by Richard Yee, Principal Engineer, Public Works that highlights the behind the scenes tour of the annual Rose Parade and Rose Bowl Game.

3. **Fall Holiday Bazaar:**

On Thursday, November 15, 2012, the 3rd Annual Holiday Arts & Crafts Bazaar will be presented in the Rotunda area of Pasadena City Hall from 9:00 a.m. to 4:00 p.m. This event is sponsored by Jackie Robinson Center of the Human Services and Recreation Department. With a variety of vendors, everyone will have an opportunity to purchase unique gifts at great prices for friends, family, or that special someone. Some of the local businesses include Rhythms of the Village; Laga Designs International, Inc.; and Kaban Azul. In addition to these popular local vendors, talented seniors from the Jackie Robinson Community Center will also be on-hand to display their homemade items for sale. Choose from unique jewelry, creative hats, homemade lotions, soaps, quilts, and much more. According to Mercy Santoro, Director of Human Services & Recreation, proceeds from the event support community projects at the Jackie Robinson Community Center. For more information, please contact Linda Offray or Jarvis Emerson at (626) 744-7300.

4. **Upcoming Community Events:**

- **Lincoln Village Festival** ~ Join NATHA and the Lincoln Village Community for their 9th annual Lincoln Village Festival for a taste of family fun! “Function at the Junction” is a spectacular one-day event that highlights great food, live entertainment, family fun, health screenings, a marketplace and fun for all ages. The celebration will be held on Saturday, November 10, 2012 from 12pm – 4pm at Lincoln Ave. in Pasadena between Montana & Idaho-admission is FREE!
- **Free Flu Shot Vaccinations** ~ **Tuesday, November 13, 2012**, 10:00 a.m. – 12:00 p.m. at the Allendale Library 2:00 p.m. – 4:00 p.m. at the La Pintoresca Library. Please note vaccine supplies per date and location are limited, and children under 18 years must be accompanied by a parent or guardian. For more information, please call (626) 744-6012.

5. **Rose Bowl Renovation Roundup October 2012 and Rose Bowl Renovation Project Weekly Update:**

Attached is the Rose Bowl Roundup October 2012 Newsletter and the Rose Bowl Renovation Project as provided by Darryl Dunn, General Manager of the Rose Bowl. Both provide an update of the construction and activities currently in progress.

Respectfully Submitted,



JULIE A. GUTIERREZ /dc
Assistant City Manager

/attachments



PASADENA PUBLIC WORKS DEPARTMENT—BEHIND-THE-SCENES TOUR OF THE ANNUAL ROSE PARADE AND ROSE BOWL GAME—A GRAND SPECTACLE

RICHARD YEE | PRINCIPAL ENGINEER | PASADENA PUBLIC WORKS DEPARTMENT

Every New Year's Day Holiday, the world comes to Pasadena, California, home of the Rose Parade and Rose Bowl Game, the "Granddaddy" of college football bowl games.

The Rose Parade features dozens of majestic, hand-decorated floral floats; spirited, uniformed marching bands and high-stepping, perfectly groomed equestrian units that are seen by an international television audience of about 60 million households and more than 750,000 people who line the 5.5-mile parade route. Later, over at the Rose Bowl—



The Rose Parade is seen around the world each New Year's Day. It takes a lot of behind-the-scenes work and coordination by the Pasadena Public Works Department and many City Departments to ensure the parade in front of the cameras is flawless.

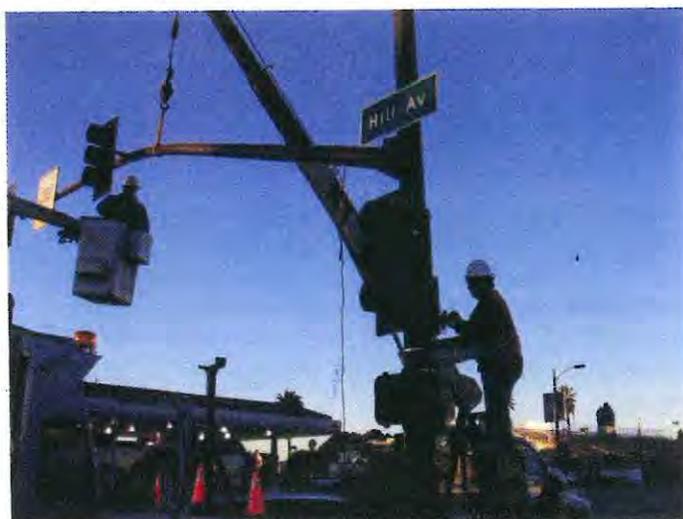
American's Stadium—a capacity crowd is always on hand for "The Game" with more than 90,000 spectators, celebrities, VIPs, and a small army of international sports writers, National Network TV, Internet, and radio crews who broadcast college football's greatest gridiron game to hundreds of millions of fans around the world.

The Pasadena Tournament of Roses has 30 year-round staff members and 935 volunteers who smoothly orchestrate the parade operations for a seamless performance in front of the television cameras and public. Likewise, the Rose Bowl Stadium's front office and hundreds of employees ensure a grand time is had by all. Although the public sees and enjoys both events as planned, they rarely, if ever, know about the behind-the-scenes work coordinated by the City Departments—including Public Works, Police, Fire, Transportation, Public Health, Economic Development/Special Events and the City Manager's Office—that is absolutely critical to ensure these world-class events occur without a hitch.

PREPARATIONS LONG IN THE MAKING For Pasadena Public Works, preparations for the Rose Parade, presented by Honda, and Rose Bowl Game, presented by Vizio, begin in August, as it does the other city departments. Important Public Works assignments include tree trimming along the 5.5-mile parade route; street and sidewalk repairs; temporary asphalt ramp installation for improved ADA access at the post-parade area on Sierra Madre Avenue and moving street lights and traffic signals for clear passage by the estimated 43 floats, 21 marching bands, and 18 equestrian units.

Work moves at an even pace for the next four months, with a final flurry of activity in December, but the work doesn't stop there. Public Works is on point for the concentrated clean-up and post-parade restoration work.

To accomplish this, Public Works staff can be diverted from their regular assignments to Rose Parade duties. Most of the time, the shift changes and extra work are easily accomplished, but everything became more complicated last year when Pasadena and the rest of the San Gabriel Valley experienced hurricane-force winds from Nov. 30 to Dec. 1, 2011. Pasadena sustained 1,500 downed trees, extensive power outages, and was inundated with thousands of tons of debris on nearly every street. Public Works staff worked around-the-clock, pulling double duty, and, with mutual aid assistance, managed an unprecedented recovery effort to restore most of the City prior to hosting what many consider to be "America's New Year's Celebration."



Pre-Parade work begins in August for the Pasadena Public Works Department, including the removal of signal overhangs to ensure that all floats have an unobstructed path along the 5.5-mile parade route.

MANAGING MAJOR EVENTS



Massive Wind Storm Damage Struck Nov. 30-Dec. 1, 2011, knocking down 1,500 mature trees like this one. Public Works staff shifted into high gear, pulling double duty to make sure as much of the wind storm debris was cleared so that the Rose Parade and The Game could occur.

MAJOR TASKS A summary of work performed by Pasadena Public Works for the 2012 Rose Parade included:

Parade Route Preparation

- Paint about 150 tree stumps on the parade route with bright yellow paint for safety due to downed trees.
- Repair potholes and damaged sidewalks along the parade route and surrounding surface streets.
- Check and clean sewer lines on Colorado Boulevard.
- Check and repair all street and pedestrian lighting along the parade route.
- Refresh red curbs to improve safety.
- Remove all bus benches and refuse containers along the parade route.
- Install 100 catch basin inlet covers to prevent storm drain contamination.
- Remove 22 traffic signal mast arms, seven street light poles and six traffic signal poles to enable a smooth, unobstructed parade route.

Traffic Control

- Deploy approximately 1,000 delineators, 1,000 traffic cones, and 200 Type II-frame barricades.
- Install 5,700 temporary restricted parking signs and approximately 4,000 other signs for traffic control and shuttle routes.
- Deploy approximately 2,000 Type I barricades and seven changeable message signs (CMBs) for traffic control.

Support Operations

- Paint 10 miles of blue line—honor lines for parade viewers to move into the street—and five miles of pink line for float drivers to follow.
- Secure Caltrans encroachment permits to use part of the

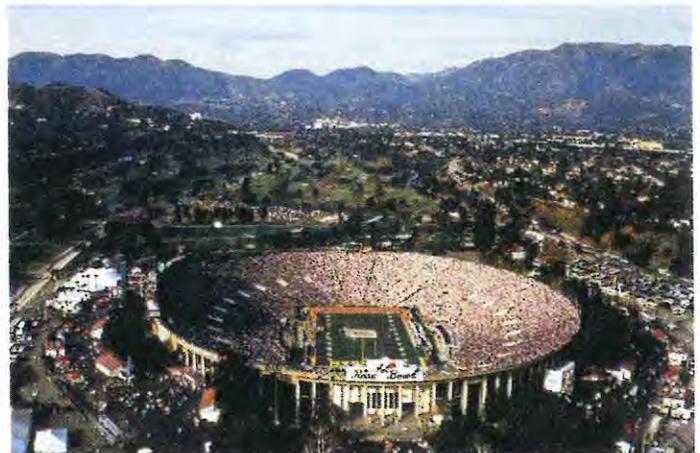
710 Freeway for equestrian and band staging and specific 210 Freeway on/off ramps for traffic control.

- Paint float formation stalls on South Orange Grove Boulevard and paint stalls at TV Corner for reserved media spaces near the “Big Turn” from Orange Grove Boulevard onto Colorado Boulevard
- Secure more than 100 steel manhole covers in the float formation area and security zone with epoxy to prevent tampering.

POST EVENT CLEANUP Public Works estimates that more than 100 tons of trash is left behind after the Rose Parade and Rose Bowl Game. Eighty workers are deployed in the massive clean-up effort using 10 dump trucks, eight front-end loaders and backhoes, four street sweeping vehicles, three refuse packers and six pick-up trucks. Four contract vendor street sweepers also assist in restoring Colorado Boulevard and the rest of the parade route to its pristine beauty—all before sunrise the next day. It takes about two weeks to completely restore the rest of Pasadena to pre-event conditions.

Being a Green City, City recycling staff also collect about 1.5 tons (3,000 pounds) of left-over food and 150 floral arrangements from the Rose Bowl Game’s corporate hospitality tents, media sections, ESPN Zone and VIP pre-game team/alumni tents for donation to the Foothill Unity Center where the food is consumed and the fresh flowers are enjoyed and much appreciated!

It takes a committed and dedicated Public Works staff to prepare Pasadena for these world-renowned events and also to be prepared for unexpected emergencies that can happen at any time. It takes an exceptional crew to simultaneously manage both with behind-the-scenes acumen and practiced skill in order for these events to remain virtually flawless on the international stage.



Rose Bowl Capacity Crowd—more than 90,000 fans fill the Rose Bowl for the Granddaddy of all College Football Games. The crowds are unaware of the behind-the-scenes work that goes into this event every year.

October 2012



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The **Rose Bowl Roundup** is back with more information about those who are working tirelessly to improve our historic stadium.

In this issue ...

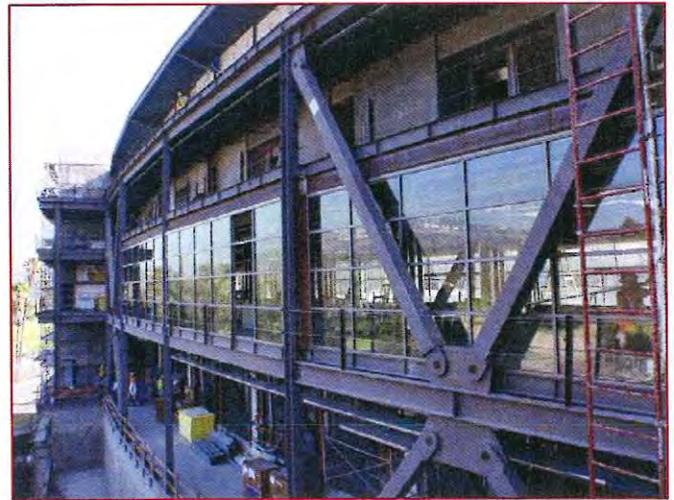
- ❖ Construction progress
- ❖ Focus on the field — at home or away
- ❖ Fun and great deals through the decades
- ❖ Then: spotlight on culture — 1929
- ❖ Now: hometown rivalry — Turkey Tussle
- ❖ International soccer
- ❖ Local hiring progress update
- ❖ A little bit of a "Magic"
- ❖ Rose Bowl Legacy Campaign update
- ❖ Rose Bowl Premium Seating

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**Read on, and be sure to send us your questions and comments.
We'd like to hear from you.**

Send your questions and comments to
Audrey O'Kelley at aokelley@rosebowllegacy.com.

CONSTRUCTION PROGRESS



Pavilion renovation progress — north to south: above left, 9/18; above right, 9/25

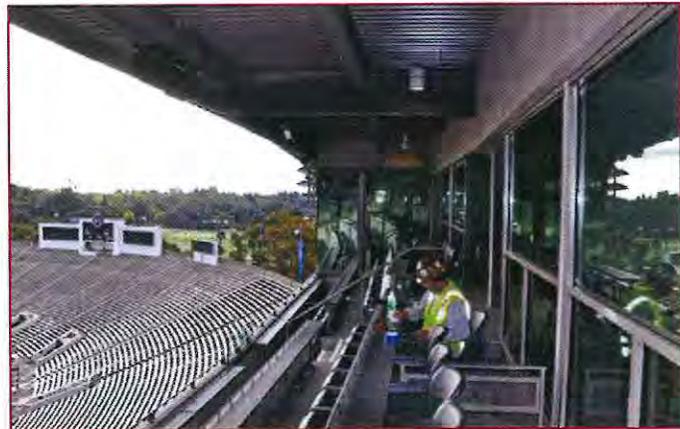
Rose Bowl Roundup

Work on the New Pavilion continues and, as you can see on the prior page, the work is progressing south to north as walls and glass now encase once open steel beams.

Bids are out for Phase III work to reintroduce the historic field hedge, provide field-level exiting and tunnel restrooms, replace restrooms on the west concourse, finish the remaining electrical enclosures and construct a new broadcast building to support the new Level G broadcast center. And outside the Gate, we'll install a bio-swale down the median of the entryway to the stadium.

Parsons and Clarence C. Broussard are alerting local construction companies of the bid opportunities for the Phase III work set to begin immediately following the January 2013 flea market. The goal remains to have the Pavilion and Phase III completed for the 100th Rose Bowl Game in 2014.

While work continues patrons are enjoying a new game-viewing experience in the Pavilion's premium seating: Suites and Club seats. In addition, the working media are enjoying the new south-side space, as well as the new state-of-the-art broadcast center.



Crew member at work cleaning a suite for the October 13 UCLA game (Photo by Bob Snodgrass)

[For additional information regarding the Rose Bowl Stadium Renovations and Enhancements](#)

FOCUS ON THE FIELD — AT HOME OR AWAY

The UCLA football team is off to its best start in years. The team is healthy and still honing skills.

UCLA's final non-conference game at the Rose Bowl was against the Houston Cougars, and it was the Bruins over the Cougars 37-6. Unfortunately, the Bruins Pac-12 Conference opener against Oregon State did not go as well. Oregon won 27-20, but the Bruins recovered with a win against Colorado 42-14.



Then it was time to go on the road to play the Golden Bears. Coach Mora's recipe for success on the road was to maintain a narrow focus with consistency as the goal, and not to talk about "last week," but to focus on the coming week's challenge.

Coach Mora was circumspect about playing the Golden Bears despite its 1-4 record, and wasn't willing to take anything for granted. California has played good teams and its defense played hard and was big, physical and fast. Coach Mora's concern was well founded — UCLA lost to the Golden Bears.

But sticking to the Mora formula of no talk about "last week" and focus on the coming week's challenge proved successful. The Bruins roared back with an October 13 home game win over Utah 20-14.

Rose Bowl Roundup

After a week off, UCLA then traveled to the Arizona State Sun Devils and played a back-and-forth game. But at the end, with less than a 1:30 to go, UCLA rolled down the field and in the last seconds won on a 33-yard field goal by Kai'imi Fairbairn. The final score was 45-43.

An exhilarated Coach Mora exclaimed "I'm proud of these young men!" UCLA is now Bowl-eligible for the first time since 2005.

Next up: UCLA at home in the Rose Bowl against the University of Arizona Wildcats ... Nov 3 at 7:30 pm. Go Bruins!

FUN AND GREAT DEALS THROUGH THE DECADES

The world famous R.G Canning Flea Market continues to be held, on the second Sunday of every month, at the Rose Bowl.

This month, right after the UCLA-Utah game, the crew had the concourse ready for the early morning crowds.

It turned out to be another hot Sunday with temperatures hitting 90 degrees. Nevertheless, there were almost 14,000 shoppers and browsers out bright and early combing through the thousands of interesting items offered by vendors from near and far.

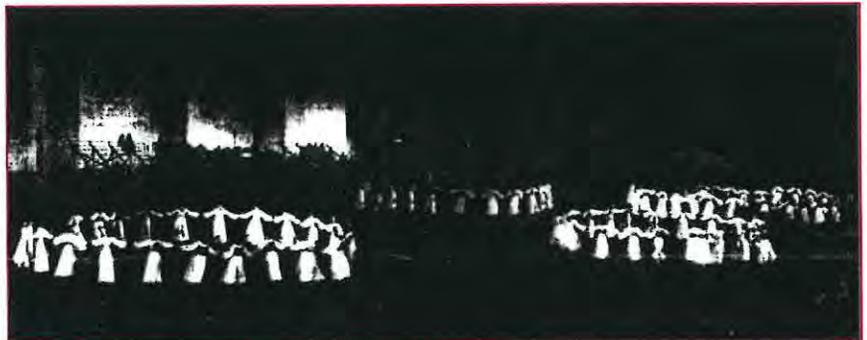


Courtesy of PMH, PSN Collection

THEN: SPOTLIGHT ON CULTURE — 1929

Improvements to the stadium began in 1929, when the open south end of the stadium was closed giving the stadium its famous, sight-line-enhancing elliptical shape.

Night lighting was also added that year. This achievement was commemorated by the Pageant of Lights, a symphonic dance to Tchaikovsky's Andante Cantabile, two Chopin waltzes, Grieg's Peer Gynt Suite and Dvorak's New world Symphony. Michio Ita, principal dancer, choreographer and contemporary of Martha Graham, directed a chorus of 200 women from Pasadena Junior College.



Courtesy of the Archives, Pasadena Museum of History, Photo Album Collection,

Gynt Suite and Dvorak's New world Symphony. Michio Ita, principal dancer, choreographer and contemporary of Martha Graham, directed a chorus of 200 women from Pasadena Junior College.

Rose Bowl Roundup

NOW: HOMETOWN RIVALRY — THE TURKEY TUSSLE

This month, plans are once again afoot at the Rose Bowl for the upcoming Turkey Tussle, a football tradition that started in 1947. That's when the first game was played, between Pasadena Community College and John Muir Junior College. That arrangement continued until 1954, when the annual rivalry was played between what is now Pasadena High School and John Muir High School.



In keeping with tradition, the two high schools will once again use all their energy to defend their school's honor in the annual Turkey Tussle, now a homecoming tradition. The game will be played November 1 at 7 pm.

The objective: win the Bell Trophy

INTERNATIONAL SOCCER

The Rose Bowl has a stellar tradition of hosting fabulous International soccer events. In fact, it's the only venue to host the finals of Olympic, Women's and Men's World Cup soccer. And, there are the Soccer United Marketing events (SUM), which includes Mexico vs. New Zealand and the World Cup Final in June of 2011.



The Rose Bowl is now negotiating with SUM, the preeminent soccer promoter in North America, for a June 7, 2013 double-header. It's a good deal for fans and for the Rose Bowl. After deducting the acceleration costs of field construction, the Rose Bowl would net \$200,000 from the match.

LOCAL HIRING PROGRESS UPDATE

Parsons and Clarence J. Broussard & Associates, Inc. (CBA) continue to mentor and support Pasadena First Buy Local (PFBL) to maximize the hiring of Pasadena residents to work on the project. The Rose Bowl Operating Company (RBOC), PFBL and City staff report that in the first 18 months of the project:



The RBOC, PFBL and City staff report that:

- ❖ **194** Pasadena residents have worked on the project
- ❖ **\$1.5 million** has been paid to these workers
- ❖ **\$5.4 million** has been paid in local subcontracting and procurement
- ❖ **\$3.4 million** has been paid in local subcontractors

The total direct local economic benefit to the Pasadena community from the Rose Bowl Renovation Project is \$10.4 million.

Read more about local hiring efforts in the [September Status Report](#)

Rose Bowl Roundup

A LITTLE BIT OF "MAGIC"



Ervin "Magic" Johnson addresses 100 local residents, workers and supporters at the Rose Bowl.

Ervin Johnson stopped by the Rose Bowl for a couple of hours on October 1. It was a hot, sunny day, and he worked his magic on nearly 100 residents, workers and supporters of the Rose Bowl Stadium.

All were gathered in the UCLA locker room as he "worked the room." He had fun doing it ... shaking hands, having his picture taken with everyone, all with that great smile ... because he loves the Rose Bowl, admires it and is enthused about the work being done to improve it and preserve it's magic for future generations.

He commended Darryl Dunn (stadium general manager) for the "great job he does." He also noted that "It's easy to talk about the Rose Bowl and the great "Granddaddy of them all. When I was a kid, it was a tremendous day for the family, the Big 10 and Pac 10, first the parade and then the game, our whole family watched."

He went on to recount fond memories, his trip west as first-round draft choice of the Lakers. He came here with his Dad and remembered that trip, his excitement at a chance to attend the Rose Bowl Game and watch Michigan State beat USC. "Not a bad seat in the house," he recalled.

Rose Bowl Roundup

Yes, Magic loves the Rose Bowl, "...its great history, the community connection, how fortunate it is to be a part of that tradition. Other stadiums, they're locked up, you can't get near 'em if there's not an event. But here, people are walking and running around. "We should all be a part of something special here, that's what it's all about."

As he talked about his life, his choices, and his career, he pinned them all to values he saw in his home growing up. Key ones were consistency and hard work. Add his ambition to achieve great success. He recalled with warmth, his teammates and their strengths and weaknesses. He was in awe of legendary Laker center Kareem Abdul Jabbar. "He was so good, it was scary." But his bottom line was that you had to have enthusiasm, had to work hard and everyone had to play to their strength, fulfill their role. That is how you win, he said.

Ervin Johnson is a successful man, a grateful man. He recognized all the mentors — all 20 of them — as he transitioned from college to professional play and then to business. To learn, he sought the best. He was never arrogant. He remembers sitting in super agent and CAA CEO Michael Ovitz's reception lobby for two hours waiting to speak to him. When he was finally admitted to the Ovitz's office, he was greeted with "Why should I represent you?" They talked. Magic left. Three weeks later Ovitz took him on.

The takeaway from those few hours with Ervin Johnson was: Know who you are, keep challenging yourself, listen and learn from those who know, and work hard. And never give up.

A great time was had by all.

ROSE BOWL LEGACY CAMPAIGN: UPDATE

A group of community leaders has created a non-profit organization, Legacy Connections, with the goal of raising the funds necessary to complete this vital project.



Legacy's goal is to fill the financing gap to complete the renovation. To date, they have raised or received signed commitments for approximately \$8.2 million. These donations are from individuals and companies with an outstanding history of philanthropy and are considered to be reliable donors. In the meantime, the group is hard at work on projects that will be announced in the near future.

Be sure to check out the [Legacy Campaign](#) website as well.

ROSE BOWL PREMIUM SEATING

With only three big games remaining for the UCLA Bruins football team at home this year, the opportunity to see first-hand the new Premium Seats is dwindling. But, premium-seating packages for 2013 may begin with tickets to the USC Trojans and the Stanford Cardinals. Seats are limited so you'll have to act fast today.



Rose Bowl Roundup

For more information about Premium Seating and how to get your UCLA vs. USC or Stanford tickets go to <http://www.rosebowlpremiumseating.com> or call 626.585.6800 to speak with a Premium Sales Manager.

ROSE BOWL RENOVATION & IMPROVEMENT PROJECT

The project has five objectives:

1. Improve public safety
2. Enhance the fan experience
3. Maintain the Rose Bowl's National Historic Landmark status
4. Develop long-term revenue streams
5. Improve stadium operations

[More information](#)



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PROJECT PLANNING SCHEDULE

2012

October

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
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November

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December

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23	24	25	26	27	28	29
30	31					

- October 29, 2012: Weekly Update Meeting (11am/ Media Center)
- October 30, 2012: KPMG Event (Field/ locker room)
- October 30, 2012: UCLA game management (9:30am/ Media Center)
- October 31, 2012: RBOC Finance Meeting (8am/ Conference Room)
- November 1, 2012: Television Production Meeting (3:30pm/ Pavilion)
- November 1, 2012: RBOC Meeting (6:30pm/ Media Center)
- November 1, 2012: Turkey Tussle (7pm)
- **November 3, 2012: UCLA vs. Arizona (7:30pm)**
- November 5, 2012: Weekly Update meeting (11am/Media Center)
- November 8, 2012: Neighborhood Meeting (7:30am/ Brookside)
- November 10, 2012: Pert Training (Visitor Locker Room)
- **November 11, 2012: Flea Market**
- November 12, 2012: Weekly Update Meeting (11am/ Media Center)
- November 13, 2012: UCLA Game Management meeting (9:30am/ Media Center)
- November 14-15, 2012: Driving Dynamics (Lot K)
- November 15, 2012: TV Production Meeting (3:30pm/ Pavilion)
- November 15, 2012: TOR layout Ops Compound (3:30pm)
- **November 17, 2012: UCLA vs. USC (TBD)**

Future Milestone Dates:

- Rose Bowl Game – January 1, 2013
- Project Substantial Completion – Sept 1, 2013
- Project Completion – December 31, 2013