



OFFICE OF THE CITY MANAGER

November 29, 2012

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

**1. Metro Schedules Open Houses for SR-710 Alternatives Analysis:**

Metro has announced that they are scheduled to complete the State Route 710 Environmental Study Alternatives Analysis Report prior to the end of 2012 and begin preparation of a draft environmental document in the early part of 2013. Metro is scheduling three open houses during which they will be sharing information about the five Alternatives\* that will be further analyzed in the draft environmental document.

The attached memorandum from Frederick C. Dock, Director of Transportation provides information on the five Alternatives and the scheduled open houses and locations which will begin Wednesday, January 23, 2013.

**2. Community Development Block Grant Improvements to JRC:**

The Jackie Robinson Community Center successfully applied for and was awarded a \$50,000 Community Development Block Grant (CDGB) grant for capital improvements to its Information Counter.

According to Mercy Santoro, Director of Human Services and Recreation, the improvements to the Information Counter will include enlarging the area by 24 inches in the front and 30 inches on the west side. Making it more visitor friendly, the existing glass with the brown casing will be removed and replaced with seamless glass. The current storage space will be enlarged to accommodate a two drawer file and computer tower. Staff will be repositioned to face forward to better welcome and assist visitors and have a clear view of the lobby and all entrances. The selected color scheme will be a blue granite front counter and the remaining will be sand/buff color cabinets. Work is slated to begin early in January, 2013, with a completion date anticipated after approximately two weeks of construction. The hope for the Jackie Robinson Community Center staff is to have the facility looking its best for the upcoming Black History Month Celebration and Parade in February. For more information please contact Jarvis Emerson at [Jemerson@cityofpasadena.net](mailto:Jemerson@cityofpasadena.net)

*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](mailto:jgutierrez@cityofpasadena.net)*

**3. Mayor's Annual Holiday Tree Lighting Thursday, December 6<sup>th</sup> at City Hall:**

Come join Pasadena Mayor Bill Bogaard light the City's Official Holiday Tree during a free, festive celebration with local singers, dancers, art projects for kids and a special appearance by Santa Claus! It all happens from 5:30 p.m. to 6:30 p.m., Thursday, Dec. 6 at City Hall, in the Rotunda, 100 N. Garfield Ave.

Joining Mayor Bogaard to help light the tree at 6:00 p.m. sharp will be Amanda Alissa Perez, 21, Miss Pasadena 2013. Parents and guardians should bring their cameras to snap a special holiday picture of your children once Santa arrives.

I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation that provides additional information on the various entertainment groups and activities scheduled during this event.

**4. The Emerging Story of California Public Libraries:**

The California State Library has announced an exciting new tool for public libraries. The Emerging Story of California Public Libraries is a document designed to help libraries reframe their stories of why they are still relevant in today's technological society. This story map was presented at the Annual California Library Association Conference in San Jose, California on November 3, 2012. Commissioned by the State Library, library leaders from around California and Michael Margolis from Get Storied, have spent the past several months crafting this important message.

According to Jan Sanders, Director of Libraries and Information Services, this document helps to celebrate the many ways that libraries have already adapted to the changing needs of society in the 21st century. These include providing material and digital access to everyone; serving as a collector of information for future generations; connecting people, places and ideas in communities; supporting the discovery of new information; and becoming a hub to help communities be creators of content.

The future of libraries is more than just providing digital technology; the future is to help people understand the information and use it effectively. Libraries have embraced new technology while staying true to their mission of being institutions of learning and community involvement. This story map shows the many ways that communities are doing just that. Attached is the story map.

**5. 2013 Silver Gloves Boxing Tournament:**

Mercy Santoro, Director of Human Services and Recreation is pleased to announce the Villa-Parke Community Center will have the honor of hosting the 2013 Silver Gloves Region XIII Boxing Tournament on Friday, January 4, 2013. It is anticipating that over 240 boxers, 10-15 years of age, will participate. Boxers from the states of Arizona, California, Colorado, Hawaii, New Mexico, Nevada and Utah have expressed interest in participating.

To the Honorable City Council

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Tournament bouts begin at 6:00 p.m. on Friday evening, January 4<sup>th</sup>, followed by two sessions at 12 noon and 6 p.m. on Saturday, January 5<sup>th</sup> with the and final bouts starting at 11 a.m. on Sunday, January 6<sup>th</sup>. All bouts will be held at the Victory Park Community Center gymnasium, 2575 Paloma Street. Competition finalists will advance to the National Tournament scheduled for January 30 through February 2, 2013, in Independence, Missouri.

Admission is \$8.00 for adults and \$5.00 for children 6-12 years of age. Children under 5 years are free. Tickets are available at the door on the day of the event only. For additional tournament information contact Rozanne Adanto at (626) 744-6522 or Bill Davis (626) 744-6523

6. **Rose Bowl Renovation Project Weekly Update:**

Attached is the most current schedule for the Rose Bowl Renovation Project as provided by Darryl Dunn, General Manager of the Rose Bowl.

Respectfully Submitted,



**JULIE A. GUTIERREZ**  
Assistant City Manager

/attachments

**MEMORANDUM - CITY OF PASADENA  
DEPARTMENT of TRANSPORTATION**

**DATE:** November 27, 2012  
**TO:** Michael J. Beck, City Manager  
**FROM:** Frederick C. Dock, Director *F.C. Dock*  
**SUBJECT:** City Manager's Weekly Newsletter – Metro Schedules Open Houses for SR-710 Alternatives Analysis

Metro has announced that they are scheduled to complete the State Route 710 Environmental Study Alternatives Analysis Report prior to the end of 2012 and begin preparation of a draft environmental document in the early part of 2013. Metro is scheduling three open houses during which they will be sharing information about the five Alternatives\* that will be further analyzed in the draft environmental document.

**The Open Houses will take place at the following locations:**

**Wednesday, January 23, 2013, 6-8 pm**  
Maranatha High School Student Center  
169 South Saint John Avenue  
Pasadena, CA 91105

**Thursday, January 24, 2013, 6-8 pm**  
San Marino Community Church  
1750 Virginia Road  
San Marino, CA 91108

**Saturday, January 26, 2013, 9-11 am**  
Cal State Los Angeles Golden Eagle Building: Ballroom  
5151 State University Drive  
Los Angeles, CA 90032

\* The five Alternatives include:

- No Build
- Transportation System/Transportation Demand Management
- Bus Rapid Transit
- Light Rail Transit
- Freeway Tunnel

More information on the SR 710 Study preparation and process is available on the internet at [www.metro.net/sr710study](http://www.metro.net/sr710study) or by calling Metro at 855.4SR.7100 or 855.477.7100.



**MEMORANDUM – CITY OF PASADENA**  
**Human Services and Recreation Department**

**DATE:** November 13, 2012

**TO:** Michael Beck, City Manager

**FROM:** Mercy Santoro, Director – Human Services & Recreation

**SUBJECT:** **MAYOR'S ANNUAL HOLIDAY TREE LIGHTING THURSDAY,  
DEC. 6 AT CITY HALL**

Come join Pasadena Mayor Bill Bogaard light the City's Official Holiday Tree during a free, festive celebration with local singers, dancers, art projects for kids and a special appearance by Santa Claus! It all happens from 5:30 p.m. to 6:30 p.m., Thursday, Dec. 6 at City Hall, in the Rotunda, 100 N. Garfield Ave.

Joining Mayor Bogaard to help light the tree at 6:00 p.m. sharp will be Amanda Alissa Perez, 21, Miss Pasadena 2013. Parents and guardians should bring their cameras to snap a special holiday picture of your children once Santa arrives.

Entertainment will be provided before and after the tree lighting by Pasadena Idol 2012 winner Chelsea J; the Blair IB Singers from Blair High School; the Hamilton Dance Troupe and the Hamilton Adventure Program Singers, both from Hamilton Elementary School.

In addition, Pasadena's Armory Center for the Arts will be hosting special "Holiday Crafts from the Around World" for young people to do. The crafts will highlight the holiday celebrations of cultures from around the globe.

The Pasadena Fire Department also will be collecting new, unwrapped toys from attendees able to donate a gift for needy children as part of the annual "Spark of Love" Toy Drive sponsored by the Fire Department with the local ABC television station.

Light refreshments will be served. The event is organized by the City's Human Services and Recreation Department, with help from the Mayor's Office, the Department of Public Works, Pasadena Water & Power, the Fire Department and the City Manager's Office.

For more information, please call (626) 744-6523. For more information about Pasadena, go online to [www.cityofpasadena.net](http://www.cityofpasadena.net).



THE EMERGING STORY OF  
**CALIFORNIA  
PUBLIC  
LIBRARIES**

*"When I got my library card, that's when my life began."*

- Rita Mae Brown

When you step into a library your world just got bigger. Whatever you need to know or understand the Public Library can get you started. Libraries remain a place to turn to for unbiased guidance and direction. Whether you want to learn a subject, advance your career, or ensure your child's success, libraries are the place to start.

# WHY DID WE CREATE THIS STORY MAP?

***"The library connects us with the insight and knowledge... of the greatest minds that ever were, with the best teachers, drawn from the entire planet and from all our history, to instruct us without tiring, and to inspire us to make our own contribution to the collective knowledge of the human species.***

***I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries."***

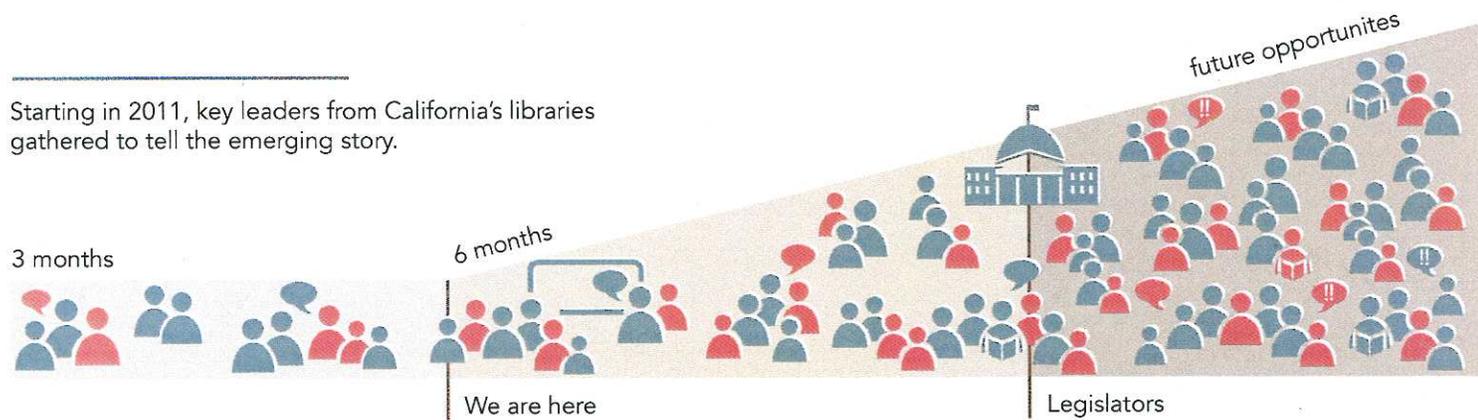
- Carl Sagan, Cosmos

This document celebrates the compelling ways libraries are adapting in the the 21st century. Unfold this Story Map and discover a range of innovations across California Public Libraries. Just as in the world around us, libraries are in the midst of transformation. We face abundant opportunities.

Some people wonder if Public Libraries still matter – in a world beyond books. If judged by our usage, libraries are more relevant than ever. Libraries have always evolved to meet the needs of society. This is why libraries are embracing new technology while staying true to who they've always been: institutions of learning, advancement, and community revitalization. This document is designed to inspire dialogue, collaboration, and re-investment.

This Story Map reflects a range of innovations already taking place. Our goal is to help frame the conversation to increase funding, collaboration, and the collective imagination.

Starting in 2011, key leaders from California's libraries gathered to tell the emerging story.



# THE CHANGING LANDSCAPE

We are living in transformational times. Public Libraries have a chance to fulfill their promise in new and exciting ways.

Society is reorganizing at a rapid pace. Technology is fundamentally changing our lives. What we read, how we learn, and how we find our way is very different. The rise of Google, Wikipedia, and e-books have led to an information revolution.

We need to reframe the story -- from deficit to opportunity. Some might think libraries don't matter too much. In reality, libraries are more important and remarkable than ever. Public Libraries across California are innovating and adapting in creative ways. The future of libraries is an exciting story to share and engage people with.

Our future depends on Public Libraries. Let's be real – the public library system in California is financially distressed. Libraries have remained resilient – still doing more with less. Small hotbeds of innovation point to huge untapped potential. To transform our libraries for the 21st century requires sustained investment from the public and private sectors. It's our job as librarians to tell a story that captures the collective imagination.

***"You dropped \$150,000 on an education you could have got for a \$1.50 in late charges at the public library!"***

- Matt Damon, Good Will Hunting

## 7 REASONS WHY LIBRARIES MATTER

Libraries are more relevant than ever. Did you know usage of public libraries is at an all-time high in California? It's because libraries are a rare welcoming place and resource for all.

**There's just no other public institution like a library:**

**1** Starting place for whatever you want to be next

**2** Economic incubator for job search and small business acceleration

**3** Where people often go for help during life transitions and personal reinvention

**4** Valued source of free computers and internet access

**5** Trusted institution for the preservation of local and cultural history

**6** Helps people find information in an increasingly complex world

**7** Gathering place and hub for the community (when few if any alternatives exist)

# UNDERSTANDING THE ROLE OF LIBRARIANS

Just as Gutenberg reinvented the book, technology is reinventing libraries once again. The information revolution has raised the public's expectations. This means libraries have to digitize their collections, provide e-books, and embrace new technology to stay relevant. Libraries serve the culture they belong to. When the needs of the culture change, libraries must evolve to reflect the context.

People feel overwhelmed by the new dynamics and rules of life. Personal reinvention is on the rise. Whether you're trying to find a new job, learn new technology, or ensure your kids succeed; you're feeling under pressure. In a world of infinite knowledge, people don't know who to trust or what to believe. Moving forward doesn't happen in a straight line.

Librarians have always helped people navigate the world. Information wants to be free, yet making sense of it is another story. That's why the future of libraries goes beyond just digital technology. What happens before and after information is delivered? That's always been the role and value of librarians. Let's promote this bigger story.

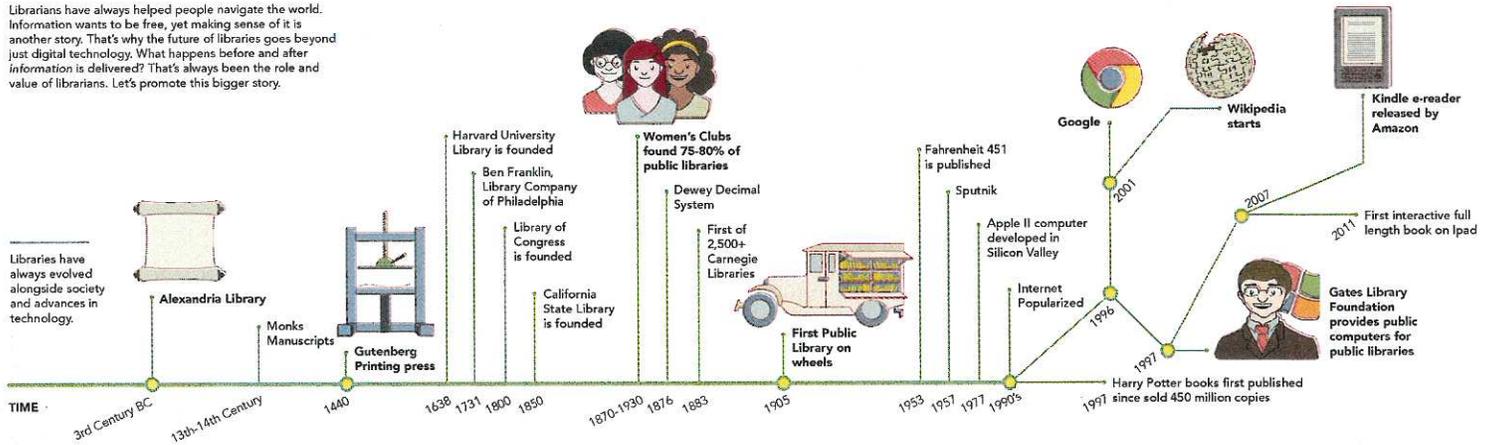
*"Libraries: The medicine chest of the soul."*

- Library at Thebes, inscription over the door



Libraries have always done more than just deliver information. The real story is what happens before and after information gets in people's hands. Librarians help to make sense and meaning of the world.

Libraries have always evolved alongside society and advances in technology.





**LIBRARIES CAN BE ANYWHERE**  
Public libraries are not confined to a physical structure. This expansion includes providing resources electronically, and delivering services beyond the walls through creative outreach. Libraries are offering services via bookmobiles and pop-up libraries (e.g. airstreams that travel around the community offering places for people to come together for programs and services).



**CREATING LOCAL CONTENT**  
Public libraries are now collecting, preserving, and connecting people to the stories of the community. Jamie LaFue of the Douglas County Public Library says that the Public Library used to bring the world to the community, but today the library brings the community to the world. Through words, sounds, and movies, people are sharing their local history to document the collective memories of the community for future generations.



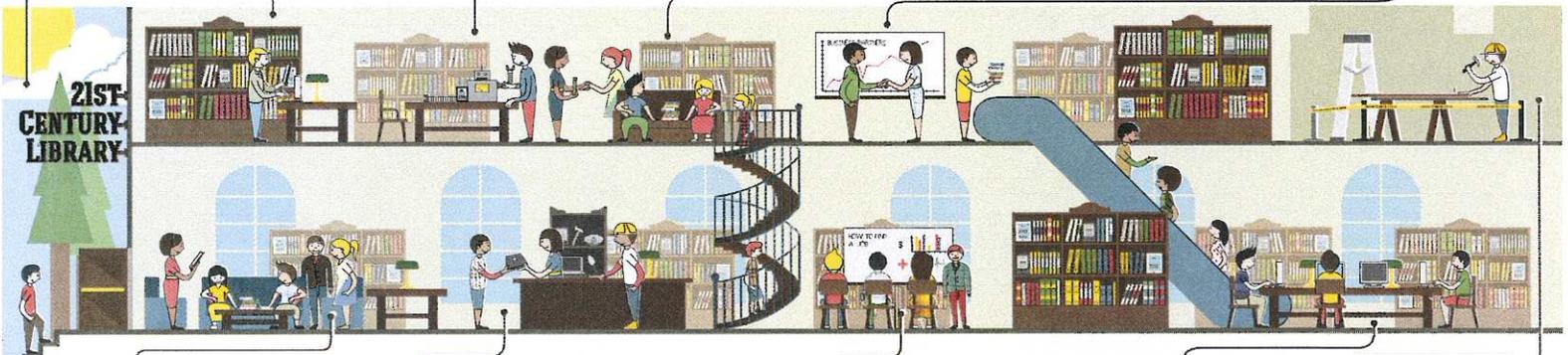
**A MAKER SPACE**  
Public libraries are spaces where people can find resources on any hobby for making just about anything they can dream about. Some libraries go so far as sponsoring programs and collections of materials that inspire people to build, assemble, and channel their creative selves.



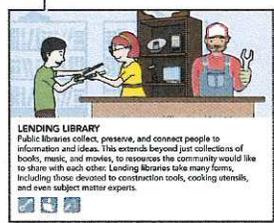
**CONNECTING THE COMMUNITY**  
Public libraries connect a community's resources for the benefit of all. In some communities, the libraries work with social workers to assist the homeless populations in need. Others focus on helping the education community build successful literacy programs. The library is a natural hub and trusted connector for cross-sector collaboration.



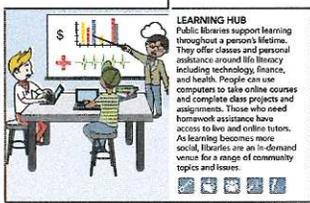
**BUSINESS + PARTNERS**  
**ECONOMIC INCUBATOR**  
Public libraries are hubs for economic development in their communities. They offer materials, programs, and services that support the development of small businesses. Many libraries partner with local government programs to help people start their first business. Libraries also offer jobseekers the resources and skill-building programs they need to find employment.




**FAMILY GATHERING SPACE**  
Public libraries offer programs and services that meet the local needs of young and aging families. Parents and caregivers can take their children to story time programs that help build early literacy and school readiness. There are also materials and support groups available for caregivers of aging family members. Libraries offer spaces for families to read, learn, and grow together.



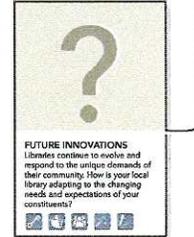
**LENDING LIBRARY**  
Public libraries collect, preserve, and connect people to information and ideas. This extends beyond just collections of books, music, and movies, to resources the community would like to share with each other. Lending libraries take many forms, including those devoted to construction tools, cooking utensils, and even subject matter experts.



**LEARNING HUB**  
Public libraries support learning throughout a person's lifetime. They offer classes and personal assistance around life literacy including technology, finance, and health. People can use computers to take online courses and complete class projects and assignments. Those who need homework assistance have access to live and online tutors. As learning becomes more social, libraries are an in-demand venue for a range of community topics and issues.



**THE CLOUD**  
Public libraries are embracing the evolving content needs of the public including the rise of mobile devices. These needs include access to digital collections of electronic books, music, historical documents, letters, photos, and more. Libraries continue to create and curate more of these collections to ensure patrons have access in any format to meet their needs.



**FUTURE INNOVATIONS**  
Libraries continue to evolve and respond to the unique demands of their community. How is your local library adapting to the changing needs and expectations of your community?

**HERE ARE SOME OF THE KEY ROLES THAT LIBRARIES PLAY WITHIN THEIR COMMUNITY**



**ACCESS**  
Public libraries are dedicated to democracy and a belief that informed citizens create successful individuals and communities. Libraries ensure access to the material and digital world.



**COLLECT**  
Public libraries collect and gather our local, state, and national memories, stories, and information so that generations of today and tomorrow have a context for the world they live in.



**CONNECT**  
Public libraries are communication hubs in the community which connect people, places, and ideas together to build stronger places.



**DISCOVER**  
Public libraries support the discovery of information and ideas that lead to learning, innovation, and growth within the community.



**CREATE**  
Public libraries are places that help the community to become creators of content. They offer services for telling both fiction and non-fiction stories of the community through words, sounds, and movies.

# HELP US TELL THE BIGGER STORY

## **This document is just the beginning.**

We hope this Story Map inspires more dialogue and investment in your Public Library. Please let us know how your local community and stakeholders respond when you unfold this map and tell your local story.

## **The story is far from over or complete.**

We need your help in collecting more innovation examples and expanding our common language. Together, we must develop a strategic plan for the future of California Public Libraries. Our stakeholders need a vision to inspire the collective imagination.

## **Help us answer these questions:**

- How can we improve the perceived relevance of Public Libraries?
- What innovations and services can make the biggest impact?
- What areas should we target and prioritize for greater investment?

## **WE NEED YOUR VOICE AND INPUT**

Please visit our website and add your voice to the process at [www.library.ca.gov/](http://www.library.ca.gov/)

## **Who's Behind This Effort?**

Commissioned by the California State Library, this effort was championed by leading practitioners across the state including:

Stacey A. Aldrich  
*State Librarian of California,  
California State Library*

Linda Crowe  
*Executive Director, Pacific  
Library Partnership*

Rosario Garza  
*Executive Director,  
Southern California  
Library Cooperative*

Luis Herrera  
*City Librarian, San Francisco  
Public Library*

Jarrid Keller  
*Chief Information Officer,  
California State Library*

Monique leConge  
*Ziesenhenn  
Library Director,  
Palo Alto City Library*

Gerry Maginnity  
*Chief of Library  
Development Services,  
California State Library*

Jan Sanders  
*Director, Pasadena  
Public Library*

Rivkah Sass  
*Library Director,  
Sacramento Public Library*

Derek Wolfgram  
*Deputy County Librarian,  
Community Libraries and  
Human Resources, Santa Clara  
County Library District*

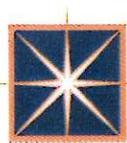
Patty Wong  
*County Librarian/Chief  
Archivist, Yolo County Library*

## **Messaging:**

Get Storied

## **Design:**

TYTHEdesign



California  
STATE LIBRARY  
FOUNDED 1850  
PRESERVING OUR HERITAGE. SHAPING OUR FUTURE

This project is made possible by a grant from the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Library.



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# PROJECT PLANNING SCHEDULE

11/26/2012

## November

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
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## December

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## January

2012			2013			
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- November 26, 2012: Weekly Update Meeting (11am/ Media Center)
- November 28, 2012: Finance Meeting (8am/ Conference Room)
- November 29, 2012: Bio-swale Review Meeting (2pm/ Admin Conference Room)
- November 30, 2012: PAC12 championship viewing party (5pm/ South Pavilion media)
- December 2, 2012: California Farm Bureau Lunch and Tour (Media Center & Locker Room)
- December 2, 2012: CSC Orientation (Media Center)
- December 3, 2012: Weekly Update Meeting (11am/ Media Center)
- December 3, 2012: City Council Meeting (4:30pm)
- December 4, 2012: Vizio filming (Court of Champions, Apron, Gate A)
- December 4, 2012: Preliminary Rose Bowl Game walk through (3:30pm/ Gate A)
- December 8, 2012: Honda Familiarization (Lot K)
- **December 9, 2012: Flea Market**
- December 10, 2012: Rose Bowl Game Load in begins
- December 10, 2012: Weekly Update Meeting (11am/ Media Center)
- December 11, 2012: RB24 Pre-Construction Meeting (9am/ BBM trailer)
- December 11, 2012: Quarterly Safety Meeting (9am/ Lot M)
- December 13, 2012: All Agency 2013 Rose Incident Briefing (9am/ Media Center)
- December 17, 2012: Weekly Update Meeting (11am/ Media Center)
- Week of December 17: BBM begins walking concourse with TOR