



OFFICE OF THE CITY MANAGER

January 17, 2013

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award:**

For the seventh year in a row, the City of Pasadena received GFOA's *Distinguished Budget Presentation Award* for its 2013 budget.

According to Andrew Green, Director of Finance, this award represents a significant achievement by the City. It reflects the commitment of the governing body and staff to meet the highest principles of governmental budgeting. To receive the budget award, the City must satisfy nationally recognized guidelines for effective budget presentation. These guidelines are designed to assess how well an entity's budget serves as a policy document, a financial plan, an operational guide, and a communications device.

To receive the award budget documents must be rated "proficient" in all four categories and the fourteen mandatory criteria within those categories. Award recipients have pioneered efforts to improve the quality of budgeting and provide an excellent example for other governments throughout North America.

GFOA is a nonprofit, professional association serving nearly 17,400 government finance professionals throughout North America. The GFOA's *Distinguished Budget Presentation Award* is the only national awards program in governmental budgeting.

2. **Los Angeles County Clean Water, Clean Beaches Measure:**

On January 15, 2013, the Los Angeles County Board of Supervisors held a public hearing to consider the proposed Clean Water, Clean Beaches Measure that would establish an annual

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clean water fee. Under the proposal, the County of Los Angeles would begin collecting the fee with property taxes on the 2013-14 property tax roll for the purpose of improving water quality and reducing pollution from stormwater and urban runoff.

Stormwater and urban runoff flush bacteria, trash, metals and other pollutants into gutters in streets and into storm drains and from there into lakes, rivers and the ocean and onto beaches. Waterways throughout Los Angeles are polluted above acceptable levels under the federal Clean Water Act and other state and federal laws.

The proposed Clean Water, Clean Beaches Measure would provide funding for pollution prevention, cleaning up waterways in Los Angeles County, and capturing stormwater before it enters waterways. Revenue from the proposed Clean Water, Clean Beaches Measure could not be diverted or used for any other purpose. Forty percent of the fee revenues collected would be allocated to the city in which the properties are located for water quality improvement programs as determined by each city. I have attached a memorandum from Siobhan Foster, Director of Public Works which provides additional detailed information. Also attached is information about the proposed Clean Water, Clean Beaches Measure and frequently asked questions from the County's website.

### **3. Pasadena Wayfinding System – Installation Under Way:**

The Department of Public Works is starting the installation of an integrated signage system to promote economic vitality by raising awareness of Pasadena's many attractions and points of interest. More than 300 strategically placed signs for motorists, pedestrians, transit users, and bicyclists, will direct visitors to parking, major destinations, and shopping areas while enhancing connectivity to public transit and retail and cultural destinations.

According to Siobhan Foster, Director of Public Works, the first phase of the wayfinding system will provide residents and visitors with new tools that will help them experience the best of our city. The wayfinding signage informs people with a common look, language and logic that highlights Pasadena's many different attractions and points of interest, and will benefit anyone who lives, works, or plays in the city.

The \$1,300,000 project begins with the installation of the footings and poles for the new signs, which will occur from January through March. The installation of the signs should be completed in the summer. Project funding comes from a Los Angeles County Metropolitan Transportation Authority (Metro) grant and Pasadena Economic Development funds.

Attached are pictures of the wayfinding signage. For questions or additional information regarding the project, please contact Dan Rix, City Engineer at (626) 744-4267 or Steve Wright, Assistant City Engineer at (626) 744-4695.

### **4. Spark of Love Toy Drive:**

Last year marked the 20<sup>th</sup> consecutive year the Pasadena Fire Department has participated in the "Spark of Love" Toy Drive.

The combined efforts of the Pasadena Fire Department personnel and volunteers, were once again able to accommodate underserved children in the City of Pasadena with a joyful holiday season. The "Spark of Love" Toy Drive continues to grow as more service organizations hear of the program. The Department was able to deliver 66% of what was requested and a total of 6,099 toys were distributed to children throughout our community. I have attached a memorandum from Calvin E. Wells, Fire Chief which provides additional information on the businesses and organizations that participated and a list of non-profit organizations that benefited from the "Spark of Love" Toy Drive.

**5. 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,



**STEVE MERMELL**  
Assistant City Manager

/attachments

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

**DATE:** January 16, 2013  
**TO:** Michael J. Beck, City Manager  
**FROM:** Siobhan Foster, Director  
**RE:** Los Angeles County Clean Water, Clean Beaches Measure

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On January 15, 2013, the Los Angeles County Board of Supervisors held a public hearing to consider the proposed Clean Water, Clean Beaches Measure that would establish an annual clean water fee. Under the proposal, the County of Los Angeles would begin collecting the fee with property taxes on the 2013-14 property tax roll for the purpose of improving water quality and reducing pollution from stormwater and urban runoff.

Stormwater and urban runoff flush bacteria, trash, metals and other pollutants into gutters in streets and into storm drains and from there into lakes, rivers and the ocean and onto beaches. Waterways throughout Los Angeles are polluted above acceptable levels under the federal Clean Water Act and other state and federal laws.

The proposed Clean Water, Clean Beaches Measure would provide funding for pollution prevention, cleaning up waterways in Los Angeles County, and capturing stormwater before it enters waterways. The stormwater that is captured can be held, filtered and cleansed naturally in groundwater basins, and used to recharge underground water sources, increasing local drinking water supplies and reducing the need for imported water from Northern California and the Colorado River.

Revenue from the proposed Clean Water, Clean Beaches Measure could not be diverted or used for any other purpose. Forty percent of the fee revenues collected would be allocated to the city in which the properties are located for water quality improvement programs as determined by each city. The City of Pasadena's share is estimated to be \$1.8 million annually.

As proposed, all property owners—including commercial, industrial, residential and governmental—would pay the fee at different rates. The fee would be determined by the amount of water runoff that properties generate, based on the size of each parcel and its land classification (residential, commercial/industrial, or undeveloped) and the percentage of hard impermeable surfaces.

The typical residential fee would be \$54 per year or less. Typical condominiums would pay \$20 or less. Fees for the City of Pasadena-owned properties would be approximately \$200,000 per year.

Initial reaction to the proposed Measure by local governments, businesses, school districts and other agencies is mixed. While stakeholders value the goal of clean oceans and beaches, concerns include the fact that the proposed Measure:

- Unfairly places burden of Clean Water Act compliance solely on property owners, even though all people enjoy clean oceans and beaches;
- Offers no credit for property owners with on-site stormwater capture/treatment systems & no incentive for future installations; and
- Fails to identify projects that revenue from the Measure would fund.

During the January 15 public hearing, the Board of Supervisors received oral and written testimony about the proposed Measure, a required step before the Board of Supervisors could authorize an election to approve the fee. The Board deferred action on the proposed Measure, voted to keep the protest period open 60 more days, and directed staff to work on revisions including the addition of a sunset date, list of projects, and development of a credit for property owners who are already capturing and treating storm water.

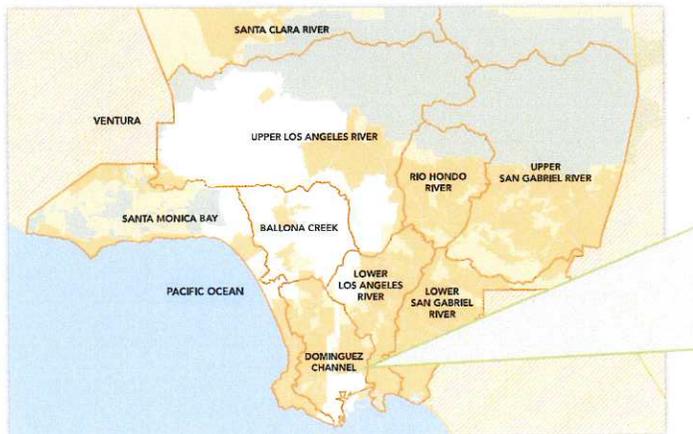
The Department of Public Works will continue to monitor the proposal and provide updates to the Municipal Services Committee as warranted. Attached is information about the proposed Clean Water, Clean Beaches Measure and frequently asked questions from the County's website at <http://www.lacountycleanwater.org/>.

# Los Angeles County

## clean water, clean beaches measure

The Los Angeles County Flood Control District is proposing to adopt a Clean Water, Clean Beaches Measure, which would establish an annual fee to pay for clean water programs. The proposed clean water fee would be imposed upon property owners within the Los Angeles County Flood Control District, which includes most of Los Angeles County (with the exception of portions of the Antelope Valley), for the purpose of improving water quality and reducing pollution from stormwater and urban runoff.

Stormwater and urban runoff flush bacteria, trash and other pollutants into gutters in streets and into storm drains and from there into lakes, rivers and the ocean and onto beaches. Waterways throughout Los Angeles County have been found to be polluted above acceptable levels under the federal Clean Water Act and other state and federal laws.



There are nine watersheds in the Los Angeles County Flood Control District in which the proposed clean water fee would be collected annually.

The proposed clean water fee would provide dedicated funding for local and regional projects and programs to help keep pollution out of stormwater and runoff, clean up pollution that flows into our waterways, and use stormwater and runoff to recharge groundwater supplies, which are an important source of drinking water. The fee could also be combined with other funding such as state and federal grants for multibenefit projects that improve water quality and provide other public benefits as well.

*(Continued on next page)*

### Notice to Property Owners of Public Hearing

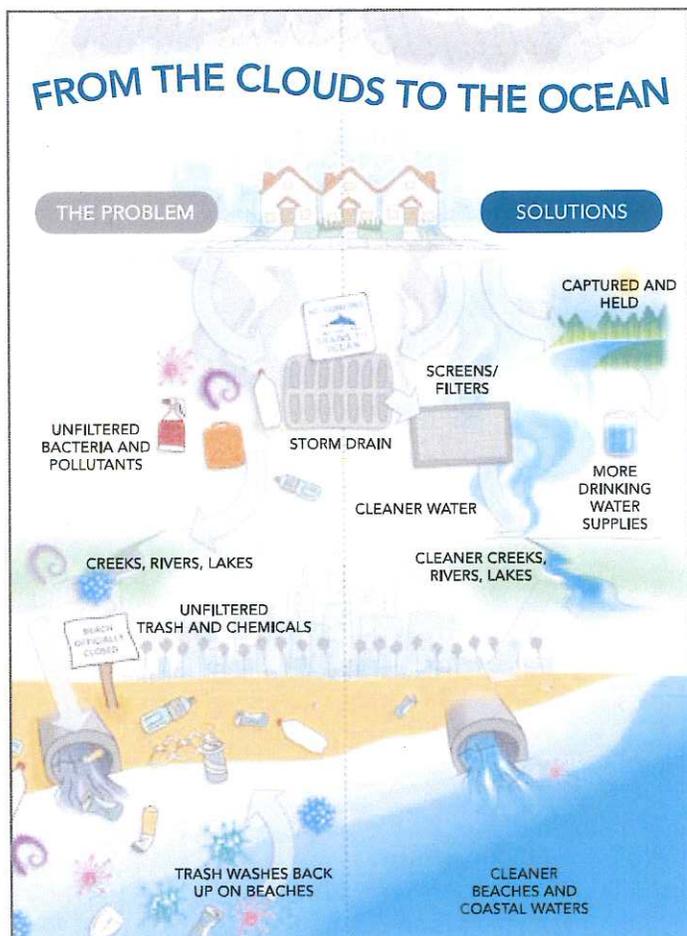
The Board of Supervisors of the County of Los Angeles will hold a public hearing (details inside) on January 15, 2013 to consider a Clean Water, Clean Beaches Measure proposed by the Los Angeles County Flood Control District to establish an annual clean water fee, which would be collected with the property taxes beginning on the 2013-2014 County of Los Angeles property tax roll.

Your Proposed Clean Water Fee:

### Dominguez Channel Watershed



You own property in the Dominguez Channel Watershed, which drains to the Dominguez Channel and includes all the cities and unincorporated communities shown on this map.



## The Problem

On a typical rainy day, billions of gallons of untreated stormwater flow directly into rivers, creeks, lakes, the bay, and coastal waters. These polluted waters can contain toxic and other substances that affect our health and the health of fish and marine life. These pollutants can include:

- Industrial solvents, paints and chemicals
- Toxic metals, such as lead, mercury, chromium and arsenic
- Infection-causing bacteria and viruses
- Pesticides and fertilizers
- Trash, including plastics, cigarette butts, candy wrappers and syringes

The polluted runoff that flows into the waterways can cause a variety of problems. For example, high bacteria levels in the waterways can indicate a health risk to swimmers and sometimes result in beach closures. Trash in the waterways and polluted runoff can also be toxic to aquatic life.

## Solutions

Fee revenues collected in the Dominguez Channel Watershed would be used by cities, the County of Los Angeles, and an established watershed authority group for projects in the Dominguez Channel Watershed that would help protect public health and the environment by keeping toxic chemicals, harmful bacteria, and trash out of waterways such as the Dominguez Channel, including projects to increase local groundwater supplies, which are an important source of drinking water.

The proposed fee would be used for projects that could generate thousands of local jobs in construction, engineering, landscaping, environmental work and other trades. By law, fees collected within the Dominguez Channel Watershed will be used for projects and programs to improve water quality within that watershed. Fees collected in the other watersheds will be used for water quality projects and programs within those watersheds.

The measure does not earmark funds for specific projects and programs, but establishes criteria for the use of the funds and allows local jurisdictions to determine how best to use those funds to achieve water quality benefits.

Over time, the projects that the fee pays for will significantly reduce the degradation of waterways in Los Angeles County and improve the quality of the water in those waterways.

The projects and programs that could be funded with the fee include:

- Installation and maintenance of catch basin screens and treatment devices to reduce trash, chemicals and other harmful substances in stormwater and urban runoff;
- Street sweeping to keep trash out of storm drains;
- Diversion of stormwater and urban runoff before it pollutes lakes, rivers, and the ocean; this water is held, filtered and cleansed (both naturally and using manmade filters) in groundwater basins, and used to recharge underground drinking water sources;
- Programs to educate children and adults about keeping trash and other pollutants out of streets and storm drains and about reducing water runoff from their properties.

Multibenefit projects can combine fee revenues with other funding sources to improve water quality and provide other benefits to the public, such as:

- Increase local drinking water supplies;
- Provide recreational areas such as parks and ball fields;
- Protect open space and natural areas;
- Irrigate neighborhood parks, ball fields and school grounds;
- Create, restore and improve wetlands and habitat; and
- Protect public health and safety.

# Notice to Property Owners of Public Hearing on Proposed Clean Water, Clean Beaches Measure

## Proposed Fee

A clean water fee is proposed that would generate over \$200 million annually in dedicated funding for reducing pollution from stormwater and urban runoff in Los Angeles County waterways.

The proposed fee would be paid by property owners within the Los Angeles County Flood Control District, which includes most of the County, excluding portions of the Antelope Valley. All properties generate runoff, and the more impervious surfaces that a parcel has (such as buildings and pavement), the more runoff it generates. The fee is determined by the average amount of runoff that properties generate, based on parcel size (but not property value) and land use classification, such as whether the property is residential, commercial, industrial or undeveloped, because this is an indication of the percentage of the parcel that has impermeable surfaces.

**The fee for your property is shown on the front page of this brochure.** An Engineer's Report explaining the fee calculations for all properties can be found at: [www.LACountyCleanWater.org](http://www.LACountyCleanWater.org).

As required by law, 40 percent of the fee revenues collected will be allocated to the city in which the properties are located, or to the County of Los Angeles for the unincorporated areas, for water quality improvement programs as determined by each city or the County. Another 50 percent of the fee revenues collected will be allocated to the watershed authority group established for the watershed in which the properties are located for water quality improvement programs in the watershed. The remaining 10 percent of the fee revenues must be used by the Los Angeles County Flood Control District for water quality monitoring, research, technical assistance and administration.

The fee will be collected every year with the property taxes and will continue annually until terminated by the County of Los Angeles Board of Supervisors. By law, fees cannot not be raised without another public hearing and election.

## Program Accountability

These funds could not be diverted or used for any other purpose. All expenditures would be subject to independent annual audits, and all project information would be available for public review. In addition, an independent Oversight Board will ensure that the funds are only used for projects that meet established criteria.

## Public Hearing

The California Constitution requires that the proposed fee go through a two-step approval process, which includes both a public hearing and an election. As the governing body of the Los Angeles County Flood Control District, the Board of Supervisors of the County of Los Angeles will hold a public hearing on:

**January 15, 2013 at 9:30 a.m.  
Board of Supervisors Hearing Room  
Kenneth Hahn Hall of Administration  
500 West Temple Street, Los Angeles, CA 90012**

Auxiliary aids and services for people with disabilities are available with three business days notice by calling: 800-218-0018 or TDD, 626-282-7829.

At the public hearing, the Board of Supervisors will receive oral and written testimony about the proposed clean water fee. Any property owner may testify or file a written protest with the Executive Officer of the Board of Supervisors at any time before the end of the public hearing. A written protest must identify the parcel address and assessor's parcel number, and must be signed by the property owner or an authorized representative. You may use the protest form included below or write a letter.

**Mail to:**  
**Executive Officer**  
**Board of Supervisors**  
**P.O. Box 866006**  
**Los Angeles, CA 90086**

**Or hand deliver to:**  
**Executive Officer**  
**Board of Supervisors**  
**Kenneth Hahn Hall of**  
**Administration, Room 383**  
**500 West Temple Street**  
**Los Angeles, CA 90012**

The Board of Supervisors may continue the hearing to a future date. If the Board of Supervisors has not received written protests against the proposed fee by a majority of property owners before the end of the public hearing, the Board of Supervisors may authorize an election to approve the fee.

For more information, please:

- Visit [www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)
- Or call 800-218-0018 (8am-5pm, M-Th)
- Or email [water.info@dpw.lacounty.gov](mailto:water.info@dpw.lacounty.gov)

Para el Aviso o información en Español, por favor

- visite [www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)
- o llame 1-626-458-6981

## Protest Form

Property owners or an authorized representative may complete this form or write a letter, and mail to the Executive Officer of the Board of Supervisors, P.O. Box 866006, Los Angeles, CA 90086 or hand deliver at the Kenneth Hahn Hall of Administration, Room 383, 500 West Temple Street, Los Angeles, CA. To be counted as a protest, this form or your letter must include the Assessor's Parcel Number and parcel address, be signed by the property owner or an authorized representative and be delivered no later than the end of the public hearing. Only one protest per property will be accepted and counted. (The barcode contains a parcel identifier.)

I protest the proposed clean water fee.

Print name \_\_\_\_\_

Sign name \_\_\_\_\_

Clean Water, Clean Beaches Program  
County of Los Angeles Flood Control District  
PO Box 861809  
Los Angeles, CA 90086

**ELECTRONIC SERVICE REQUESTED**

Los Angeles County Clean Water, Clean Beaches Measure  
**Official Notice to Property Owners of Public Hearing**

BC1



Notice of Public Hearing for:  
**Los Angeles County**  
clean water, clean beaches measure

**The Clean Water, Clean Beaches Measure would address water-related challenges in Los Angeles County:**

- Polluted water is flowing through Los Angeles area rivers and creeks and into lakes, the bay and coastal waters.
- The Los Angeles area needs more local sources of water to use for drinking water.

The Clean Water, Clean Beaches Measure would fund projects to reduce pollution in Los Angeles County waterways, including projects that divert and cleanse stormwater and urban runoff to preserve and increase supplies of groundwater that are usable as local sources of drinking water.

More Information:

[www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)

1-800-218-0018



Printed on paper containing a minimum of 30% post-consumer content.

## Clean Water, Clean Beaches FAQs

*A brief set of potential questions and answers*

### About the Notice

**Q. I don't understand why I got this Notice in the mail.**

A. All property owners in LA County received this Notice. The Notice is to inform you of a Public Hearing about a potential Clean Water Fee on all properties. The Hearing is January 15, 2013.

**Q. I've never seen this type of Notice before. Why did you have to send a Notice and have a Hearing?**

A. The California Constitution requires that before a fee can be established; all property owners must be notified by mail of a Public Hearing regarding the fee. You can attend the Public Hearing to say whether you approve or oppose the proposed Clean Water Fee. If a majority of property owners send a written protest, then the fee cannot be established through the next step, which is an election. If a majority does not object, the next step is an election to determine if it can be imposed.

**Q. What is the Clean Water, Clean Beaches Measure?**

A. The Clean Water, Clean Beaches Measure, if passed by voters would provide funding for pollution prevention, cleaning up waterways in Los Angeles County, and to capture stormwater before it enters waterways. The stormwater that is captured can then be held, filtered and cleansed naturally in groundwater basins, and used to recharge underground water sources, increasing local drinking water supplies and reducing the need for imported water from Northern California and the Colorado River.

**Q. If not enough people object, I'll be charged the fee?**

A. No. The next step, if the Board decides to proceed, will be a vote. No fee can be established without a vote.

**Q. How does the voting process work?**

A. If the Board of Supervisors votes to proceed, a ballot vote would be held. The type of ballot, mail ballot or general election has not yet been decided. For a mail ballot, all property owners would receive a ballot in the mail, asked to vote on the fee and send back the ballot. Property owners do not need to be registered voters to participate. Voters are asked to sign their ballots to verify they are authorized to cast a vote on behalf of the property. There is one vote per property, regardless of the size of the property. Californians required this property owner-based method of voting, now Article XIIIID of the California Constitution, by passing Proposition 218 (The Right To Vote on Taxes Act) in a 1996 Statewide election. For a general election, registered voters will receive a ballot and will be asked to sign their ballots to verify they are authorized to cast a vote.

**Q. If I support the fee, should I do anything?**

A. You do not need to do anything right now, although you are welcome to send a letter of support to the address in your Notice or come to the Public Hearing on January 15. If the Board decides to proceed with a vote, you will then receive a ballot and may cast a vote.

**Q. I got the Notice, but I don't live in LA County.**

A. This is a fee that might be imposed on property, so all property owners received the Notice about the Public Hearing. If you own property in LA County, you do not need to live in the County to voice your opinion either at the Hearing or by sending in the form in the Notice.

**Q. I got the Notice, but I'm not registered to vote.**

A. This is a fee that might be imposed on property, so all property owners received the Notice about the Public Hearing. You do not need to be a registered voter to voice your opinion either at the Hearing or by sending in the form in the Notice.

**Q. I got 20 copies of this Notice <or whatever amount, more than one copy>, why did I get so many?**

A. The Flood Control District is legally required to send a Notice about the Public Hearing to the property owner of record of every parcel in the District. You received one Notice for every property that you own.

**Q. If I own <20> parcels and I want to protest the fee, do I have to send in <20> protests?**

A. No, you may send one letter and note the addresses and parcel numbers of each property you own. Your letter would then count for as many protests as the properties you list.

**Q. I got a Notice, but my neighbor didn't.**

A. If your neighbor owns the property in which they are living; they should have received a Notice. Please have them call us, and we'll ensure they receive one.

## About the Fee

**Q. Who would pay this fee?**

A. All property owners—including commercial, industrial, residential and government—will pay the fee at different rates.

**Q. What would this fee do?**

A. It would fund projects to help keep pollution out of stormwater and runoff, clean up pollution that flows into our waterways, and use stormwater and runoff to recharge groundwater supplies, which are an important source of drinking water. There is more information on the website:

[www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)

**Q. I think my city is already doing this. This shouldn't apply to me.**

A. This is a measure for all properties in the Los Angeles County Flood Control District and would provide funding to cities. You'll need to check with your city about what measure may already be in place and how the funds are used.

**Q. The Notice says I have to pay <\$xx>. Do I owe this money now?**

A. No. The Board of Supervisors is considering putting the Clean Water Fee in place, but it has not yet been adopted. The first step is the Public Hearing January 15, 2013. Then there would have to be a vote before a fee can be established.

**Q. How will the fee be collected?**

A. It would be placed on your property tax bill and collected by the County Treasurer.

**Q. How often do I pay this fee?**

A. The fee is levied once a year.

**Q. When will the fee show on my property tax bill if it passes?**

A. If the fee measure passes, the fee will appear in the 2014-2015 property tax bills.

**Q. How was the fee determined?**

A. The fee will be determined by the amount of water runoff that properties generate, based on the size of each parcel (but not its value) and its land classification (residential, commercial/industrial or undeveloped), and the percentage of hard impermeable surfaces.

**Q. Will each property owner be subject to the same fee? Or will it vary by the size of the property owned?**

**A.** Properties that are developed have hard surfaces such as asphalt and concrete that cause water runoff. The fee is based on the amount of stormwater runoff that these properties send to the storm drain system and, therefore, create the need to control and treat that runoff. Properties would pay in proportion to the amount of runoff they contribute.

The fee also depends on how large a property is (but not on its assessed value) and whether it is residential, commercial/industrial or vacant.

Commercial/industrial properties pay a higher fee than residential properties because they're more developed, and vacant properties pay very little. Of course, parcels are all different sizes, so parcels pay different fees.

**Q. What will the typical residential household pay?**

**A.** 87% of homeowners would pay \$54 a year or less. Typical condos would pay \$20 or less. No single-family homeowner would pay more than \$82.

**Q. How much would typical commercial/industrial parcels pay?**

**A.** 75% of commercial parcels would pay less than \$420 per year. Fees vary based on the size of the property and its use—how much it is developed with hard surfaces like parking lots that can't absorb rain. For example:

- Typical convenience store or fast food restaurant (10,000 sq. ft. parcel): \$250 per year
- Typical "big box" or home improvement store (10 acres): \$11,000 per year

**Q. I have already installed measures to reduce storm water runoff—can I get a rebate?**

**A.** Many cities and county unincorporated communities have rebate programs for installing rain barrels, reducing impervious areas or other stormwater retaining measures. Property owners will need to document that they've installed on-site measures. You'll need to check with your City.

**Q. This says I owe<\$54>. But I don't think the assessor files have the right land use. I know there's an error. How can I see how this fee was developed?**

**A.** You can see the Engineers Report with the fee calculation Methodology on the website. If there is an error, you will be able to appeal your fee.

**Q. Why does the Flood Control District exclude portions of the Antelope Valley?**

**A.** There is a mountain range that creates a border—properties in the Antelope Valley drain in a different direction, not into LA County waterways. So they do not contribute to the pollution in the LA County waterways.

**Q. What about school districts—do they pay?**

**A.** All properties would pay the fee. Schools contribute stormwater in the same way as any other property. However, the ordinance would include among other things provision to implement school water quality projects and/or provide school curriculum and materials about water and water quality. There will be more information on this on the website in the coming weeks.

**Q. Who will make the final determination on the proposed fee?**

**A.** Property owners will. While the LA County Board of Supervisors will decide whether to put the issue to a vote of LA County property owners, property owners themselves will vote to decide whether all properties in the District will pay the fee. Only those who would be required to pay the fee will be able to directly vote on it.

**Q. Once the fee goes into effect, can it be raised?**

**A.** No. If the fee is approved by property owners, by law it can never be raised, unless property owners vote to raise it.

**Q. Once the fee goes into effect, is it forever?**

A. The fee will be assessed permanently to ensure availability of funding to operate and maintain the water quality infrastructure, projects, and programs that will be implemented through the revenue. The Board of Supervisors may consider a clause to end the fee after a specific amount of time. That has not yet been decided.

**Q. When will the fee show on my property tax bill if it passes?**

A. If the fee measure passes, the fee will appear in the 2014-2015 property tax bills.

**Q. How will the funds from the water quality fee be distributed?**

A. Ninety (90) percent of the funds collected will be distributed to the cities and unincorporated communities of the County and ten (10) percent to the Flood Control District to provide water quality monitoring, planning, and oversight.

**Q. How will the funds from the water quality fee be spent?**

A. The funds collected from the water quality fee will be spent only for local and regional projects that meet the criteria established in the Program Elements document including but not limited to: (a) the water quality project must demonstrate the ability to provide and sustain long-term water quality benefits; (b) that the water quality project is based on generally accepted scientific and engineering principles; (c) and the project must be designed and located to maximize the water quality benefits.

**Q. What type of accountability and oversight will be in place?**

A. All revenue collection and expenditures would be subject to independent annual audits. In addition, oversight committee will be established to ensure long-term project and program effectiveness.

**Q. Can the funds be used for something else other than water quality?**

A. No. By law, all funds raised by the Measure must be used for local projects and programs that improve water quality. Some of these programs could potentially provide additional benefits such as enhancing drinking water supplies.

**Q. How many parcels would be subject to the fee?**

A. 2.3 million parcels are directly affected by this measure in the County.

**Q. This sounds like a tax. What's the difference between a fee and a tax? And why do just property owners pay?**

A. This is technically a property-based fee.

A fee can only be charged to property owners for providing a service directly related to that property. In this case, developed properties send water runoff into the storm drain system and the fee is to improve the quality of water in the storm drain system. If you own property in the Flood Control District you would pay the fee.

The amount of the fee cannot exceed the cost to provide the service. That's why this fee is based on the size of a parcel and how much it is developed, which equates to how much water runoff it causes. It is *not* based on a property's value.

A tax is a charge on an individual or business that pays for governmental services or facilities that benefit the public broadly. Example of taxes includes the property tax, sales tax, business license tax, hotel occupancy tax, and utility user's tax.

**Q. If this measure doesn't pass, what will happen?**

A. If the measure doesn't pass the County and municipalities will have to continue to allocate general funds that are earmarked for other essential public services for water quality.

## About Stormwater

### **Q. What is stormwater?**

A. Stormwater in LA County—also called urban runoff—is rainwater plus everything else the rain carries along with it. Sometimes that includes pollution, bacteria and trash. Stormwater flows into storm drains and into waterways, such as lakes, rivers, creeks and the ocean. Stormwater is not currently treated or cleaned before it flows directly into waterways; urban runoff is the main source of pollution to California's coastline.

### **Q. What is a watershed?**

A. It is an area of land that drains to the same place, like a river, lake or the ocean. When it rains, the water runs down streets, into storm drains, and into the same waterbody. You'll see a map of your watershed on your Notice.

### **Q. How do pollutants get in the water?**

A. Pollutants come from the stuff that's left in our streets, like trash and plastics. It also comes from fertilizers and pesticides used in gardens, soap from washing cars, motor oil that drips from cars, and anything that gets dumped into stormdrains, which drain into our waterways. You can find a lot more information on the website:

[www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)

### **Q. How do toxic metals get in the water?**

A. They can come from many different sources. For example, when you hit the brakes on a car, the discs rub together and minute metal dust particles are left on the road. When it rains, that dust is washed into waterways. Tires are another source. You'll find more information on the website:

[www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)

### **Q. Isn't most pollution caused by industry—are they paying this fee too?**

A. Yes, industrial and commercial properties would pay the fee too. The fee amount is determined by the size of a property and how it is used. All properties generate water runoff that goes into our waterways. Industrial and commercial properties tend to have more paved surfaces, like buildings and parking lots, than residential properties do. Their fee would be based on that more intense type of land usage. If you'd like more details, there is an Engineers Report that shows how fees are calculated in the Information Center on the website:

[www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)

### **Q. I thought the water is treated before it goes to the ocean?**

A. No, stormwater and urban runoff are not treated. There are actually two water systems. One is the wastewater system that carries water in sewers from your house to treatment facilities, and then to the ocean. The other is the storm drain system that carries rain and excess water from watering gardens or washing cars. Even though it doesn't rain much here, when it does rain water runs down streets and into storm drains. The water then flows to waterways, like the LA River, San Gabriel River, and Ballona Creek. And from there it goes directly to the ocean. There's a video on the website that explains this: [www.LACountyCleanWater.org](http://www.LACountyCleanWater.org)

### **Q. How long has the water quality in stormwater runoff been a problem?**

A. In its natural state, hundreds of years ago, open space in the LA area would absorb most rainwater into the ground, which gets naturally filtered and cleansed as it percolates down into the groundwater. That underground water could then be pumped up for drinking (after further treatment), irrigation and other uses. Over the years, urban development, to address economic growth and an increased population, has added hard surfaces such as asphalt and concrete. That now results in water rushing along streets, picking up trash and pollution as it flows, and depleting groundwater available to be used for drinking water.

For more information, please visit the website at: [www.LACountyCleanWater.org](http://www.LACountyCleanWater.org) or call (800) 218-0018, Monday through Thursday, 8 am – 5 pm or email at [wqfi.info@dpw.lacounty.gov](mailto:wqfi.info@dpw.lacounty.gov). For Spanish, call (626) 458-6981.

 PASADENA



Pasadena  
Playhouse



South Lake  
Avenue  
Shops on Lake

PLAYHOUSE DISTRICT



PASADENA



Civic Center

City Hall

Old Pasadena

PLAYHOUSE DISTRICT



**MEMORANDUM - CITY OF PASADENA  
Fire Department**

January 15, 2013

**TO:** Michael J. Beck, City Manager

**FROM:** Calvin E. Wells, Fire Chief 

**SUBJECT:** City Manager's Weekly Newsletter Item – Spark of Love Toy Drive

Last year marks the 20<sup>th</sup> consecutive year the Pasadena Fire Department has participated in the "Spark of Love" Toy Drive."

With the combined efforts of the Pasadena Fire Department personnel and volunteers, we were once again able to accommodate underserved children in the City of Pasadena with a joyful holiday season. The "Spark of Love Toy Drive" continues to grow as more service organizations hear of the program. A total of 6,099 toys were distributed to children throughout our community. Early in the event, there was some concern about collecting enough toys to meet our community's needs. Most fire departments in Los Angeles County attributed this to the economy. We were able to deliver 66% of what was requested.

The businesses and organizations that participated in last year's toy drive are as follows:

- Paseo Colorado
- CIM Group
- Ruth Group Mgt. Company
- "First Tee" of Pasadena
- Operating Engineers
- Frostig Center
- MPG Office Trust
- Pasadena Federal Credit Union
- Pasadena Central Library
- Pro Biz Bank
- Optical Research
- Gold's Gym
- CVS Pharmacy (4 locations)
- Honda of Pasadena
- Chancellor Place
- Pasadena Roving Archers
- Bank of the West
- PNC Bank
- Sansei Skeet
- Church of Scientology
- Happy Sunshine Day Care
- Peet's Coffee
- Equinox Gym
- Zumba of Pasadena
- Office of the City Manager
- Pasadena Water and Power
- Victory Park
- Pasadena Human Services
- Pasadena Public Health Dept.
- Pasadena Fire Department

Toys were distributed to the following non-profit organizations (36):

- Academy of Special Dreams Foundation
- Adobe Communities
- Armory Center for the Arts
- Aspires West Pasadena
- CDI Headstart / SG Valley
- Options
- Coleman James Learning Center
- D'Veal Family Services
- DCFS
- Door of Hope
- Easter Seals of So. California
- Eaton Canyon Foundation
- El Centro de Accion Social
- Foothill Family Service
- For the Kids
- Friends Outside L.A. County
- Harambee Christian Center
- Iglesia Comunidad Misionera
- Iglesia Misionera Hispanoamericana
- Jackie Robinson Community Center
- King's Villages
- Neighborhood Connections
- Pacific Clinics (Hurlbut and Foothill locations)
- Pasadena Presbyterian Church
- Pasadena Salvation Army
- Power to Connect
- Robinson Park
- City of Pasadena Teen Education Center
- Rosemary Children Services
- Shepherd's Door
- Villa Park Community Center
- Human Services and Rec.
- Pasadena Learns
- Pasadena Public Health Dept. – Black Infant Health
- Washington Park
- Willard Learns

Thankful recognition goes to our fire department personnel for their unselfish help. This program would be unattainable without their assistance.

CEW:SE:pgp

# PROJECT PLANNING SCHEDULE

1/14/2013

## January

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## February

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

## March

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- 
- January 15, 2013: Driving Dynamics (Lot K)
  - January 17, 2013: Rock and Roll Marathon Neighbors Meeting (8:30am/ Media Center)
  - January 19, 2013: UCLA Recruit Visit
  - **January 21, 2013: Holiday (Office Closed)**
  - January 22, 2013: Preventative Maintenance & BCS 2014 Prep Meeting (2pm)
  - January 23, 2013: Rose Bowl Broadcast Cabling Meeting (1pm/ Project Trailer)
  - January 26, 2013: UCLA Recruit Visit
  - January 26, 2013: Rose Bowl ½ Marathon Load in
  - January 27, 2013: Rose Bowl ½ Marathon
  - January 28, 2013: Legacy Organization Meeting (9:30am/ Admin)
  - January 29, 2013: RBOC Operations Meeting (5:30pm)
  - January 30, 2013: Finance Committee Meeting (8am/ Conference Room)
  - January 30, 2013: Safety Committee Meeting (Noon/ Conference Room)
  - January 31, 2013: Special RBOC Meeting (6:30pm/ Conference Room)
  - February 2, 2013: PERT Training (Media Center)
  - February 4, 2013: Legacy Organization Meeting (9:30am/ Admin)
  - February 4, 2013: Weekly Update Meeting (11am/ Media Center)
  - February 7, 2013: RBOC meeting (6:30pm/ Media Center)
  - February 10, 2013: Flea Market