



OFFICE OF THE CITY MANAGER

January 24, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Update on the Desiderio Property:

On January 13, 2013, the City received the attached letter from the United States Department of the Interior (National Park Service), informing the City that the US Department of the Army and the Department of the Interior have approved Pasadena's application for a park on 3.976 acres of the Desiderio Army Reserve property. The letter asks the City to accept "constructive possession" of the property within 15 days of receipt of the letter. The National Park Service will furnish a quit-claim deed that conveys title to the property to Pasadena as soon as possible.

According to Vincent P. Bertoni, Director of Planning & Community Development, staff will continue to work with Habitat for Humanity and the US Department of Housing and Urban Development (HUD) in the transfer of the remainder of the Desiderio site. Habitat for Humanity plans to build nine affordable single-family bungalow court style residences on the 1.29 acre portion of the site.

This is another big step in the process that has been going on for several years.

- June 2007 – City Council adopts a Concept Plan for reuse of the site
- June 2007 to February 2011 – City negotiates with HUD on Homeless Assistance Submittal
- October 2011 – City and Habitat for Humanity submit PBC applications to HUD and NPS
- July 2012 – HUD and NPS approve PBC applications
- January 2013 – City takes constructive possession of the park portion of the site

City Hall

100 N. Garfield Avenue, Room 229

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Staff will now begin the City review process for both the park and the affordable housing project. An Environmental Impact Report will be required for the project. This process is expected to take approximately one year.

2. **Additional Meeting Dates Established for School/City Work Plan Community Outreach:**

As a follow up to the January 10th newsletter, I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation that announces two additional meeting dates have been added for community members and parents to hear and comment on the draft School/City Work Plan.

Members of the community are encouraged to attend one of several community meetings to become familiar with and provide input on the Draft 2013-2015 School/City Work Plan. Feedback is needed to ensure the work of partnering agencies and educators is captured in the Plan's strategies. The Work Plan will be presented to the Pasadena Board of Education and City Council at their February 19, 2013 annual Joint Meeting, to be held at 6:30pm in the City Hall Council Chambers.

3. **February 21-28 Water Supply Shutdown Update – Public Hearing Set:**

From February 21-28, the Metropolitan Water District (MWD) is cutting all water deliveries to foothill cities, including Pasadena, as it performs vital system repairs and upgrades to the Upper Feeder Pipeline and related facilities. According to Phyllis Currie, General Manager, Pasadena Water and Power ("PWP") will be asking its customers to reduce their water usage by 30 percent to avoid running out of water during the eight-day MWD water supply shutdown.

The Pasadena City Council will be holding a public hearing to determine the appropriate action during the shutdown. The hearing will be on Monday, January 28, 2013, at 7:00 p.m. in City Hall's Council Chambers, 100 N. Garfield Avenue.

PWP will recommend that the City Council declare that a water shortage exists during the shutdown and that the following Level 4 Water Shortage water use restrictions be enforced in addition to all permanent water conservation requirements:

- No outdoor landscape watering (i.e. sprinklers, smart controllers, hose, drip or watering can, check PMC 13.10.052.B.1 for exemptions);
- Customers must fix leaks within 24 hours;
- No filling of lakes, ponds, pools or spas; and,
- No new water services will be connected.

Information and updates will be posted on www.PWPweb.com/Shutdown.

4. Jennifer Addington Selected as Library Deputy Director:

Pasadena Public Library is pleased to announce that Jennifer Addington has been selected as the library's new Deputy Director. Jennifer comes to Pasadena from the Palos Verdes Library District, where she worked for the past twelve years. Jennifer currently serves as the Branch Operations Manager. Previously, she was in Adult Services, Reference, Youth Services, Circulation, and Support. Jennifer assumes her duties effective February 11, 2013.

The attached memorandum from Jan Sanders, Director of Libraries and Information Services provides additional information on Jennifer's background.

5. Muslim Journeys Bookshelf Collection Grant:

National Endowment for the Humanities has developed a special initiative, *Bridging Cultures*, which engages the power of the humanities to promote understanding and mutual respect for people with diverse histories, cultures, and perspectives. The Muslim Journeys Bookshelf is the first in a planned series of Bridging Cultures "Bookshelves." According to Chairman of the initiative, Jim Leach, "Libraries are centers of learning that offer a welcome space where members of the public can learn about the history we share and express different points of view in an ethos of openness and mutual respect."

Pasadena Public Library is one of 842 libraries nationwide awarded the Muslim Journeys Bookshelf grant. Developed by the National Endowment for the Humanities and the American Library Association (ALA), the Muslim Journeys Bookshelf is intended to address both the need and desire of the American public for trustworthy and accessible resources about Muslim beliefs and practices and the cultural heritage associated with Islamic civilizations.

According to Jan Sanders, Libraries and Information Services the library will receive 25 books, 3 films, and access for one year to Oxford Islamic Studies Online. Additional materials, such as bookmarks, bookplates, and posters are included to help promote the collection. The initiative aims to familiarize public audiences in the United States with the people, places, history, faith and cultures of Muslims in the United States and around the world. I have attached a memorandum which provides a detailed listing of the Muslim Journeys Bookshelf Collection.

6. PWP Seeks Community Input on OPower Home Energy Report Pilot Program:

PWP is requesting that our residential electric service customers complete a survey to provide their opinion about the Home Energy Report energy efficiency pilot program. The five-minute survey may be access on-line at: www.surveymonkey.com/s/PWP-HERS

Customers that do not have access to the on-line survey may call PWP's Answer line at (626) 744-6970 to participate.

7. PWP Improves Business Information on its Website:

In an effort to improve communications about PWP's services for business customers, a new "Business Services" menu and web page has been added to PWP's website. According to

Phyllis Currie, General Manager, the new menu and landing page provide a roadmap to quickly locate our business-oriented web pages, organized by service or function. Look for additional improvements going forward. The new www.PWPweb.com/business shortcut is being promoted through various channels, including The Conduit, PWP's Business Client periodical, and in the Pasadena Chamber of Commerce 2013 Business Directory.

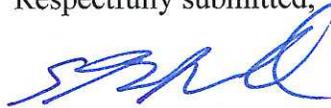
8. Get Fit with Recreation Classes:

The Citywide Recreation Division is offering exciting Youth and Adult Fitness classes taking place at various parks during the Winter and Spring sessions. The Winter Session started January 7, 2013 and continues through March 16, 2013. The Spring Session will begin March 25 and continue through June 1, 2013. The attached memorandum from Mercy Santoro, Director of Human Services and Recreation outline some of the programs that are being offered.

9. Rose Bowl Renovation Roundup January 2013 and Rose Bowl Renovation Project Weekly Update:

Attached is the Rose Bowl Roundup for January 2013 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,



STEVE MERMELL
Assistant City Manager

/attachments



United States Department of the Interior

NATIONAL PARK SERVICE
Pacific West Region
333 Bush Street, Suite 500
San Francisco, California 94104-2828

13 JAN 10 2 11 PM

--CITY_MGR--



IN REPLY REFER TO:
I.A.I. [L1425] (PWR-PR/FLP)

January 8, 2013

Mr. Michael J. Beck, City Manager
City of Pasadena
100 North Garfield Avenue, Room S228
Pasadena, CA 91109

Reference: Desiderio Hall U.S. Army Reserve Center, Pasadena, California

Dear Mr. Beck:

The City of Pasadena's application to acquire the surplus Federal property consisting of 3.976 acres at the Desiderio Hall U.S. Army Reserve Center has been approved by the National Park Service and accepted by the Department of the Army. As stated in the enclosed letter dated October 31, 2012, the Department of the Army has assigned the property to the Secretary of the Interior for disposal for public park and recreational use pursuant to 40 U.S.C. §550(e).

In accordance with the terms and conditions stipulated in Part A, #4 of your application, we request that the City of Pasadena take constructive possession of the property within 15 days of the receipt of this letter. On the date that the City of Pasadena accepts constructive possession, it shall have all obligations and liabilities of ownership, and will assume responsibility for the care and handling of, and all risks of loss or damage to, the property. Please acknowledge the City of Pasadena's acceptance of constructive possession by completing the enclosed statement and returning the original to this office at your earliest convenience.

We will furnish a quitclaim deed that conveys title to the property to the City of Pasadena as soon as possible. Please contact me at (415) 623-2334, or by e-mail to david_siegenthaler@nps.gov, if you have any questions.

Sincerely,


David Siegenthaler
Federal Lands to Parks Program Coordinator
Pacific West Region

Enclosure

cc: Representative Judy Chu
Senator Dianne Feinstein
Senator Barbara Boxer

TAKE PRIDE
IN AMERICA 

**Acceptance of Constructive Possession for Surplus Federal Property at the
Desiderio Hall U.S. Army Reserve Center, Pasadena, California**

In accordance with the terms and conditions provided in the Application for Federal Surplus Property for Public Park or Recreational Purposes submitted to the U.S. Department of the Interior, National Park Service by the City of Pasadena on October 24, 2011, and acting by and through the undersigned, the City of Pasadena hereby acknowledges that it shall have all obligations and liabilities of ownership, and will assume responsibility for the care and handling of, and all risks of loss or damage to, the property described as the Desiderio Hall U.S. Army Reserve Center located at Pasadena in California, and containing 3.976 acres, beginning at noon on the _____ day of _____, 2013.

By: _____

Title: _____

Date: _____



MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: January 24, 2013
TO: Michael Beck, City Manager
FROM: Mercy Santoro, Director – Human Services & Recreation
SUBJECT: **Additional Meeting Dates Established for School/City Work Plan Community Outreach**

The Human Services and Recreation Department is pleased to announce two additional meeting dates for community members and parents to hear and comment on the draft School/City Work Plan.

Thursday, January 31, 2013 – 6:00 p.m. to 8:00 p.m.

Intended For: Parents and Community Members

Location: Multi-Purpose Room, Robinson Park, 1081 North Fair Oaks Avenue
Childcare, Spanish Translation and Light Refreshments will be provided

Wednesday, February 6, 2013 – 6:00 p.m. to 8:00 p.m.

Intended For: Parents and Community Members

Location: Auditorium, Villa-Parke Community Center, 363 East Villa Street
Childcare, Spanish Translation and Light Refreshments will be provided

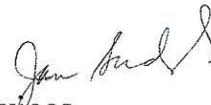
Parents and families are invited to hear about how the City of Pasadena and the Pasadena Unified School District are working together to achieve shared goals that will benefit the children, youth and families of our diverse community. The meeting will be facilitated by Brian Biery of Flintridge Center and feature speakers Dr. Brian McDonald, PUSD Chief Academic Officer and Mercy Santoro, Director of Human Services for the City of Pasadena.

The Work Plan will be presented to the Pasadena Board of Education and City Council at their February 19, 2013 annual Joint Meeting, to be held at 6:30 p.m. in the City Hall Council Chambers.

We look forward to your input. Kindly RSVP your attendance and child care needs with Rozanne Adanto at 626-755-6522 by **Wednesday, January 30, 2013**. To view the Draft Work Plan and/or for additional information regarding the Joint Meeting and Outreach efforts, please visit www.cityofpasadena.net/humanservices or contact Lisa Fowler at lfowler@cityofpasadena.net.

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF LIBRARIES AND INFORMATION SERVICES**

To: Michael Beck, City Manager
From: Jan Sanders, Director, Libraries and Information Services
Date: January 24, 2013
Re: Jennifer Addington Selected as Library Deputy Director



Pasadena Public Library is pleased to announce that Jennifer Addington has been selected as the library's new Deputy Director. Jennifer comes to Pasadena from the Palos Verdes Library District, where she worked for the past twelve years. Jennifer currently serves as the Branch Operations Manager. Previously, she was in Adult Services, Reference, Youth Services, Circulation, and Support.

She is a Eureka! Leadership Institute graduate, a member of the California Library Association (CLA), Public Library Association (PLA), and the American Library Association (ALA). Jennifer lives in Long Beach and currently serves on the Long Beach Hosting Subcommittee for the 2013 CLA Conference.

She has a master's degree in Library and Information Science from San Jose State University and a bachelor's degree in Communications from The Evergreen State College. She enjoys politics and participating in Legislative Day in the District events in Sacramento.

Jennifer assumes her duties effective February 11, 2013.

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF LIBRARIES AND INFORMATION SERVICES**

To: Michael Beck, City Manager

From: Jan Sanders, Director, Libraries and Information Services 

Date: January 24, 2013

Re: Muslim Journeys Bookshelf Collection Grant

National Endowment for the Humanities has developed a special initiative, *Bridging Cultures*, which engages the power of the humanities to promote understanding and mutual respect for people with diverse histories, cultures, and perspectives. The Muslim Journeys Bookshelf is the first in a planned series of Bridging Cultures "Bookshelves." According to Chairman of the initiative, Jim Leach, "Libraries are centers of learning that offer a welcome space where members of the public can learn about the history we share and express different points of view in an ethos of openness and mutual respect."

Pasadena Public Library is one of 842 libraries nationwide awarded the Muslim Journeys Bookshelf grant. Developed by the National Endowment for the Humanities and the American Library Association (ALA), the Muslim Journeys Bookshelf is intended to address both the need and desire of the American public for trustworthy and accessible resources about Muslim beliefs and practices and the cultural heritage associated with Islamic civilizations.

Pasadena Public Library will receive 25 books, 3 films, and access for one year to Oxford Islamic Studies Online. Additional materials, such as bookmarks, bookplates, and posters are included to help promote the collection. The initiative aims to familiarize public audiences in the United States with the people, places, history, faith and cultures of Muslims in the United States and around the world.

The Muslim Journeys Bookshelf includes the following titles, organized by theme:

American Stories:

- *A Quiet Revolution* by Leila Ahmed
- *Prince Among Slaves* by Terry Alford
- *The Columbia Sourcebook of Muslims in the United States*, edited by Edward E. Curtis IV
- *Acts of Faith* by Eboo Patel
- *The Butterfly Mosque: A Young American Woman's Journey to Love and Islam* by G. Willow Wilson

Connected Histories:

- *The House of Wisdom: How Arabic Science Saved Ancient Knowledge and Gave Us the Renaissance* by Jim Al-Khalili
- *In an Antique Land* by Amitav Ghosh
- *When Asia Was the World: Traveling Merchants, Scholars, Warriors, and Monks Who Created the "Riches of the East"* by Stewart Gordon
- *Leo Africanus* by Amin Maalouf, translated by Peter Sluglett
- *The Ornament of the World* by Maria Rosa Menocal

Literary Reflections

- *Minaret* by Leila Aboulela
- *The Arabian Nights* (anonymous), edited by Muhsin Mahdi, translated by Husain Haddawy
- *The Conference of the Birds* by Farid al-Din Attar, translated by Dick Davis and Afkham Darbandi
- *Dreams of Trespass* by Fatima Mernissi
- *Snow* by Orhan Pamuk, translated by Maureen Freely

Pathways of Faith

- *Muhammad: A Very Short Introduction* by Jonathan A. C. Brown
- *The Story of the Qur'an: Its History and Place in Muslim Life* by Ingrid Mattson
- *The Children of Abraham: Judaism, Christianity, Islam* by F. E. Peters
- *The Art of Hajj* by Venetia Porter
- *Rumi: Poet and Mystic*, edited and translated by Reynold A. Nicholson

Points of View

- *In the Country of Men* by Hisham Matar
- *Dreams of Trespass* by Fatima Mernissi
- *Persepolis: The Story of a Childhood* by Marjane Satrapi
- *House of Stone* by Anthony Shadid
- *Broken Verses* by Kamila Shamsie

Art Architecture and Film

- *The Art of Hajj* by Venetia Porter
- *Islamic Arts* by Jonathan Bloom and Sheila Blair
- *Islamic Art Spots* (short films designed, written, and presented by D. Fairchild Ruggles, developed especially for the Muslim Journeys Bookshelf, to come in January 2013)
- *Islamic Art: Mirror of the Invisible World* (2011)
- *Prince Among Slaves* (2007)
- *Koran by Heart* (2011)



MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: January 23, 2013
TO: Michael Beck, City Manager
FROM: Mercy Santoro, Director – Human Services & Recreation
SUBJECT: GET FIT WITH RECREATION CLASSES

The Citywide Recreation Division is offering exciting Youth and Adult Fitness classes taking place at various parks during the Winter and Spring sessions. The Winter Session started January 7, 2013 and continues through March 16, 2013. The Spring Session will begin March 25 and continue through June 1, 2013. Here are some highlights of the programming:

Bellydancing

Participants will learn the basic movements in a positive and supportive environment, all while getting fit and having fun! Instruction will focus on the foundations of this beautiful Middle Eastern art form, including proper posture, torso and hip isolations, shimmies, traveling steps, and simple combinations.

Yoga-Pilates

Instruction will focus on combining Yoga and Pilates with an emphasis muscle activation, balance and coordination.

Self-Defense & Safety Awareness

Students will learn Karate, Tae Kwon do & Kung Fu while exercising and getting fit. Students will also compete in fun tournaments; acquire defense techniques, increase concentration and gain confidence & self-discipline.

Zumba & low impact fitness

Participants will participate in one exhilarating hour of caloric burning, heart racing, muscle pumping, body energizing movement meant to engage and captivate.

Super Soccer Stars

Kids will exercise while engaging in fun games, technical skill development and group activities. Focus on dribbling technique and body movement will allow young participants kids to gain confidence with the ball. Coaches will encourage children to

apply the skills they have learned to improve their overall performance and enjoyment of the game.

Body Polish

Participants will have a great time dancing and exercising as they focus on toning and strengthening. This is a great class for everyone who wants to improve their overall appearance while becoming more fit.

The Citywide Division is continually adding Get Fit Recreation Classes that will engage the community while focusing on fitness and a healthy lifestyle.

For more information call Leonardo Chavez at (626) 744-8336.

For more information about the City of Pasadena, go online to www.cityofpasadena.net.

###

January 2013



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

It's the beginning of an exciting new year for the Rose Bowl Stadium, and the *Rose Bowl Roundup* is back to track all the activities and tell you about the people who are making the renovation possible. Read about the milestones and challenges we face as we work toward a new and improved iconic Rose Bowl Stadium.

In this issue ...

- ❖ 2012 – 2013 recap
- ❖ Forward progress: renovation completion schedule
- ❖ City Council approves Rose Bowl financing plan
- ❖ RBOC cost overrun study
- ❖ Suit challenges City's certification of Rose Bowl EIR
- ❖ A legacy: "The Granddaddy of Them All" – Ash and Corey
- ❖ 2014 BCS championship game
- ❖ Rose Bowl Legacy campaign
- ❖ Rose Bowl Premium Seating

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Read on, and be sure to send us your questions and comments.
Send your questions and feedback to [Audrey O'Kelley](#).

2012 – 2013 RECAP



2013 Rose Bowl Game: Stanford vs. Wisconsin (Photo by Carmen Porto)

Rose Bowl Roundup

Great success for Tournament of Roses and the Rose Bowl Stadium

After a beautiful parade, 93,359 ticket holders and millions of television viewers were treated to the Stealth bomber fly-over at the beginning of the 99th Rose Bowl game illustrating why the parade and game have become an American New Year's tradition. It's also one of the reasons ESPN signed on to a \$1.1 billion contract to broadcast the "Granddaddy of them All" through 2026. While attending the Stanford-Wisconsin Rose Bowl Game, ESPN President John Skipper noted, "The Rose Parade is a remarkable logistical feat, and this [the Rose Bowl game] is, too. There isn't a better place to be on January 1."

Kudos to the hundreds of volunteers, Tournament President Sally Bixby and the great logistics staff at the Tournament of Roses — once again they pulled off another success. And congratulations to Rose Bowl operations and the stadium's great Turf Team for their contributions to this great tradition all while renovation work continues.

Another million dollar milestone was reached the first week in January as the Rose Bowl Premium Seating team surpassed \$4 million in annual contracted revenue for the 2013-2014 year.

After surpassing the \$3million milestone in Mid-October 2012, and less than 3 months later, they were able to add another \$1 Million in additional revenue. Also, the team surpassed \$2 million in revenue for the 2012-2013 seasons, with very strong premium sales for the 2013 Rose Bowl Game.

Premium Sales Vice President Cory Shakarian credits their success to the renovation and construction team coming through with additional inventory in time for the game as well as all of the sales and service efforts so capably supported by the Rose Bowl staff. Now the tough part begins again. Shakarian says, "Without games to leverage, the sales people will tackle one prospect at a time, one phone call and one appointment at a time. We will not have games, but as the Pavilion renovation continues to completion, we have something very beautiful to show to interested parties. On to the next Million!"



Rose Bowl Game fans enjoy the new E suite and Club seats. (Photo by Carmen Porto)

FORWARD PROGRESS

Currently, the Rose Bowl Stadium renovation project is approximately 80% complete. The Pavilion is on schedule for substantial completion in April, 2013 with plans for completion prior to the 100th Rose Bowl Game on January 1, 2014.

The costs have exceeded the predictions of the RBOC, and the strategy going forward is to simply spend what the Rose Bowl Operating Company (RBOC) has available today (\$168 million) and embark on new completion schedule for 2013 and 2014 and beyond as follows:

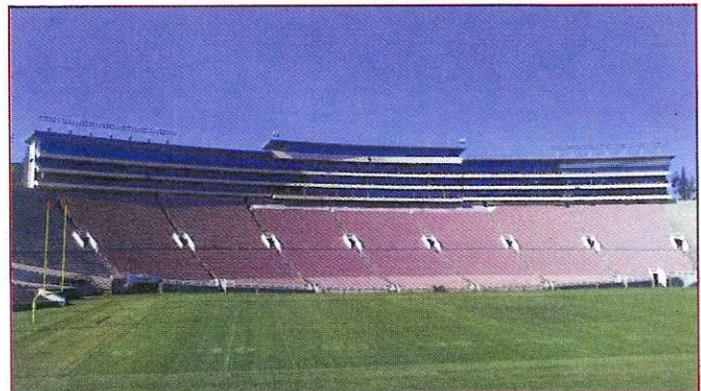


Photo by Kate McGeeney

Rose Bowl Roundup

2013

- ❖ New Pavilion, with over 2,400 premium seats, two print media areas, A/V control room and equipment, command post and equipment, commercial kitchen
- ❖ Reconstruct five west restroom structures at base of Pavilion
- ❖ Construct 10 foot by 20 foot broadcast head-in building
- ❖ New permanent broadcast cabling
- ❖ North electrical substation and set/connect to the 17KV switch and transformer

2014

- ❖ Complete field wall and historic hedge restoration at east and west sidelines
- ❖ Construct two new public restrooms in tunnels 23A and 28A for field-level seating areas
- ❖ Modify existing tunnels 7A and 15A for use as field-level exit path

- ❖ Construct new south electrical substation and set/connect to 17KV switch and transformer
- ❖ Reconfigure maintenance work areas under stadium at south end to accommodate new restroom structures
- ❖ Construct new bio swale in parkway

2015-2018

- ❖ Upgrade eight entry gates with new stadium signage and sponsorship opportunity
- ❖ Expand concourse area by extending and enlarging perimeter fence line
- ❖ Increase concession points of sale on concourse by 50%
- ❖ Transfer existing structures to be fed off of new 17KV service and utility backbone for stadium

Anticipated work deferrals

- ❖ Widen four additional stadium entrance tunnels (tunnels 9, 14, 23, and 28)

Fundraising, through our Legacy Connections' Rose Bowl Legacy Campaign, will continue to ensure 100% completion of the original plans. The RBOC is grateful for the support of the Rose Bowl Legacy Campaign. To date, Legacy has over \$9 million committed to help the Rose Bowl improve!

The commitment and support of the community and stakeholders of the Rose Bowl Stadium are essential for the iconic facility to continue to lead the world in venues.

 [Complete report](#)

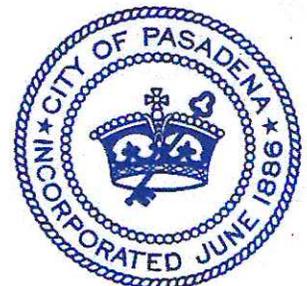
 [Additional information](#)

CITY COUNCIL APPROVES RENOVATION FUNDING PACKAGE

On January 7, the Pasadena City Council approved a new Rose Bowl renovation funding package that includes borrowing an additional \$30 million and refinancing existing bonds to help cover major cost overruns. The City will refinance \$26.8 million in bond debt left over from 2006 bonds issued for previously completed locker room and media area renovations.

With refinancing and the additional \$30 million in borrowing, the new bond package will total \$55 million to be paid off by 2043. City Finance Director Andrew Green said favorable lending conditions and the extended borrowing term will also allow the stadium to reduce its annual bond payments from \$3.1 million to \$2.58 million.

The refinancing plan and tightening of the project's scope is designed to help renew public confidence that officials now have a handle on renovation costs.



Rose Bowl Roundup

"This has been a moving target. We didn't seem to be able to get ahead of the curve here ... (but) I think the projections being made now are much more realistic and conservative," said Councilmember Terry Tornek.

RBOC COST OVERRUN STUDY

In September 2012, RBOC President Victor Gordo appointed an ad hoc subcommittee of the board to conduct a project review. The objectives were to assess the reasons for the unanticipated costs impacts, how to mitigate future increased cost impacts; and lessons to be learned from the Project.

The subcommittee determined that this assignment required expertise of an independent third party consultant with experience in sports stadium renovations. In October 2012, after soliciting proposals and conducting interviews, Heery International, Inc. was hired to conduct the project review.

The result of this inquiry found that the project has not been mismanaged; that project cost estimates were low and that the RBOC is paying fair-market value for the planned scope of work. Heery said it was confident that "the majority of the current \$50 million Project budget gap is not the result of "cost overruns."

"It's not a matter of the project being improperly managed, it's a matter of the original estimates being off," Gordo said. "We're getting what we paid for and keeping our pledge to pay for the project with Rose Bowl dollars, not the city's General Fund."

 [RBOC renovation ad hoc subcommittee report](#)

SUIT CHALLENGES CITY'S CERTIFICATION OF ROSE BOWL EIR

A lawsuit has been filed in Los Angeles Superior Court challenging Pasadena City Council's recent certification of the environmental impact report (EIR) on the temporary placement of a National Football League team in the Rose Bowl.

The lawsuit claims that City leaders violated the California Environmental Quality Act by extending the number of large events held at the Rose Bowl from 12 to 25 if the NFL and the City agree to stage games there for up to five years. The suit claims the increased "traffic, air pollution, noise, trash, and neighborhood parking impacts" could lead to the degradation of the Arroyo.

"The poor quality and minimal EIR underscores the City's lack of commitment to protecting the Arroyo neighborhoods, including the Linda Vista-Annandale neighborhood, from the proposed NFL use of the Rose Bowl for five continuous years," said Nina Chomsky, president of the Linda Vista Annandale Association.

"We believe the EIR accurately studied all the environmental impacts," said Pasadena Assistant City Manager Steve Mermell. "The EIR studied the effect of increasing the number of events at the Rose Bowl stadium."

The NFL has recently shown interest in returning to the Los Angeles market, and if a team does return to Los Angeles County, it will need a temporary home while a new, permanent stadium is built.

A deal with the NFL is expected to pump between \$5 and \$10 million into the cash-strapped stadium. A ruling on the lawsuit is expected sometime in the next few months.

Rose Bowl Roundup

A LEGACY: "THE GRANDDADDY OF THEM ALL"



Kevin Ash and Ed Corey at 2012 Rose Bowl Game (Photo courtesy of Tournament of Roses)

Kevin Ash and Ed Corey

You might have watched this year's Rose Parade and enjoyed the flowered floats, the bands and the equestrians riding their beautiful horses down Colorado Boulevard.

And if you followed this by watching the Rose Bowl Game you spent your day as millions around the US and the world do each New Year's Day. How do they do that ... produce these two events that belie their complexity?

The Tournament of Roses staff and volunteers work alongside local crews, the Pasadena Police and Fire departments, television crews to coordinate VIPs, teams, bands and 400 journalists. Certainly, the parade and The Rose Bowl Game require an elaborate and detailed logistics effort.

And, as the minutes tick off the events roll on without a hitch. Two guys among those who are keys to making it all happen are Rose Bowl Game Chief Administrative Officer Kevin Ash and Senior Game Manager Edward Corey.

Rose Bowl Roundup

Kevin has worked on the Rose Bowl Game as a consultant since 1984 and was hired as staff in 1998, at the time of the first BCS football game. Ed worked his first Rose Bowl Game as a consultant starting in 1980 and was hired by the Tournament in April of last year.

Kevin grew up in Westchester, California, and graduated from USC, majoring in journalism. Ed also graduated from USC with a major in political science. "I was a student worker in the athletic department, and I reported to a lovely lady, Anna Ash. Turns out she was Kevin's mom. She introduced me to Kevin. So it's been a 35-year relationship."

The two men head up a logistics team that puts together "game strategy," which includes ... well ... a lot: the B2 bomber fly-over, the Grand Marshall, the Rose Queen, bands and a national TV audience, to name just a few of the elements. Kevin focuses exclusively on the game. Ed also assists in the Tournament's other business matters as well utilizing his experience as an attorney.

Both men are married — Kevin, to Kathy, for 25 years, and Ed, to Delia, for 8 years — and have children. And both view the parade and game as a family affair. "The game is a family affair, literally and figuratively," says Kevin. Kathy is a game consultant and assists Ed with logistics. Kevin's daughter Hilary has worked the game for 10 years, doing a myriad of things; also, she has worked as Ed's assistant, doing pre-week media operations and such.

Both men appreciate the incredible work of Tournament volunteers, both workers and the Tournament leadership. Ed notes that they are an incredible resource in making the parade happen. He and his staff integrate the work done by the various Tournament committees — Music, Media, University, and Entertainment — for the pre-parade and game activities and the big finale, the game.

Regarding the Rose Bowl, they both appreciate the challenges associated with the renovation and support the goal of preserving the stadium for future generations.

They are proud of the Tournament's financial contribution to the ongoing work. As Ed says, "At the end of the day it will be a great milestone in the life of the stadium and the Tournament of Roses."

Kevin noted, "It is an icon. It's been standing for almost 100 years, and while we work year after year there, we try to not take it for granted. I don't think people understand the effect that the stadium has on coaches and players." Ed joined, "Yes, there is definitely a 'wow factor' that has to be accounted for, to get it out of everyone's system."

Both coaches and players are taken on the field for a walk-through when they get into town for the big game.

"Wisconsin started this a few years ago," says Kevin. "When they got into town on December 26, we walked them through." After gazing around the beautiful elliptical stadium with the San Gabriel Mountains to the north and touching the lush turf, coaches, staff and team could go off to practice and prepare for their moment in the sun at the Rose Bowl Game.

"Ed and I are in a fortunate position, we've worked a lot of events, Olympics, World Cup, Super Bowls and the Rose Bowl Game has the best, most experienced group to work with. Every group we interface with, Rose Bowl Operations, Pasadena Police and Fire Department, game operations, conferences; we can't say enough."

In summary, "To this day we still get chills when the teams come running onto the field for the big game."

Rose Bowl Roundup

2014 BCS CHAMPIONSHIP GAME

January 2014, just five days after a postseason milestone with the 100th celebration of the Rose Bowl Game, the Tournament of Roses will host the 16th and final BCS National Championship on Monday, January 6, at the historic Rose Bowl Stadium. The 2014 VIZIO BCS National Championship logo (right) was unveiled by BCS Executive Director Bill Hancock.



[More on 2014 VIZIO BCS National Championship](#)

ROSE BOWL LEGACY

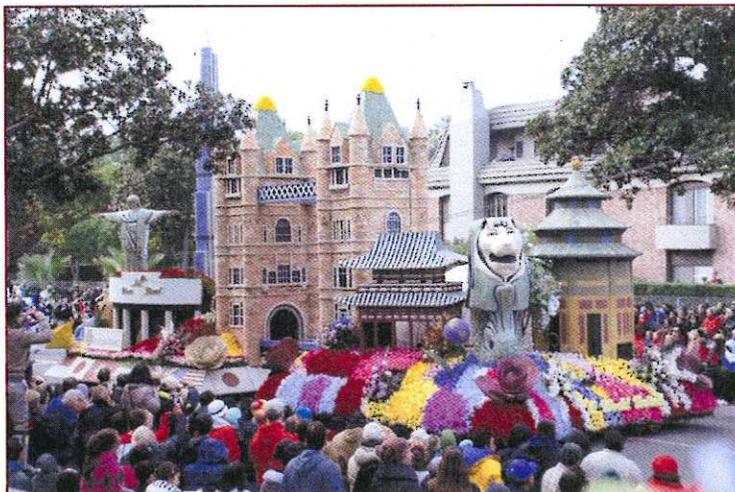
Progress is being made in donations and commensurate naming opportunities throughout the Rose Bowl Stadium. Currently, the Legacy Campaign has \$9.2 million in pledges.



Pasadena-based Western Asset continues to vigorously support the Legacy Campaign. The company has a unique fundraising process. Western Asset employees can wear jeans every Friday for a year, if they donate one-quarter of 1% (0.25%) of their base salary to the stadium's renovation. Tax-deductible funds are matched by Western Asset at the end of the fiscal year, and employees become eligible for Rose Bowl-related drawings. To date, the total raised is \$220,722.44.

This year Western Asset's Tournament of Roses parade float, "A World United," included The Rose Bowl Stadium. The stadium was depicted along with other iconic structures from around the world.

Western Asset president and CEO Jim Hirschmann said, "We are excited about the renovation to modernize the stadium, and we're trying to do our part in raising the funds to ensure the success of that project." Mr. Hirschmann is also chairman of the board of the Legacy Campaign.



Western Asset float: "A World United" (Photo by Chuck Hudson)



Two programs designed to support the Legacy Campaign are still up and running.

The Smith Brothers Restaurants'

promotion offer customers the chance to complete pledge forms to support the stadium's renovation and enhancements. Be on the lookout for a form — when you receive your check at any Smith Brothers' restaurant — and for more information on how you can help the Legacy Campaign.

Legacy Connections has also partnered with Give by Cell to implement a Mobile Give fundraising service for the Rose Bowl Stadium fundraising campaign. Supporters can donate \$10, with the charge applied to their mobile phone bill, by texting "ROSEBOWL" to 20222, Reply Yes*.



[More about Mobile Give](#)

Rose Bowl Roundup

*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Donor must be at least age 18+ and all donations must be authorized by the account holder (parents, in the case of a minor). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to the donor's mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "Legacy Connections" by the Mobile Giving Foundation and subject to [terms](#). Message and data rates may apply. You can unsubscribe at any time by texting STOP to short code 20222; text HELP to 20222 for help.

 [More about Legacy Campaign](#)

ROSE BOWL PREMIUM SEATING

The 2012-2013 UCLA Football Season offered both Suites and Club Seats to fans in the brand new, climate-controlled building. There really is not a bad seat in the Premium Pavilion. And this year there will be Loge Boxes along with the Suites and Club Seats.



Hard-Hat tours will be held throughout 2013, off season and on to show the beautiful new space as it becomes completed for the 2013-2014 season. Call 626/585.6800 today to schedule your Hard-Hat tour or visit our [website](#).

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](#)

[Send your questions and feedback](#)



Honoring the Past ~ Preparing for the Future

PROJECT PLANNING SCHEDULE

I/22/2013

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

- January 22, 2013: Preventative Maintenance & BCS 2014 Prep Meeting (2pm)
- January 23, 2013: Luncheon (11:30am/ Field)
- January 23, 2013: Rose Bowl Broadcast Cabling Meeting (1pm/ Project Trailer)
- January 24, 2013: IMG Walkthrough (1pm)
- January 24, 2013: RB12 and Project Update (2pm/ 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: ESPN filming (All day/ Field)
- January 30, 2013: Finance Committee Meeting (8am/ Conference Room)
- January 30, 2013: Safety Committee Meeting (Noon/ Conference Room)
- January 31, 2013: Retirement dinner (5:30pm/ Locker 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 5, 2013: RBOC Operations Meeting (5pm)
- February 6, 2013: Local Hire Advisory Group (4pm/ Brookside)
- February 6, 2013: Special RBOC Meeting (6:30pm)
- February 7, 2013: League of California Cities (5:30pm/ Pavilion and Home Locker Room)

- February 10, 2013: Flea Market
- February 11, 2013: Legacy Organization Meeting (9:30am/ Admin)
- February 11, 2013: Weekly Update Meeting (11am/ Media Center)
- February 14, 2013: Neighborhood Meeting (7:30am/ Brookside)
- February 15, 2013: Holiday (Office Closed)
- February 14-16, 2013: Rock and Roll Marathon Load in
- February 17, 2013: Rock and Roll Marathon
- February 18, 2013: Holiday (Office Closed)
- February 18, 2013: Parson's Tour (Pavilion)