



OFFICE OF THE CITY MANAGER

May 9, 2013

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

1. **Appeal Fees:**

During the April 29, 2013 City Council meeting a question was raised on how appeal fees are calculated. I have attached a memorandum from Vincent P. Bertoni, Director of Planning and Community Development that provides a summary of the appeal fees for discretionary applications. It should be noted that appeal fees vary depending on the specific application type. Some fees are a percentage of the original application fee while others are set amount.

2. **Robinson Park Community Center –Project Update:**

I have attached a memorandum from Siobhan Foster, Director of Public Works which provides a project update on the rehabilitation of Robinson Park Community Center which is in the second and final phase of the Robinson Park Master Plan adopted by the City in 2002.

3. **Groundbreaking Ceremony for McKinley School Construction Project:**

Pasadena Unified School District (PUSD) Superintendent Jon R. Gundry will join Pasadena Mayor Bill Bogaard, McKinley School students, teachers and parents, and other District and City officials at a groundbreaking ceremony at McKinley School on Friday, May 10 at 9:30 a.m. The ceremony marks the start of phase one of construction at McKinley consisting of three buildings that will house the middle school science laboratories, a gymnasium with locker rooms and a kitchen/lunch shelter. I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation which provides additional information on the construction project.

*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*

**4. Pasadena Police Calls for Service Report – April 2013:**

Attached is the Preliminary Monthly Statistical Report for the month of April 2013 from Phillip L. Sanchez, Chief of Police. This report is based on report calls for service rather than the uniform crime reporting (UCR) stats. The report reflects specific call types that resulted in a report/arrest disposition sorted by Service Area and Council District.

**5. Annual Grants Program Application Deadline is May 15:**

Applicants to the City's 2013-2014 Annual Grants Program must submit their applications to the Cultural Affairs Division by 5:00 p.m. on Wednesday, May 15. Each year grants are awarded to the local arts and culture organizations and individual artists for programs that enrich the Pasadena community. Awards are made to applicants based on high quality and creativity as recommended by a panel of arts professionals to the City's Arts and Culture Commission.

Applications were posted online in February; technical assistance workshops were held through April to assist applicants with grant writing skills. According to Vince Bertoni, Director of Planning & Community Development, panelists will review all eligible submissions in June and recommendations will be presented to the Arts and Culture Commission in July for programs that take place within the 2013-2014 fiscal year. For more information and a calendar of current Grants Program funded events please visit: [www.cityofpasadena.net/arts](http://www.cityofpasadena.net/arts).

**6. "White Suits and Green Thumbs" Volunteer Event:**

This past Saturday, the Pasadena Tournament of Roses Association and Miracle-Gro collaborated with the Department of Public Works to enhance three Pasadena parks through a volunteer project dubbed "White Suits and Green Thumbs." Approximately 200 Tournament of Roses Association volunteers and family members beautified Brenner, Hamilton, and Robinson Parks.

The Pasadena Tournament of Roses Association contributed \$12,000 towards the landscape enhancements. The Department of Public Works used the funds to purchase 1,407 plants, 5 24" box trees, sod, and contract services to rototill the soil in specific planting areas. Additionally, Miracle-Gro donated more than 19,500 square feet of decorative mulch for the projects.

The Department of Public Works provided site preparation work, staff support for the events, and 14 trees for Brenner Park. I have attached a memorandum from Siobhan Foster, Director of Public Works which provides additional information on the specific project highlights at each location.

**7. Pasadena LitFest:**

Saturday, May 11, will mark the second edition of the Pasadena LitFest, a community wide book festival that will take place from 10:00 a.m. to 5:00 p.m. in Pasadena's Central Park. An awardee of the 2012-13 City of Pasadena Annual Grants Program, LitFest is promoted as a celebratory day of readings and panel discussions featuring well-known local and California authors, hands-on activities for young people, food and books—all aimed at promoting the literary arts. The attached flyer from Vince Bertoni, Director of Planning & Community Development provides information on this event. For additional information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department: 744-7062.

**8. Southern California Association of Governments' (SCAG) – Profile of the City of Pasadena:**

Last week as part of SCAG's annual Regional Conference & General Assembly, SCAG released the newly updated Local Profiles. These local profiles are sometimes referred to as the Wikipedia of information for all the city and counties in the SCAG region because they include a demographic "snapshot" of all the cities and counties in the SCAG region. Since 2009, SCAG has prepared the Local Profiles for all member jurisdictions with updates every two years. Local Profiles have been used for a variety of purposes including, community planning and outreach, economic development, visioning initiatives and grant application support. This year, the 2013 Local Profiles has been expanded to include additional information and data related to housing, employment, income and education. I have attached Pasadena's Local Profile for your review.

**9. American Forests Grant:**

On May 1, 2013, the national conservation organization American Forests announced that it has received a \$250,000 grant from the Bank of America Charitable Foundation to conduct urban forest assessments in five U.S. cities over the next six months. Subsequently the City of Pasadena in conjunction with the Pasadena Beautiful Foundation (PBF) received notification that American Forests is awarding a portion of \$250,000 in Community ReLeaf Program grant funds to the City. The other selected cities are Asbury Park, NJ; Atlanta, GA; Detroit, MI; and Nashville, TN. I have attached a memorandum from Siobhan Foster, Director of Public Works which provides additional information on the American Forests Community ReLeaf Program.

**10. Sales Tax by Geo Area:**

The attached memorandum from Andy Green, Director of Finance, provides an updated recap of the sales tax revenue received by the City in specific areas as well as depicting sales taxes trends in various geographic areas.

11. **Rose Bowl Renovation Roundup April 2013 and Rose Bowl Renovation Project Weekly Update:**

Attached is the Rose Bowl Roundup for April 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,



**JULIE A. GUTIERREZ**  
Assistant City Manager

/attachment



## MEMORANDUM

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

**FROM:** Vincent P. Bertoni, AICP, Director of Planning & Community Development Department 

**DATE:** May 7, 2013

**SUBJECT:** Appeal Fees

In response to an inquiry at the April 29, 2013 City Council meeting on how appeal fees are calculated, staff has prepared a summary of the appeal fees for discretionary applications processed by the Planning and Community Development Department. Appeal fees vary depending on the specific application type. Some fees are a percentage of the original application fee while others are set amount. These fees reflect the Fiscal Year 2013 fee schedule (the fee schedule summary for Current Planning is attached for reference).

Application/Action	Appeal Fee	Appeal Fee for Neighborhood Groups <sup>1</sup>
Appeals of Planning Director or Design Commission, Historic Preservation Commission Decision when the original application fee is greater \$0 and less than/equal to \$1000 exclusive of waivers.	\$260	\$130
Appeals of Planning Director or Design Commission, Historic Preservation Commission Decision when the original application fee is greater than \$1000 and less than/equal to \$3000 exclusive of waivers.	\$767	\$383.50
Appeals of Planning Director or Design Commission, Historic Preservation Commission Decision when the original application fee is greater than \$3000 exclusive of waivers.	\$1468	\$734
Appeals of Hearing Officer, Board of Zoning Appeals decision- percent of original application fee, exclusive of waivers.	65%	65% of original application fee and an additional reduction of 50%
Appeal of Zoning Administrator and Environmental Administrator decisions.	\$978	\$489
Appeals of Commission (except Design Commission and Hearing Officer) decisions. Percentage of original application fee, exclusive of waivers.	65%	65% of original application fee and an additional reduction of 50%

<sup>1</sup>Appeal fees are reduced by 50% for non-profit community based groups or neighborhood groups and associations that are registered with Neighborhood Connections if the organization has net assets that do not exceed \$500,000 per year.



## CURRENT PLANNING FEES (FISCAL YEAR 2013)

FEES EFFECTIVE AUGUST 6, 2012 TO JUNE 30, 2013	BASE FEE	SINGLE-FAMILY OR HISTORIC PROP. FEE (1)	APPEAL FEE (2)
<b>3% Records Management Fee</b> (added to application fee, still included for EZ)	3%	3%	3%
<b>Appeals of Zoning Admin. and Environmental Admin. decisions</b>	--	--	\$978.00
<b>Appeals of Planning Director and other staff decisions</b>			
Applications <\$1,000 (exclusive of waivers)	--	--	\$260.00
Applications \$1,000 to \$2,999 (exclusive of waivers)	--	--	\$767.00
Applications ≥\$3,000 (exclusive of waivers)	--	--	\$1,468.00
<b>Minor Modification to Approved Entitlement</b> (unless noted otherwise below)	10% of original fee (exclusive of waivers)		See Director appeals above
<b>Adjustment Permit</b>	\$5,743.00	\$2,871.50	--
<b>Certificates of Exception - Lot Line Adjustments</b>	\$4,171.00	\$2,085.50	\$2,711.15
<b>Certificate of Compliance Legal Lot</b>	\$1,375.00	\$687.50	\$978.00
<b>Combination Permit - Application for more than one Variance, CUP, etc.</b>	\$288.00	\$144.00	\$187.20
<b>Conditional Use Permit</b>	\$4,719.00	\$2,359.50	\$3,067.35
Major Modification Fee	\$3,758.00	\$1,879.00	\$2,442.70
Voluntary Relinquishment Fee	\$1,150.00	\$575.00	\$747.50
<b>Condominium Conversions</b>	\$3,644.00	\$1,822.00	\$2,368.60
Per Each Land or Air Parcel	\$147.00	\$73.50	\$95.55
<b>Hillside Development Permit</b>	\$5,685.00	\$2,842.50	\$3,695.25
<b>Expressive Use Permit</b>	\$4,372.00	\$2,186.00	\$2,841.80
<b>Floor Area Ratio Increase</b>	\$4,561.00	\$2,280.50	\$2,964.65
<b>Minor Conditional Use Permit</b>	\$2,335.00	\$1,167.50	\$1,517.75
Major Modification Fee	\$1,803.00	\$901.50	\$1,171.95
<b>Minor Variance/Sign Exception</b> (fee waived for historic signs)	\$3,463.00	\$1,731.50	\$2,250.95
Major Modification Fee	\$2,973.00	\$1,486.50	\$1,932.45
<b>Preliminary Plan Checks</b>			
Hillside Development Review	\$746.00	\$373.00	--
Preliminary Zoning Plan Check Residential, up to 9 units	\$1,125.00	\$562.50	--
Preliminary Zoning Plan Check Residential, 10 or more units	\$1,573.00	\$786.50	--
Preliminary Zoning Plan Check Commercial <24,000 sq ft	\$1,499.00	\$749.50	--
Preliminary Zoning Plan Check Commercial ≥24,000 sq ft	\$1,797.00	\$898.50	--
<b>Predevelopment Plan Review (PPR)</b> (does not include 3% fee)	\$618.00	\$309.00	--
<b>Revised Plan Submittal</b> (originated by developer)	50% of original fee (exclusive of waivers)		Varies by review authority
<b>Transfer of Development Rights</b>	\$1,809.00	\$904.50	\$978.00
<b>Temporary Use Permit</b> (does not include 3% fee)	\$199.00	\$99.50	\$978.00

(1) For single-family residential use and designated historic resources, as defined in the Zoning Code.

(2) Appeal fees for Hearing Officer, Planning Commission and Board of Zoning Appeals decisions are based on 65% of the original fee (exclusive of waivers). Appeal fees for Director, Zoning Admin. or staff decisions have set amounts. Appeal fees are reduced by an additional 50% for non-profit community based groups or neighborhood groups registered w/the City if the organization has assets which do not exceed \$500,000.00.

## CURRENT PLANNING FEES (FISCAL YEAR 2013)

FEES EFFECTIVE AUGUST 6, 2012 TO JUNE 30, 2013	BASE FEE	SINGLE-FAMILY OR HISTORIC PROP. FEE (1)	APPEAL FEE (2)
<b>Tentative Parcel or Tract Map (Vesting or Regular)</b>			
Tentative Parcel or Tract Map, Base Fee	\$4,518.00	\$2,259.00	\$2,936.70
Vesting Tentative Parcel or Vesting Tentative Tract Map, Base Fee	\$4,866.00	\$2,433.00	\$3,162.90
Each Land and/or Air Parcel	\$170.00	\$85.00	\$110.50
Minor Modification Fee	\$428.00	\$214.00	260.00
Major Modification Fee	\$2,420.00	\$1,210.00	\$1,573.00
Subdivision Map Extension Request	\$428.00	\$214.00	\$260.00
<b>Tree Protection/Removal Plan Review</b>			
Tree Protection Review	\$750.00	\$375.00	--
1 to 3 Trees Removal	\$792.00	\$396.00	\$260.00
4 to 12 Trees Removal	\$1,350.00	\$675.00	\$787.00
13 or more Trees Removal	\$2,663.00	\$1,331.50	\$787.00
<b>Tree Protection/Removal Plan Review (with a report from a certified arborist)</b>			
Tree Protection Review	\$375.00	\$187.50	--
1 to 3 Trees Removal	\$396.00	\$198.00	\$260.00
4 to 12 Trees Removal	\$675.00	\$337.50	\$787.00
13 or more Trees Removal	\$1,331.50	\$665.75	\$787.00
<b>Use Permit &amp; Variance Extension Requests</b>	\$185.00	\$92.50	Varies by review authority
<b>Variance Review</b>			
Variance, Regular	\$4,373.00	\$2,186.50	\$2,842.45
Variance, Modifications for Individuals with Disabilities	\$4,373.00	\$2,186.50	\$2,842.45
Variance, to Subdivision Standards	\$1,996.00	\$998.00	\$1,297.40
Major Modification Fee	\$3,215.00	\$1,607.50	\$2,089.75
<b>Zoning Letters</b>			
Minor Letter (Zoning Verification, Rebuild)	\$109.00	\$54.50	\$978.00
Zoning Opinion (Conformance with Zoning and Subdivision Laws)	\$404.00	\$202.00	\$978.00
<b>Zoning Parking Credit Application Processing</b>	\$703.00	\$351.50	\$978.00
<b>Zoning Permit</b>	\$71.00	\$35.50	\$978.00
<b>EIR Review by Staff and consultants</b>			
Deposit	\$5,273.00	\$5,273.00	--
Fee	At Cost	At Cost	--
<b>Initial Environmental Study</b>			
Consultant review of Technical Reports within the Initial Study	At Cost	At Cost	--
Revising Initial Studies	\$3,575.00	\$3,575.00	--
<b>Categorical Exemptions (each case)</b>	\$192.00	\$192.00	--
<b>Environmental Filing Fee</b>			
Los Angeles County Filing Fee (paid directly to Los Angeles County)	\$75.00	\$75.00	--
Preparation & Filing of Notice of Intent/Notice of Availability/Notice of Determination	\$50.00	\$50.00	--
<b>State Fish &amp; Wildlife Fees (paid directly by applicant to Fish &amp; Wildlife)</b>			
Filing of Notice of Determination (Negative Declaration/Mitigated Negative Declaration) for Initial Study	\$2,156.25	\$2,156.25	--
Filing of Notice of Determination for EIR	\$2,995.25	\$2,995.25	--

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FEES - Condensed List: 8/7/12; Environmental Updated 5/8/13  
175 NORTH GARFIELD AVENUE T 626-744-4009  
PASADENA, CA 91101 F 626-744-4785

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

**DATE:** May 8, 2013  
**TO:** Michael J. Beck, City Manager  
**FROM:** Siobhan Foster, Director of Public Works  
**RE:** Robinson Park Community Center – Project Update

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The rehabilitation of Robinson Park Community Center is the second and final phase of the Robinson Park Master Plan adopted by the City in 2002. Completion of the Robinson Park Master Plan will result in significant economic and recreational opportunities for the community and Northwest Pasadena. The project will increase the square footage of the facility from 18,910 to an estimated 30,000 square feet at a cost of approximately \$8M. Exhibit 1 contains the conceptual Robinson Park Community Center floor plan developed through a preliminary community focus group and community input process.

On Thursday, March 28, 2013, the City received formal notification that it was awarded \$6M in Section 108 Loan funding for the rehabilitation of Robinson Park Community Center. The City has appropriated \$1.3M in funding to date and will identify the other \$1M in funding for the project which is a collaborative effort between the Departments of Public Works, Housing, and Human Services and Recreation.

On Tuesday, May 7, 2013, the City issued a Request for Qualifications and Proposals (RFP) for Architectural and Engineering Services for Robinson Park Community Center. Parties interested in responding must submit proposals by Friday, June 7, 2013 at 3:00 p.m. and attend a mandatory pre-proposal conference on Wednesday, May 22, 2013 at 1:00 p.m. in the Robinson Park Community Center Multi-Purpose Room.

The preliminary project schedule contained in Exhibit 2 reflects an anticipated construction completion in spring 2017. The City will make every effort to accelerate this schedule.

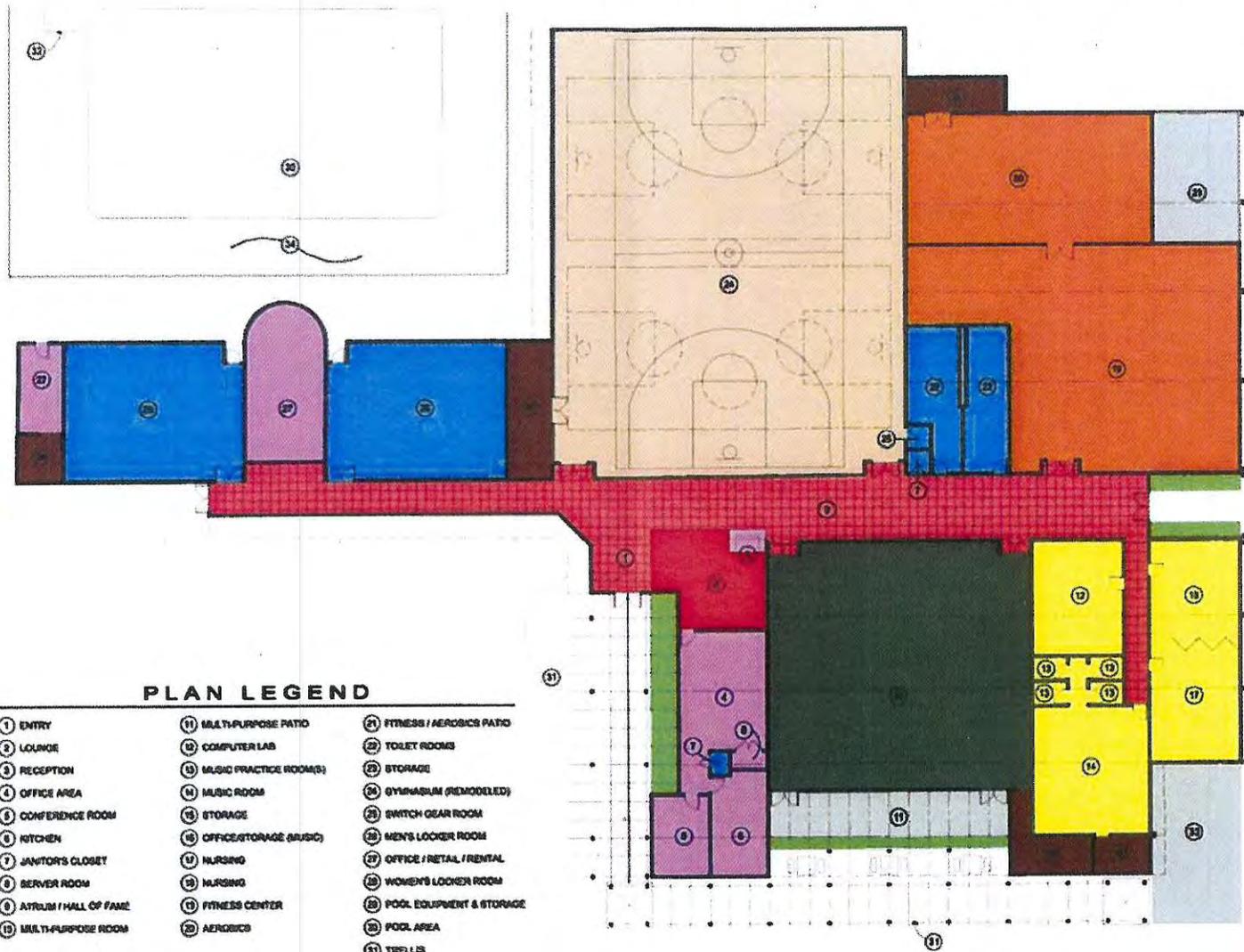
Community engagement will be a significant component of the project. The architect will participate in nine community meetings, thirteen Robinson Park Steering Committee meetings, and attend pertinent City Boards and Commission meetings beginning in the schematic design phase and continuing throughout the project to gather community input. Meetings will begin in fall 2013. Additionally, the Department of Public Works will post copies of project documents including meeting minutes, handouts, PowerPoint presentations, applications and design documents on the City's website after each meeting.

Dale Torstenbo, Management Analyst IV in the Department of Public Works is the project coordinator. Mr. Torstenbo is available by telephone at (626) 744-3971 or e-mail at [dtorstenbo@cityofpasadena.net](mailto:dtorstenbo@cityofpasadena.net).

Exhibits

1. Conceptual Robinson Park Community Center Floor Plan
2. Preliminary Project Schedule

EXHIBIT 1  
 Conceptual Robinson Park Community Center Floor Plan



**PLAN LEGEND**

- 1 ENTRY
- 2 LOUNGE
- 3 RECEPTION
- 4 OFFICE AREA
- 5 CONFERENCE ROOM
- 6 KITCHEN
- 7 JANITOR'S CLOSET
- 8 SERVER ROOM
- 9 ATRIUM / HALL OF FAME
- 10 MULTI-PURPOSE ROOM
- 11 MULTI-PURPOSE PATIO
- 12 COMPUTER LAB
- 13 MUSIC PRACTICE ROOM(S)
- 14 MUSIC ROOM
- 15 STORAGE
- 16 OFFICE/STORAGE (MUSIC)
- 17 NURSING
- 18 NURSING
- 19 FITNESS CENTER
- 20 AEROBICS
- 21 FITNESS / AEROBICS PATIO
- 22 TOILET ROOMS
- 23 STORAGE
- 24 GYMNASIUM (REMODELED)
- 25 SWITCH GEAR ROOM
- 26 MEN'S LOCKER ROOM
- 27 OFFICE / RETAIL / RENTAL
- 28 WOMEN'S LOCKER ROOM
- 29 POOL EQUIPMENT & STORAGE
- 30 POOL AREA
- 31 TRELIS
- 32 WATER FEATURE
- 33 SCULPTOR GARDEN
- 34 REFINISHED POOL FLATWORK

1 GROUND FLOOR PLAN



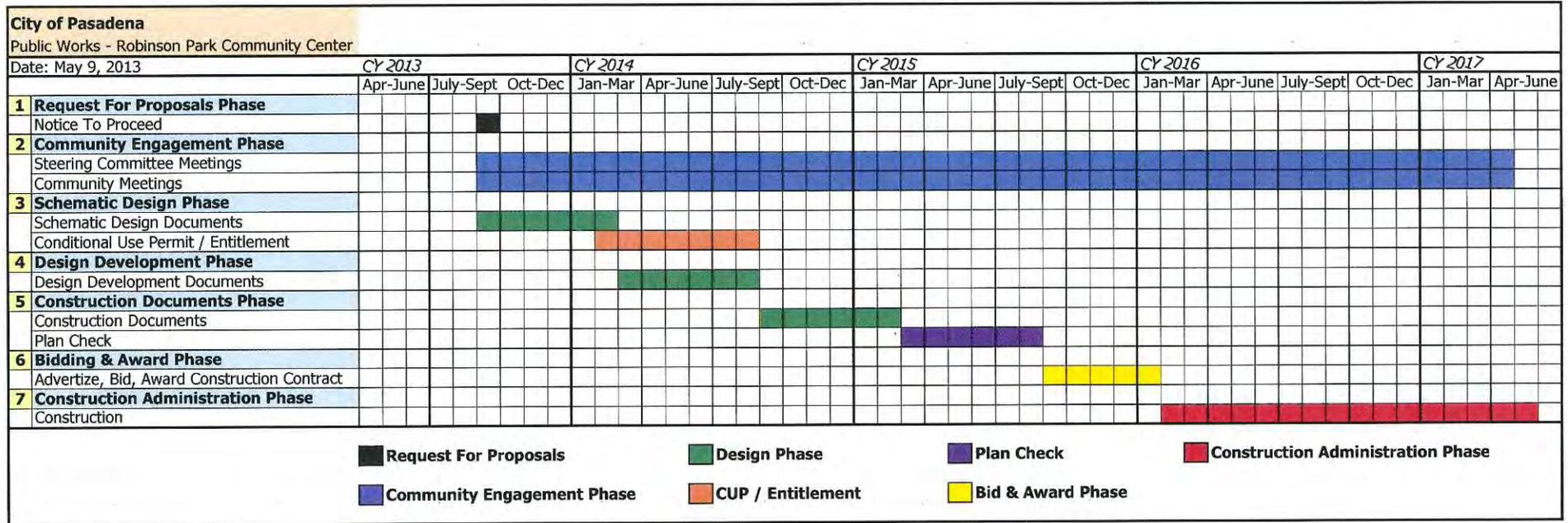
**Appendix C - CONCEPT FLOOR PLAN**

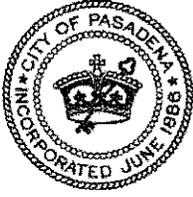
DATE: NONE	DESIGNED BY: JFS	REVISIONS			CITY OF PASADENA-DEPARTMENT OF PUBLIC WORKS	
	DRAWN BY: ESD	DATE	DESCRIPTION	BY	DATE	APPROVED
	DESIGNED BY: JFM/ASB					
				PROJECT: ROBINSON PARK RFP		SHEET 1 OF 1
				LIMITS: 1061 NORTH FAIR OAKS AVENUE		DWG. NO.
				SCALE: NO SCALE		ACCOUNT NO.: XXXXX



EXHIBIT 2

Preliminary Project Schedule





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

DATE: May 8, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: **Groundbreaking Ceremony for McKinley School Construction Project**

Pasadena Unified School District (PUSD) Superintendent Jon R. Gundry will join Pasadena Mayor Bill Bogaard, McKinley School students, teachers, parents, and other District and City officials at a groundbreaking ceremony at McKinley School on Friday, May 10 at 9:30 a.m. The ceremony marks the start of phase one of construction at McKinley consisting of three buildings that will house the middle school science laboratories, a gymnasium with locker rooms and a kitchen/lunch shelter.

Originally constructed in 1922 and listed on the City of Pasadena's Architectural and Historic Register, McKinley School has an enrollment of 1,200 students which serves Kindergarten through 8<sup>th</sup> grade. The last significant structural upgrade to the campus occurred in 1937.

PUSD and the City of Pasadena have entered into a joint use agreement for the new gymnasium. The gymnasium will serve the needs of the school during the day and serve the community when students are not using the facility. As part of the agreement, the City will be contributing \$1.25 million toward the construction of the gym. The remainder of the funding for the \$16.3 million project comes from Measure TT funds, a \$350 million school bond initiative passed by voters in the PUSD area in 2008. More information on Measure TT can be found at [www.measurett.org](http://www.measurett.org).

The new buildings will be arranged along the perimeter of the campus, enclosing a playfield and hard-top court to create a protected inner courtyard for student play and gatherings. Sustainable features including natural light and operable windows connected to the heating and air conditioning systems are incorporated throughout the design, blending modern technologies with the historic campus context. A new visitor parking lot and student drop-off will be located along El Molino Avenue.

Members of the public are invited to attend the groundbreaking. McKinley School is located at 325 South Oak Knoll Avenue, Pasadena. Parking is available on the construction site off of El Molino Avenue, just north of Del Mar Boulevard. Construction of phase one is scheduled to be completed August 31, 2014.

For more information, please contact Lisa Fowler at 626 744 4732 or [lfowler@cityofpasadena.net](mailto:lfowler@cityofpasadena.net).



# PASADENA POLICE DEPARTMENT

## PRELIMINARY - Monthly Statistical Report

### April 2013

This Preliminary Monthly Statistical Report is based on Call for Service (CFS) data and is not Uniform Crime Report (UCR) compliant. Select call types are included for incidents closed with a report disposition. Using preliminary information allows for timely information to make immediate deployment decisions.

Offense	Service Area					
	1	2	3	4	5	
Homicide						0
Rape		1		2	2	5
Robbery	1	5	7	2	1	16
ADW	1	4			3	8
Assault	2	6	8		6	22
Assault DV	1	5	2		1	9
Burglary Commercial	7	6	9	11	9	42
Burglary Other	2	3	4	1	1	11
Burglary Residential	15	21	17	5	2	60
Burglary Vehicle	12	9	6	11	13	51
Theft	19	21	17	17	35	109
Recovered Vehicle	1	3		3		7
Stolen Vehicle	2	9	4	4	5	24
	<b>62</b>	<b>90</b>	<b>74</b>	<b>53</b>	<b>78</b>	<b>357</b>

Offense	Council Districts							
	1	2	3	4	5	6	7	
Homicide								0
Rape	1		2	2				5
Robbery		5	2	2	4	2	1	16
ADW	1		2		3	1	1	8
Assault	3	6	6		4	3		22
Assault DV	4	2	1		1	1		9
Burglary Commercial	1	4	4	12	8	10	3	42
Burglary Other	2	3	1	1	1	2	1	11
Burglary Residential	13	9	6	10	5	14	3	60
Burglary Vehicle	5	1	5	13	6	6	15	51
Theft	10	9	29	18	14	12	17	109
Recovered Vehicle	1		2	3		1		7
Stolen Vehicle	4	1	3	5	5	5	1	24
	<b>44</b>	<b>40</b>	<b>61</b>	<b>63</b>	<b>51</b>	<b>56</b>	<b>42</b>	<b>357</b>

\*\*Totals do not include recovered vehicles

**INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS**

**FOR PUBLIC DISTRIBUTION**

# PASADENA POLICE DEPARTMENT

Combined Service Areas and Council District - April 2013																			
Council District	West			Northwest			Central				East		Midtown						
	1	6	7	1	3	5	2	4	5	7	4	1	3	5	6	7			
Homicide																			0
Rape				1			1					2	2		2			2	5
Robbery		1		1		2	3	5	5		1	1	7	2	2			1	16
ADW			1	1	1	1	2	4							1	1	1	3	8
Assault		2		2	3	1	2	6	6		2		8		5		1	6	22
Assault DV		1		1	4	1		5	2			2				1		1	9
Burglary Commercial		7		7	1	1	4	6	4	1	3	1	9	11	11		3	1	42
Burglary Other		2		2	2		1	3	3			1	4	1	1		1		11
Burglary Residential		13	2	15	13	6	2	21	9	5	3		17	5	5			1	60
Burglary Vehicle	1	3	8	12	4	2	3	9	1	2	1	2	6	11	11		3	2	51
Theft	4	10	5	19	6	7	8	21	9	1	4	3	17	17	17		22	2	109
Recovered Vehicle		1		1	1	2		3					3	3					7
Stolen Vehicle	1	1		2	3	2	4	9	1	1	1	1	4	4	4		1	4	24
<b>Totals</b>	<b>6</b>	<b>40</b>	<b>16</b>	<b>62</b>	<b>38</b>	<b>23</b>	<b>29</b>	<b>90</b>	<b>40</b>	<b>10</b>	<b>15</b>	<b>9</b>	<b>74</b>	<b>53</b>	<b>53</b>		<b>38</b>	<b>7</b>	<b>357</b>

Combined Service Areas and Council District - 2013 Year to Date April																			
Offense	West			Northwest			Central				East		Midtown						
	1	6	7	1	3	5	0	2	4	5	7	4	1	3	5	6	7		
Homicide											2		2						2
Rape		1		1	2		1	3	1		1		2	2	2		2		10
Robbery		6		6	1	7	7	15	7		2	2	11	7	7		3	1	48
ADW		1	2	3	10	2	5	17			1		1	3	3		2	2	32
Assault		7	3	10	18	5	5	28	8		5		13	9	9		14	3	87
Assault DV		1	3	4	12	6	6	24	3		3	1	7	3	3		2	1	42
Burglary Commercial	1	14		15	3	1	9	13	10	1	6	1	18	45	45		22	3	133
Burglary Other		8	4	12	4		3	7	4			2	6	4	4		1		32
Burglary Residential		35	15	50	45	24	13	82	44	15	12	6	77	27	27		3	4	247
Burglary Vehicle	6	30	18	54	23	5	7	35	15	4	3	10	32	32	32	1	15	3	199
Theft	12	63	22	97	36	26	29	91	33	8	19	17	77	67	67		69	10	471
Recovered Vehicle		1		1	4	2	5	11	2			1	3	5	5		1		21
Stolen Vehicle	1	6	3	10	10	8	11	29	10	1	5	2	18	14	14	1	2	8	86
<b>Totals</b>	<b>20</b>	<b>172</b>	<b>70</b>	<b>262</b>	<b>164</b>	<b>84</b>	<b>96</b>	<b>344</b>	<b>135</b>	<b>29</b>	<b>59</b>	<b>41</b>	<b>264</b>	<b>213</b>	<b>213</b>	<b>2</b>	<b>135</b>	<b>23</b>	<b>1389</b>

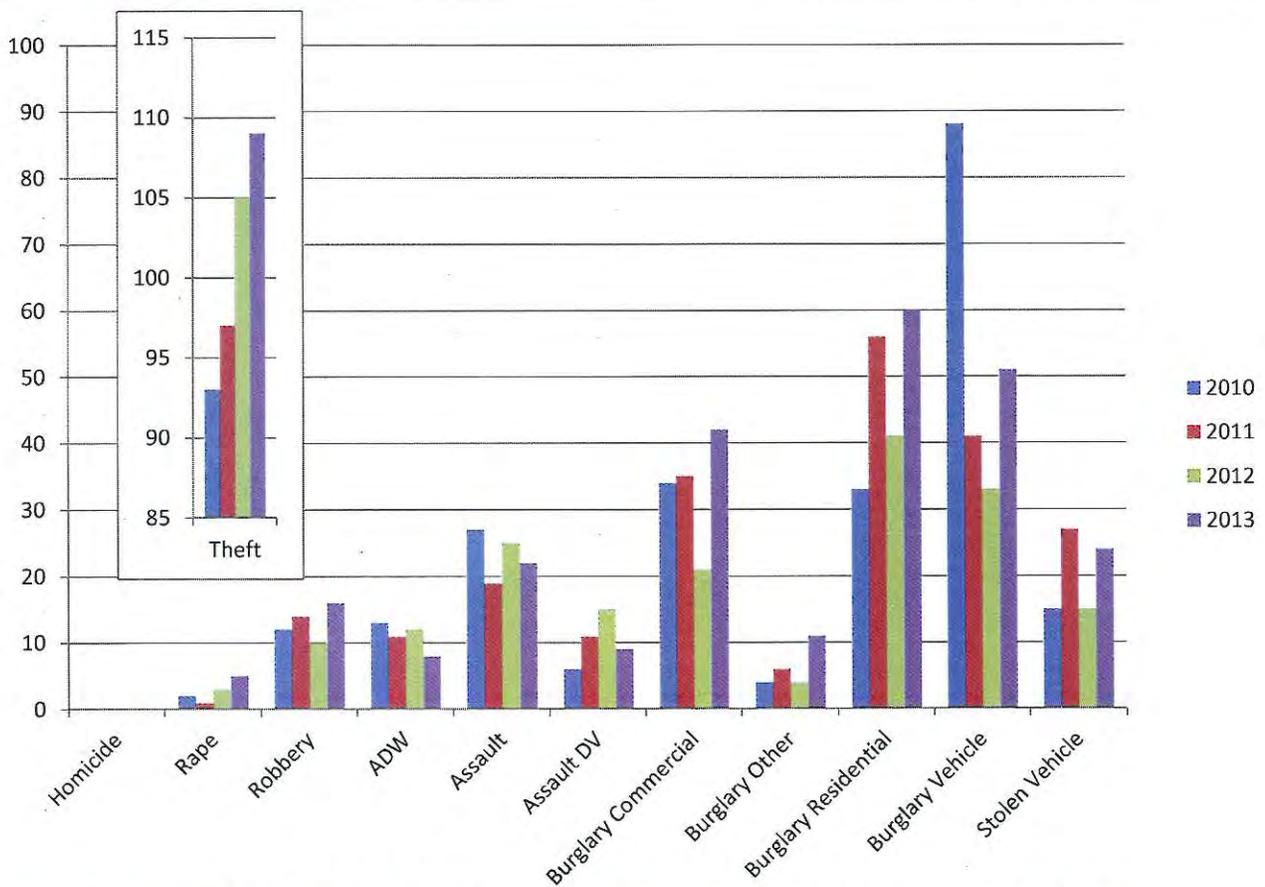
\*\* Totals do not include Recovered Vehicles

**INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS  
FOR PUBLIC DISTRIBUTION**

# PASADENA POLICE DEPARTMENT

## April 2010 -April 2013

	2010	2011	2012	2013	Change from 2012
<b>Homicide</b>					N/C
<b>Rape</b>	2	1	3	5	67%
<b>Robbery</b>	12	14	10	16	60%
<b>ADW</b>	13	11	12	8	-33%
<b>Assault</b>	27	19	25	22	-12%
<b>Assault DV</b>	6	11	15	9	-40%
<b>Burglary Commercial</b>	34	35	21	42	100%
<b>Burglary Other</b>	4	6	4	11	175%
<b>Burglary Residential</b>	33	56	41	60	46%
<b>Burglary Vehicle</b>	88	41	33	51	55%
<b>Theft</b>	93	97	105	109	4%
<i>Recovered Vehicle</i>	8	6	10	7	-30%
<b>Stolen Vehicle</b>	15	27	15	24	60%
	<b>327</b>	<b>318</b>	<b>284</b>	<b>357</b>	<b>26%</b>

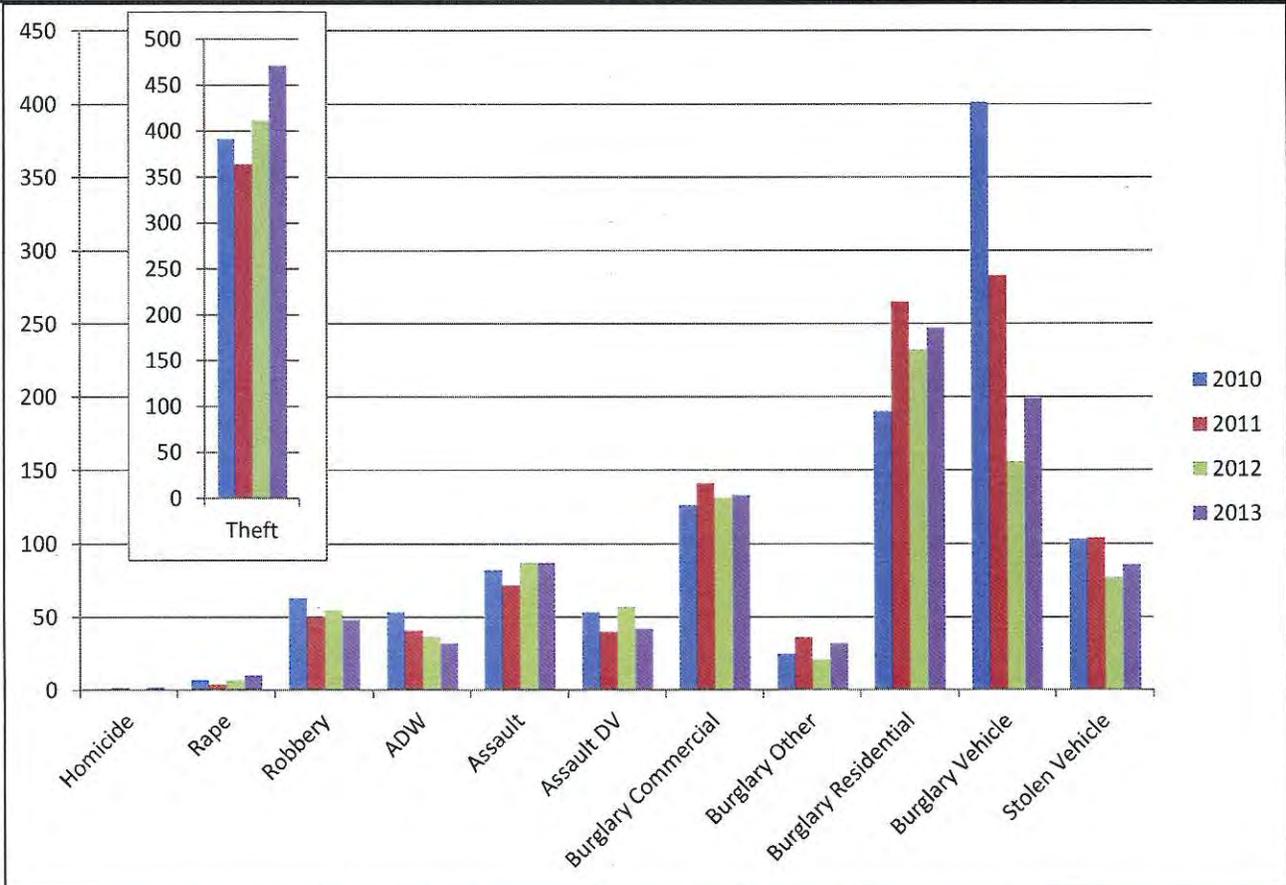


**INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS  
FOR PUBLIC DISTRIBUTION**

# PASADENA POLICE DEPARTMENT

## Year to Date through April

	2010	2011	2012	2013	Change from 2012
Homicide	1	2		2	N/C
Rape	7	4	7	10	43%
Robbery	63	50	55	48	-13%
ADW	53	41	37	32	-14%
Assault	82	72	87	87	0%
Assault DV	53	40	57	42	-26%
Burglary Commercial	126	141	131	133	2%
Burglary Other	25	36	21	32	52%
Burglary Residential	190	265	232	247	6%
Burglary Vehicle	401	283	156	199	28%
Theft	391	364	411	471	15%
Recovered Vehicles	50	28	42	21	-50%
Stolen Vehicle	103	104	77	86	12%
<b>Total</b>	<b>1495</b>	<b>1402</b>	<b>1271</b>	<b>1389</b>	<b>9%</b>



INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

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

**DATE:** May 9, 2013  
**TO:** Michael J. Beck, City Manager  
**FROM:** Siobhan Foster, Director  
**RE:** "White Suits and Green Thumbs" Volunteer Event

---

On Saturday May 4, 2013, the Pasadena Tournament of Roses Association and Miracle-Gro collaborated with the Department of Public Works to enhance three Pasadena parks through a volunteer project dubbed "White Suits and Green Thumbs." Approximately 200 Tournament of Roses Association volunteers and family members beautified Brenner, Hamilton, and Robinson Parks.

The Pasadena Tournament of Roses Association contributed \$12,000 towards the landscape enhancements. The Department of Public Works used the funds to purchase 1,407 plants, 5 24" box trees, sod, and contract services to rototill the soil in specific planting areas. Additionally, Miracle-Gro donated more than 19,500 square feet of decorative mulch for the projects.

The Department of Public Works provided site preparation work, staff support for the events, and 14 trees for Brenner Park. Listed below are the specific project highlights at each location:

**Brenner Park**

- Installation of 612 resilient, colorful, drought resistant plants throughout park, including:
  - o Carpet roses
  - o Star jasmine
  - o Photinia
  - o Variegated agapanthus
- Planting of 14 trees including:
  - o White crepe myrtle
  - o Sweet shade
- Planted hedge to be maintained at 6' along driveway to emphasize park boundary and create privacy for adjacent apartments
- Removal of non-essential turf including area adjacent to park monument sign for environmental stewardship and to create additional planting areas
- Removal of Algerian ivy along driveway as beautification measure and to create additional planting areas

- Installation of sod
- Preparation of soil in planting areas to eliminate old plant material, weeds, and compaction
- Irrigation system enhancements
- Installation of decomposed granite near picnic tables restrooms, and other areas
- Placement of Miracle-Gro mulch in planting beds throughout park

#### Hamilton Park

- Installation of 357 California native plants throughout park to enhance existing California native garden, including drought tolerant and wildlife friendly varieties:
  - o Sages
  - o Ceanothus
  - o Verbenas
  - o Native grasses
- Planting of 8 California native trees including:
  - o Blue Palo Verde,
  - o Desert willow
  - o Western redbud
- Addition of boulders and rocks to enhance natural beauty and create seating areas within garden
- Painting retaining wall along northern edge of parking lot and walls adjacent to sports field
- Preparation of soil in planting areas to eliminate old plant material, weeds, and compaction
- Irrigation system enhancements including back flow preventer and controller to support new planting areas
- Placement of Miracle-Gro mulch in planting beds throughout park

#### Robinson Park

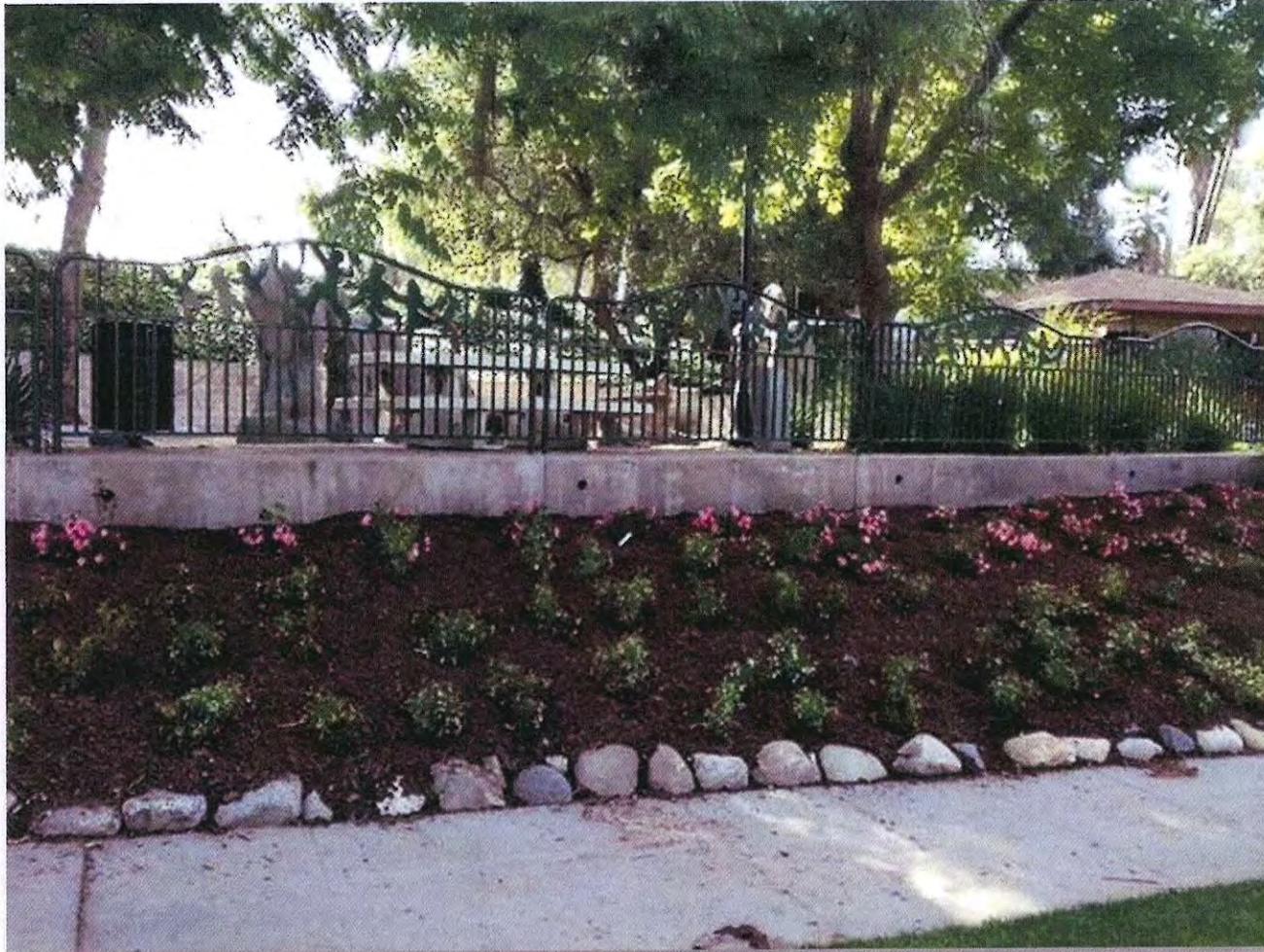
- Installation of 458 Mediterranean plants throughout park to augment existing Mediterranean garden palette including flowering and drought tolerant varieties such as:
  - o Rockrose
  - o Coast rosemary
  - o Ceanothus
  - o Myoporum,
  - o Agapanthus
  - o Rosemary
- Preparation of soil in planting areas to eliminate old plant material, weeds, and compaction
- Irrigation system enhancements
- Placement of Miracle-Gro mulch in planting beds throughout park

The result is a significant beautification of all three parks!

Brenner Park – “White Suits Green Thumbs”

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Hamilton Park – “White Suits Green Thumbs”

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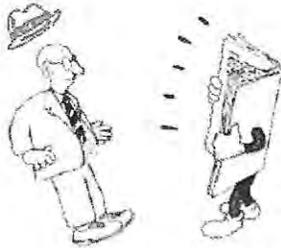


Robinson Park – “White Suits Green Thumbs”

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# LitFest Pasadena 2.0

The Pasadena Community's Book Festival

*LitFest Pasadena is a celebratory day of readings, performances, and panel discussions featuring well-known and upcoming California authors, hands-on activities, good food, better books, and family-friendly fun all aimed at promoting the literary arts!*

LitFest Pasadena 2.0 will feature more than 80 authors, storytellers, performers, and exhibitors on Saturday, May 11 from 10 to 5 for a day that will explore an eclectic mix of subjects such as Southern California surf culture, local history, children's and young adult literature, and more. We expect a crowd of 2,000 book lovers from all over Southern California. Confirmed guests include:

**JONATHAN GOLD**, Pulitzer-Prize winning *Los Angeles Times* food critic, in conversation with the "626 Foodettes."

**REYNA GRANDE**, American Book Award winner for "*Across a Hundred Mountains*," speaking as a member of a panel exploring Latino literature.

**PANEL: Prospect Park Books Presents Literary Pasadena: Featuring Great Pasadena Writers! (10:00am-10:45am)**

The historic, handsome city in the shadow of Los Angeles has been a creative hotbed since the Arroyo Arts & Crafts scene of the early twentieth century. Experience Pasadena-area authors who contributed to *Literary Pasadena: The Fiction Edition*, including Naomi Hirahara (*Snakeskin Shamisen*), Liza Palmer (*Nowhere But Home*), Samantha Peale (*The American Painter Emma Dial*), Wally Rudolph, and Larry Wilson. (Harriet Doerr Stage)

**IN CONVERSATION: Severin Browne, Ann Scheid & Robert Winter on The Legacy of the Arroyo Culture (3:30pm-4:10pm)**

Robert Winter, the legendary architectural historian who coined the phrase Arroyo Culture in the first place, will be in conversation with the Huntington Library's Greene & Greene archivist Ann Scheid and folksinger Severin Browne of the very musical Browne family, who grew up in the Arroyo in his grandfather's famed Abbey El Encino in Highland Park. Scheid, who has written two histories of Pasadena, and Winter, professor emeritus of the history of ideas at Occidental, also live in homes that were part of the peak of the artistic movement along the Arroyo Seco at the turn of the last century: the Ernest Batchelder house worked in by the great artisan tile maker and the Jean Mannheim studio, home to the iconic plein aire painter. They will address not only the Arroyo Culture of the past but its artistic legacy today. (Octavia Butler Stage)

# Profile of the City of Pasadena

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 191 cities in the SCAG region.

SCAG Regional Council District 36 includes La Canada Flintridge, Pasadena, and South Pasadena  
Represented by: Hon. Donald Voss



This profile report was prepared by the Southern California Association of Governments and shared with the City of Pasadena. SCAG provides local governments with services including planning data and information, technical and planning assistance (i.e. GIS training and growth visioning), and analyzing the impacts of infill development.





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# I. Introduction

The purpose of this report is to provide current information and data for the City of Pasadena for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make informed planning decisions. The profile provides a portrait of the city and its changes since 2000, using average figures for Los Angeles County as a comparative baseline. In addition, the most current data available for the region is also included in the Statistical Summary (page 3). This profile demonstrates the current trends occurring in the City of Pasadena.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) and 191 cities. As the designated MPO, SCAG is mandated by federal and state law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS). SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California.

In 2008, SCAG initiated the Local Profiles Project as a part of a larger initiative to provide a variety of services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. The Profiles were last updated in 2011 to incorporate the 2010 Census information.

Local Profiles provide basic information about each member jurisdiction including, but not limited to, the following:

- How much growth in population has taken place since 2000?
- Has the local jurisdiction been growing faster or slower than the county or regional average?
- Have there been more or fewer school-age children?
- Have homeownership rates been increasing or decreasing?
- How and where do residents travel to work?
- How has the local economy been changing in terms of employment share by sectors?
- Have the local retail sales revenue recovered to pre-recession levels?

Answers to questions such as these provide a snapshot of the dynamic changes affecting each local jurisdiction.

## **New Features of the 2013 Report**

Building on the foundation of the 2009 and 2011 Reports, the 2013 Local Profiles provide additional information related to income, housing, employment, and education. The expanded reports now also include the following: median household income, single-family and multi-family permits, types and age of the housing stock, foreclosures, major work destinations for residents, and educational attainment for residents. This additional information helps to provide a more complete profile of local jurisdictions.

## **Factors Affecting Local Changes Reflected in the 2013 Report**

Overall, member jurisdictions since 2000 were impacted by a variety of factors at the national, regional and local levels. For example, the vast majority of member jurisdictions included in the 2013 Local Profiles reflect the national demographic trends toward an older and a more diverse population. Evidence of the slow process towards economic recovery is also apparent through gradual increases in employment, retail sales, building permits and home prices. Work destinations and commute times correlate with regional development patterns and the geographical location of the local jurisdictions, particularly in relation to the regional transportation system.

## **Uses of the Local Profiles**

Following release at the SCAG General Assembly, the Local Profiles were posted on the SCAG website and used by interested parties for a variety of purposes including, but not limited to the following:

- Data and communication resources for elected officials, businesses and residents
- Community planning and outreach
- Economic development
- Visioning initiatives
- Grant application support

The primary user groups of the Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This profile report is a SCAG member benefit and the use of the data within this report is voluntary.

## **Report Organization**

This profile report has three sections. The first section presents a Statistical Summary for the City of Pasadena. The second section provides detailed information organized by subject areas and includes brief highlights on the impacts of the recent recession and recovery at the regional level. The third section, Methodology describes technical considerations related to data definitions, measurement, and data sources.

## 2012 STATISTICAL SUMMARY

<i>Category</i>	<i>Pasadena</i>	<i>Los Angeles County</i>	<i>Pasadena relative to Los Angeles County*</i>	<i>SCAG Region</i>
<b>2012 Population</b>	139,222	9,884,632	[1.4%]	18,242,331
<b>2012 Median Age (Years)</b>	38.1	35.6	2.5	35.2
<b>2012 Hispanic</b>	33.7%	48.5%	-14.8%	46.4%
<b>2012 Non-Hispanic White</b>	38.9%	27.1%	11.8%	32.1%
<b>2012 Non-Hispanic Asian</b>	14.9%	13.9%	1.0%	12.4%
<b>2012 Non-Hispanic Black</b>	9.3%	8.0%	1.3%	6.3%
<b>2012 Non-Hispanic American Indian</b>	.1%	.2%	-.1%	.2%
<b>2012 Non-Hispanic All Other</b>	3.1%	2.4%	.7%	2.5%
<b>2012 Number of Households</b>	55,931	3,249,575	[1.7%]	5,870,003
<b>2012 Average Household Size</b>	2.4	3.0	-0.6	3.1
<b>2012 Median Household Income (\$)</b>	63,299	53,880	9,419	57,465
<b>2012 Number of Housing Units</b>	60,263	3,454,092	[1.7%]	6,356,479
<b>2012 Homeownership Rate</b>	44.6%	54.3%	-9.7%	54.3%
<b>2012 Median Existing Home Sales Price (\$)</b>	510,000	330,000	180,000	323,000
<b>2011 - 2012 Median Home Sales Price Change</b>	2%	4.8%	-2.8%	6.4%
<b>2012 Drove Alone to Work</b>	73.6%	75.3%	-1.7%	77.8%
<b>2012 Mean Travel Time to Work (minutes)</b>	29	32	-3	31.4
<b>2012 Number of Jobs</b>	116,131	4,209,116	[2.8%]	7,462,957
<b>2011 - 2012 Total Jobs Change</b>	1,977	54,513	[3.6%]	109,491
<b>2011 Average Salary per Job (\$)</b>	50,194	50,666	-472	49,468
<b>2012 K-12 Public School Student Enrollment</b>	17,185	1,569,933	1.1%	3,096,034

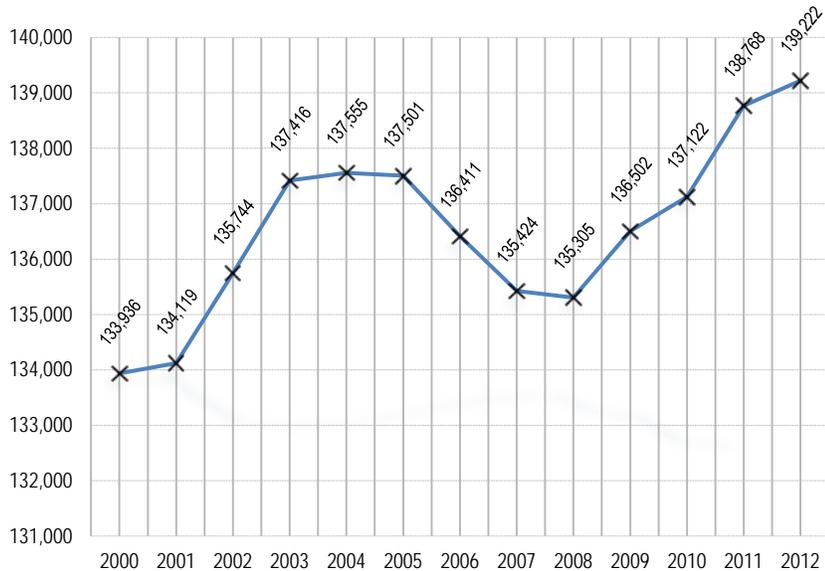
Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA Data Quick; and SCAG

\* Numbers with [ ] represent Pasadena's share of Los Angeles County. The other numbers represent the difference between Pasadena and Los Angeles County.

Mapped jurisdictional boundaries are as of July 1, 2012 and are for visual purposes only. Report data, however, are updated according to their respective sources

## II. Population (the City of Pasadena)\* Population Growth

Population: 2000 - 2012



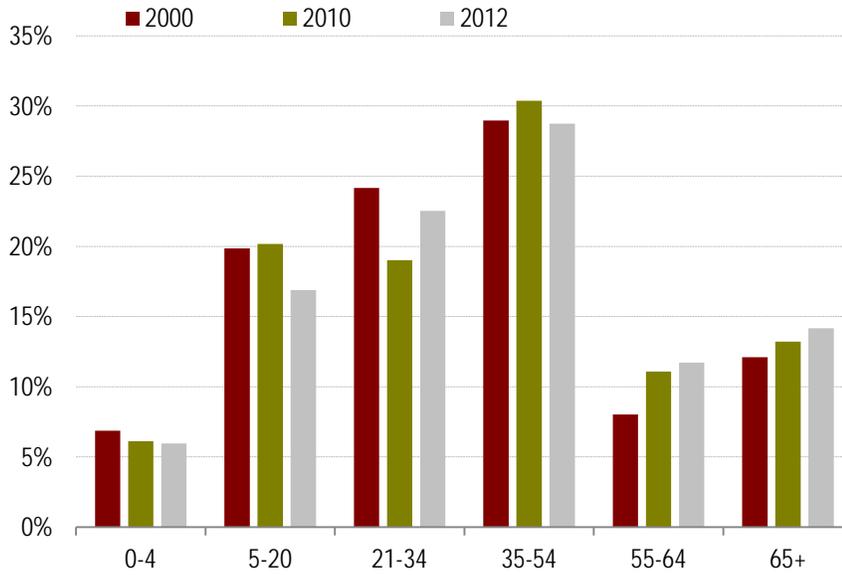
Sources: California Department of Finance, E-5, 2012

\* The following charts in this report contain data for the City of Pasadena unless noted otherwise.

- Between 2000 and 2012, the total population of the City of Pasadena increased by 5,286 to 139,222 in 2012.
- During this 12-year period, the city's population growth rate of 3.9 percent was higher than the Los Angeles County rate of 3.8 percent.
- In Los Angeles County 1.4% of the total population is in the City of Pasadena.

## Population by Age

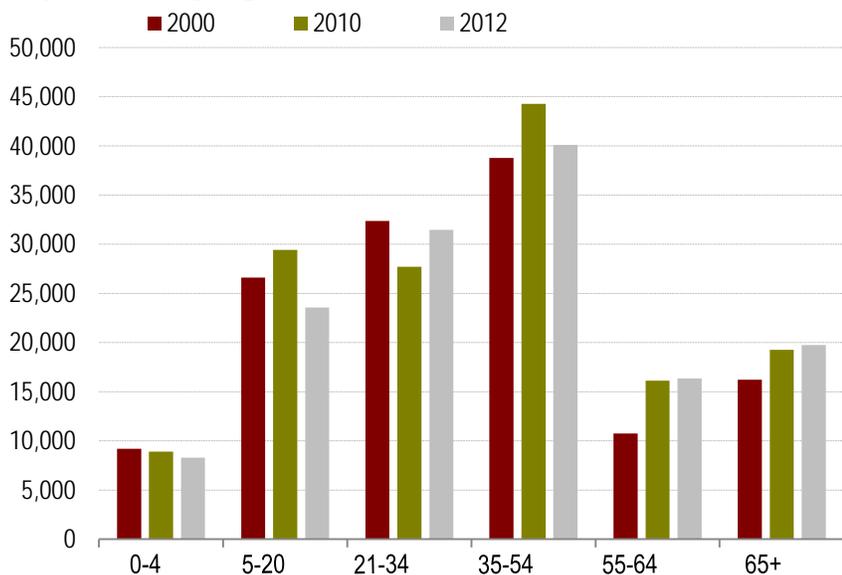
### Population Share by Age: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012 (2012 estimate)

- Between 2000 and 2012, the age group 55-64 is projected to experience the largest increase in share, growing from 8 to 11.7 percent.
- The age group expected to experience the greatest decline, by share, is projected to be age group 5-20, decreasing from 19.9 to 16.9 percent.

### Population by Age: 2000, 2010, and 2012

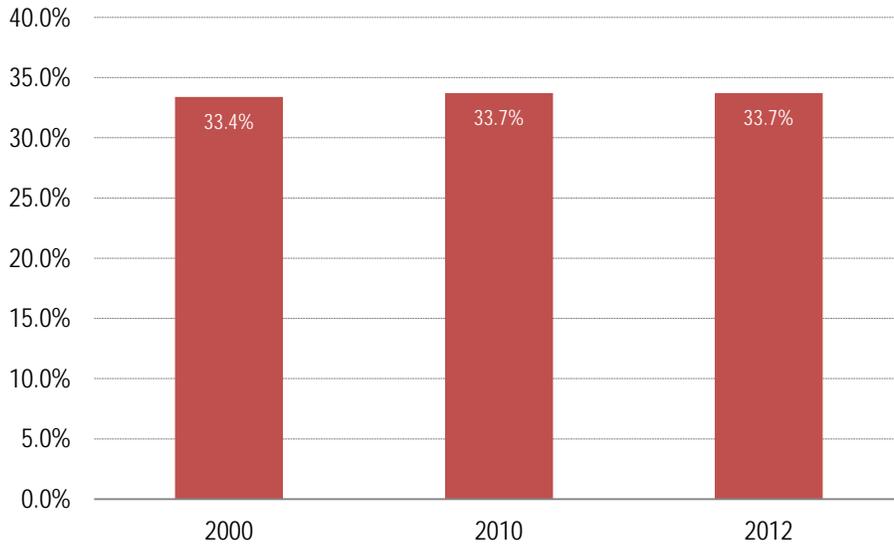


Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012 (2012 estimate)

- The age group 55-64 is expected to add the most population, with an increase of 5,586 people between 2000 and 2012.

## Population by Race/Ethnicity

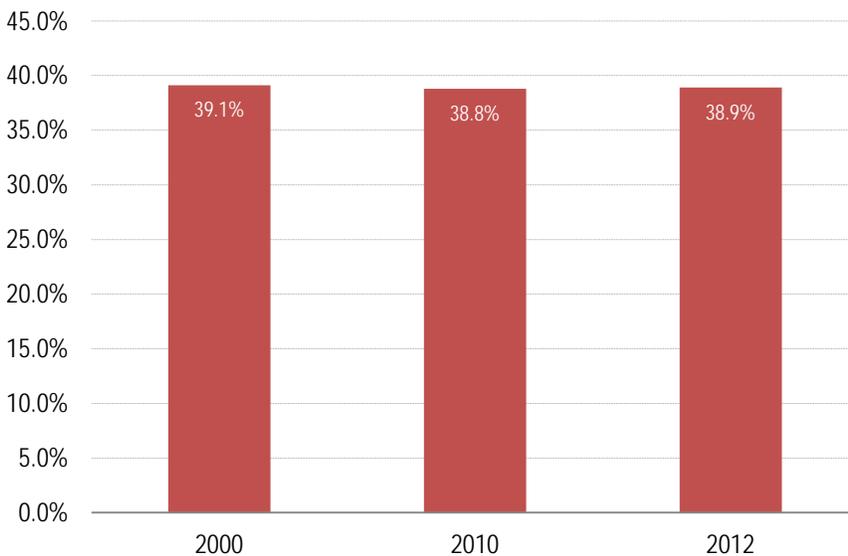
### Hispanic or Latino of Any Race: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Hispanic population in the city increased from 33.4 percent to 33.7 percent.

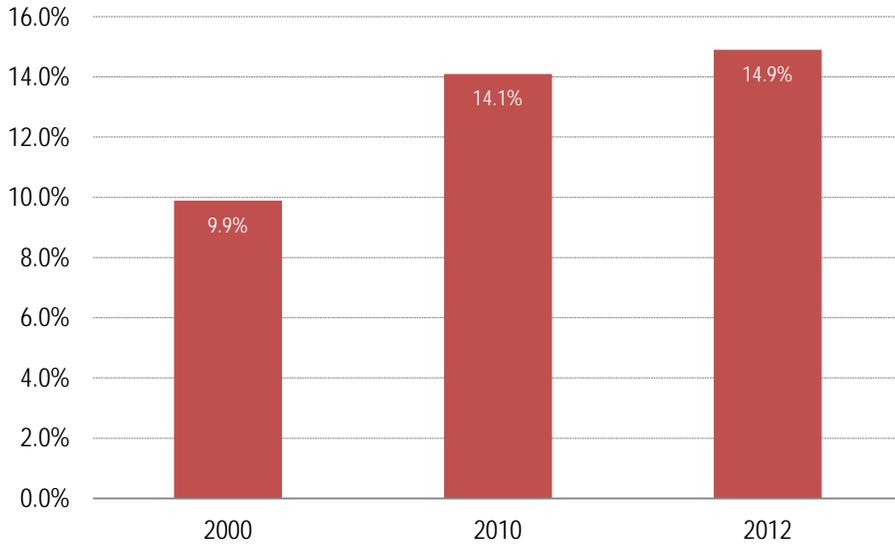
### Non-Hispanic White: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic White population in the city decreased from 39.1 percent to 38.9 percent.

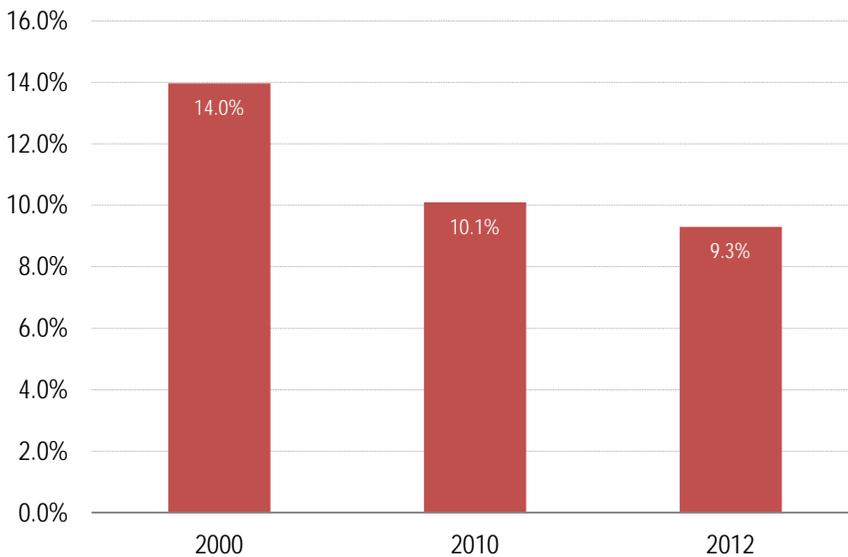
### Non-Hispanic Asian: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic Asian population in the city increased from 9.9 percent to 14.9 percent.

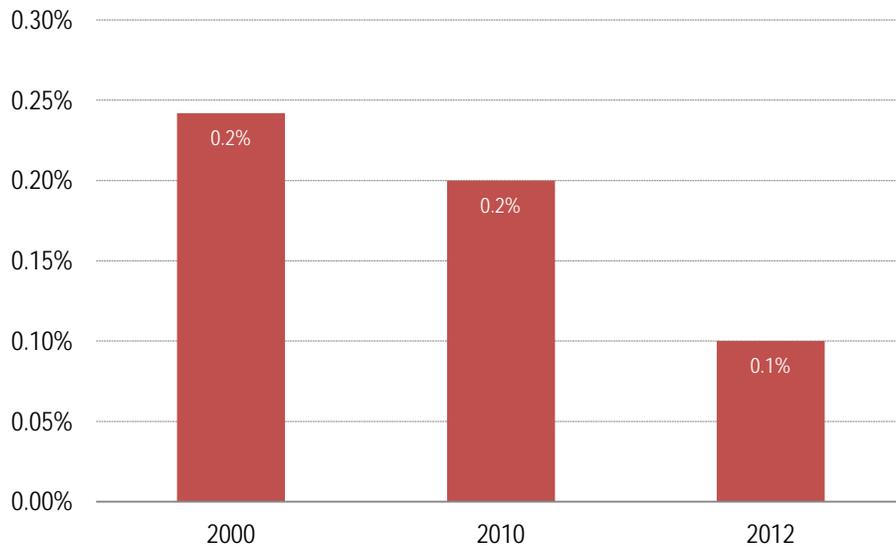
### Non-Hispanic Black: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic Black population in the city decreased from 14.0 percent to 9.3 percent.

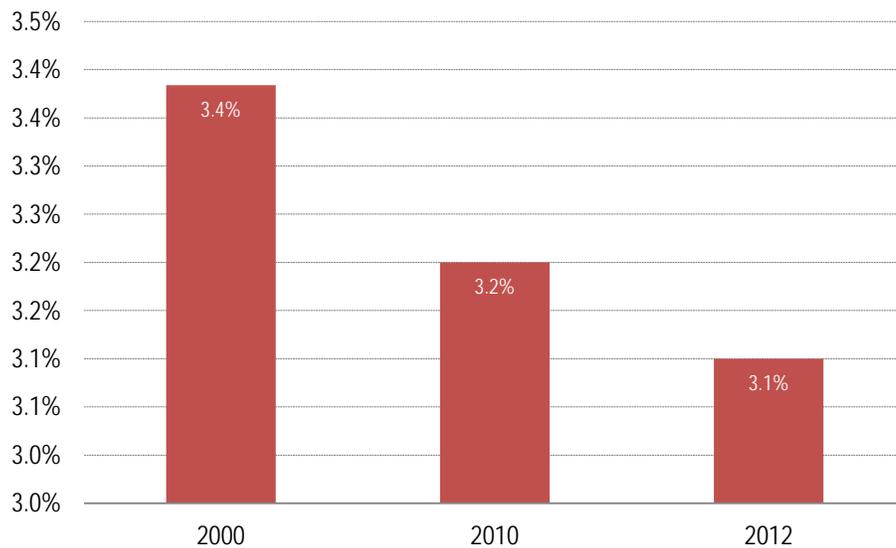
### Non-Hispanic American Indian: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic American Indian population in the city decreased from 0.2 percent to 0.1 percent.

### All Other Non-Hispanic: 2000, 2010, and 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2010, the share of Non-Hispanic All Other population group in the city decreased from 3.4 percent to 3.1 percent
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

### III. Households

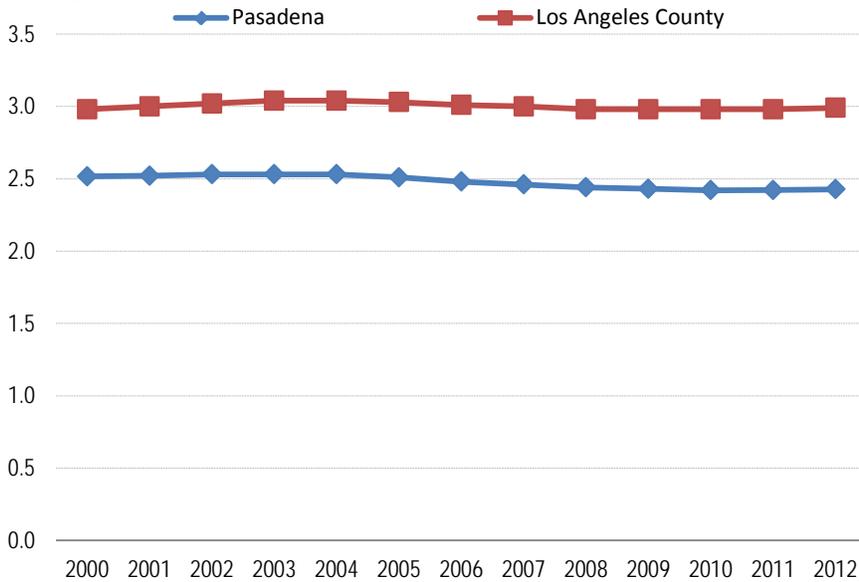
#### Number of Households (Occupied Housing Units)

Number of Households: 2000 - 2012



Sources: 2000 and 2010 U.S. Decennial Census; California Department of Finance, E-5, 2012

#### Average Household Size: 2000 - 2012

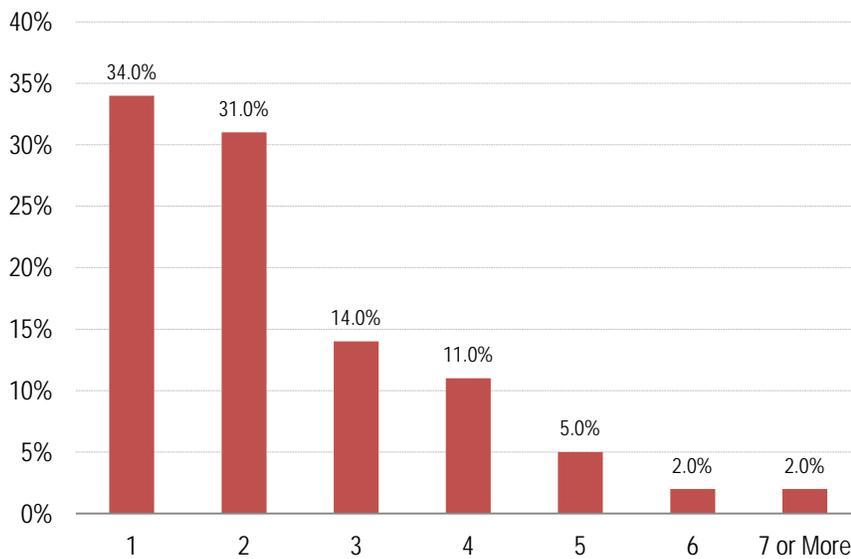


Source: California Department of Finance, E-5, 2012

- Between 2000 and 2012, the total number of households in the City of Pasadena increased by 4,087 units, or 7.9 percent.
- During this 12-year period, the city's household growth rate of 7.9 percent was higher than the county growth rate of 3.7 percent.
- 1.7 percent of Los Angeles County's total number of households is in the City of Pasadena.
- In 2012, the city's average household size was 2.4, lower than the county average of 3.0.

## Households by Size

Percent of Households by Household Size: 2012

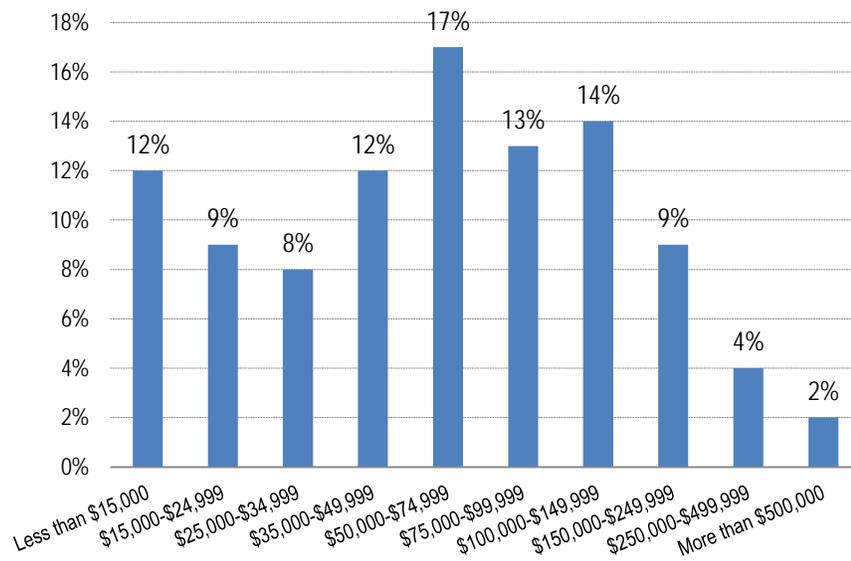


Source: Nielsen Co., 2012

- In 2012, 79 percent of all city households had 3 people or fewer.
- About 34 percent of the households were single-person households.
- Approximately 9 percent of all households in the city had 5 people or more.

## Households by Income

Percent of Households by Household Income: 2012

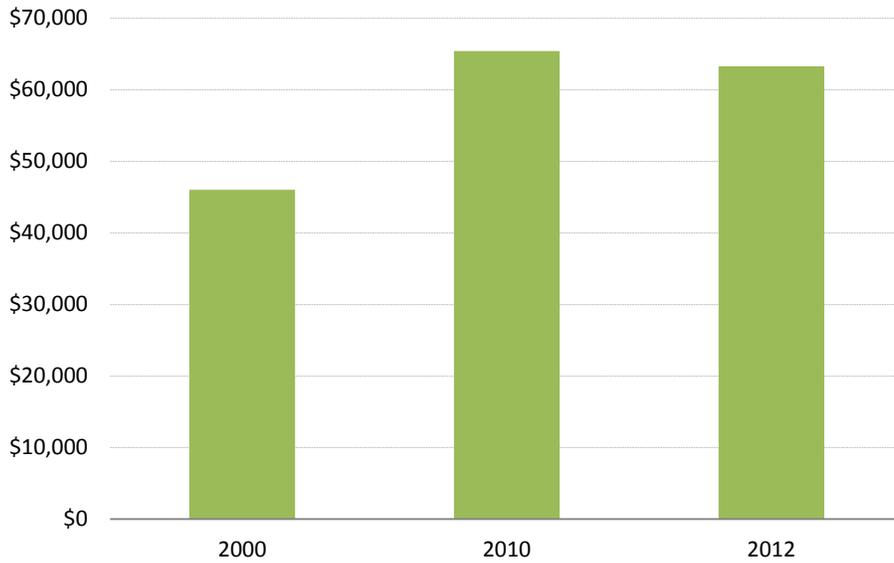


Source: Nielsen Co., 2012

- In 2012, 41 percent of households earned less than \$50,000 annually.
- Approximately 30 percent of the households earned between \$50,000 and \$99,999.

## Household Income

### Median Household Income: 2000, 2010, 2012

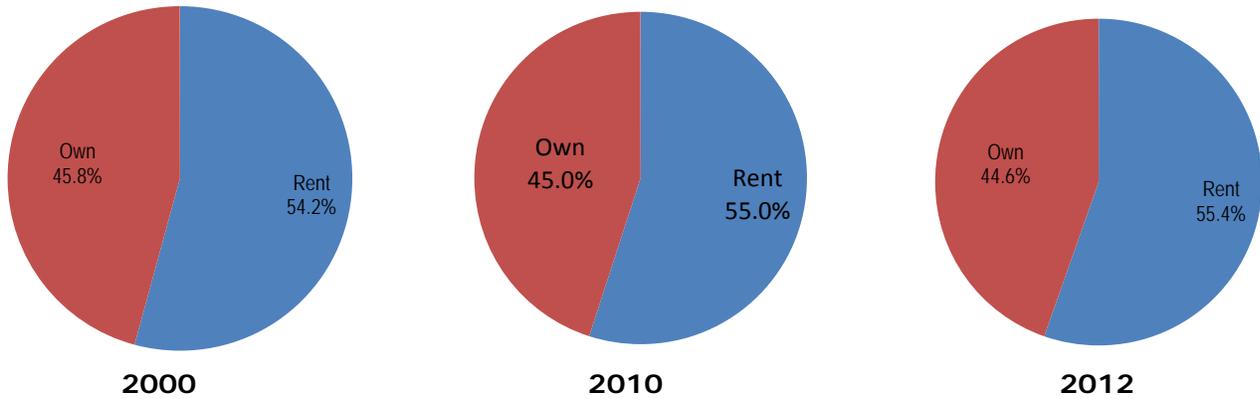


- From 2000 to 2012, the Median Household Income increased by \$17,262 annually.
- Note: Dollars are not constant.

Source: Nielsen Co., 2012

## Renters and Homeowners

### Percentage of Renters and Homeowners: 2000, 2010, 2012



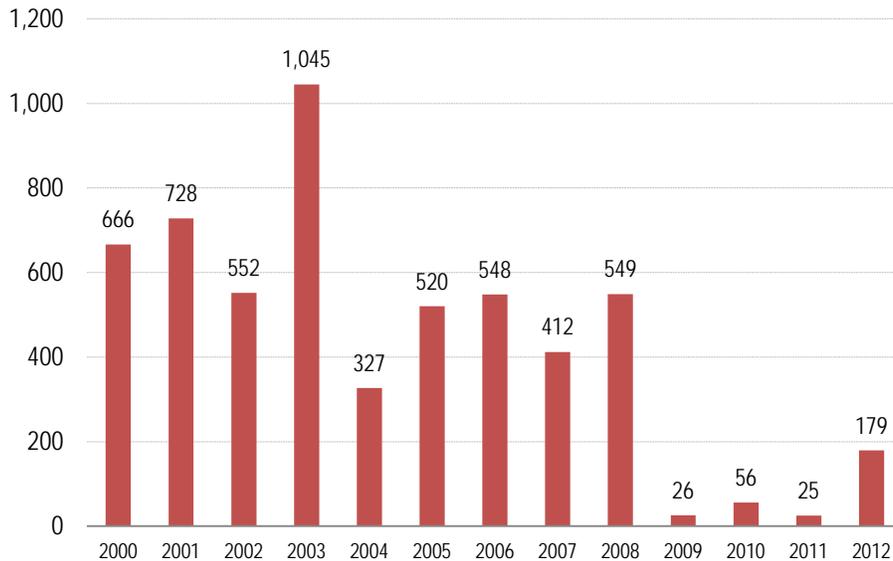
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

Between 2000 and 2012, homeownership rates decreased and the share of renters increased

## IV. Housing

### Total Housing Production

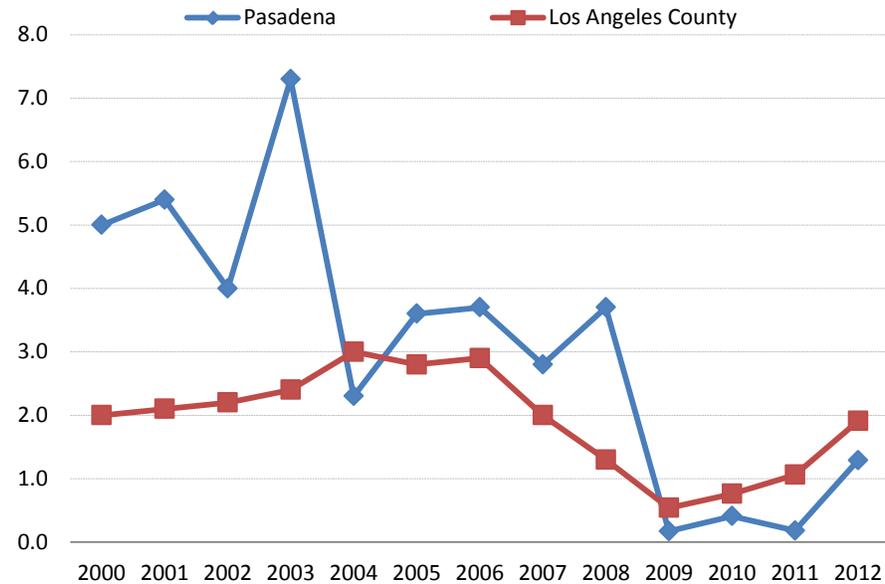
Total Permits Issued for all Residential Units: 2000 - 2012



Source: Construction Industry Research Board, 2000 - 2012

- Between 2000 and 2012, permits were issued for 5,633 new residential units.

### Permits Issued per 1,000 Residents for the City of Pasadena: 2000 - 2012

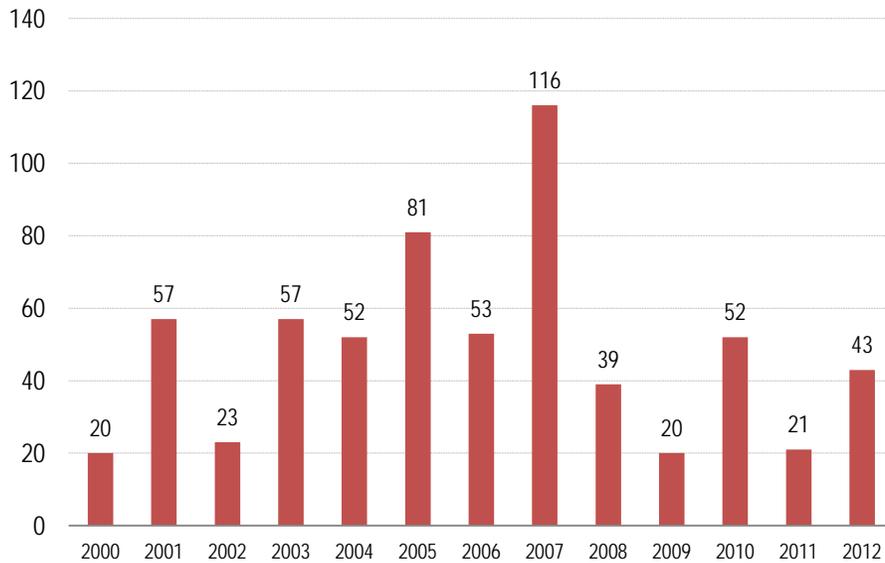


Sources: Construction Industry Research Board, 2000 - 2012; SCAG

- In 2000, the City of Pasadena had 5 permits per 1,000 residents compared to the overall county figure of 2 permits per 1,000 residents.
- For the city in 2012, the number of permits per 1,000 residents decreased to 1.3 permits. For the county overall, it decreased to 1.9 permits per 1,000 residents.

## Single-Family Housing Production

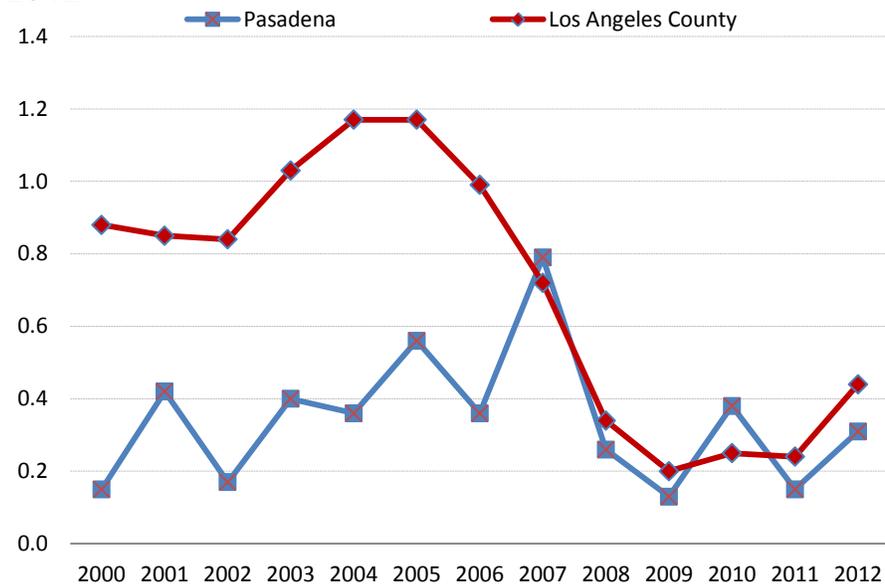
### Single-Family Permits Issued: 2000 - 2012



Sources: Construction Industry Research Board, 2000 - 2012

- Between 2000 and 2012, permits were issued for 634 new single family homes.
- About 18.3 percent of these were issued in the last 3 years.

### Single-Family Permits Issued per 1,000 Residents: 2000 - 2012

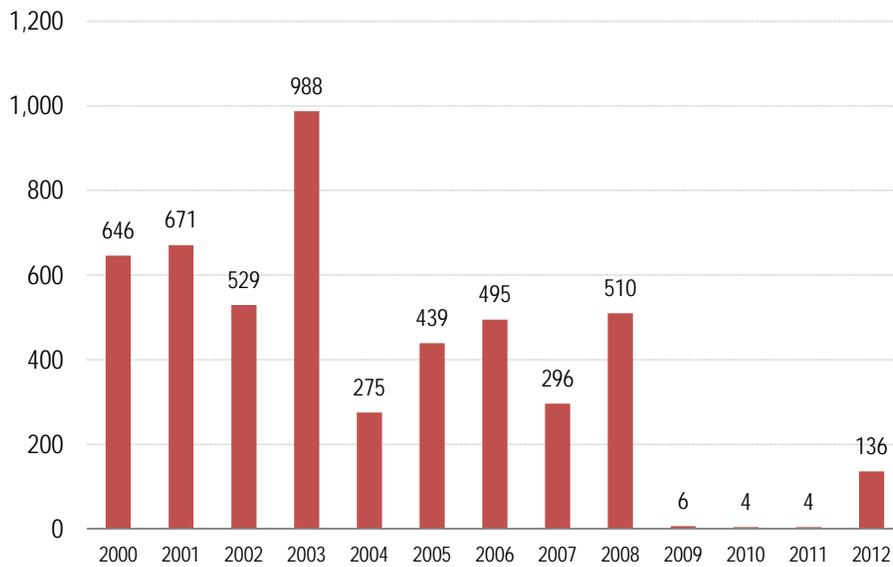


Sources: Construction Industry Research Board, 2000 - 2012

- In 2000, the City of Pasadena issued 0.1 permits per 1,000 residents compared to the overall county figure of 0.9 permits per 1,000 residents.
- For the city in 2012, the number of permits issued per 1,000 residents increased to 0.3 permits. For the county overall, it decreased to 0.4 permits per 1,000 residents.

## Multi-Family Housing Production

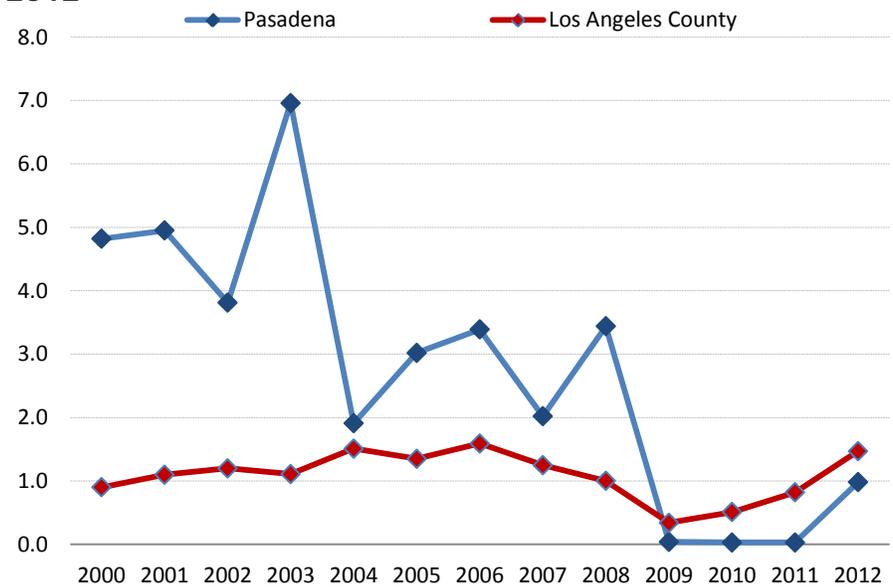
### Multi-Family Permits Issued: 2000 - 2012



Sources: Construction Industry Research Board, 2000-2012

- Between 2000 and 2012, permits were issued for 4,999 new residential units.
- About 2.9 percent of these were issued in the last 3 years.

### Multi-Family Permits Issued per 1,000 Residents: 2000 - 2012

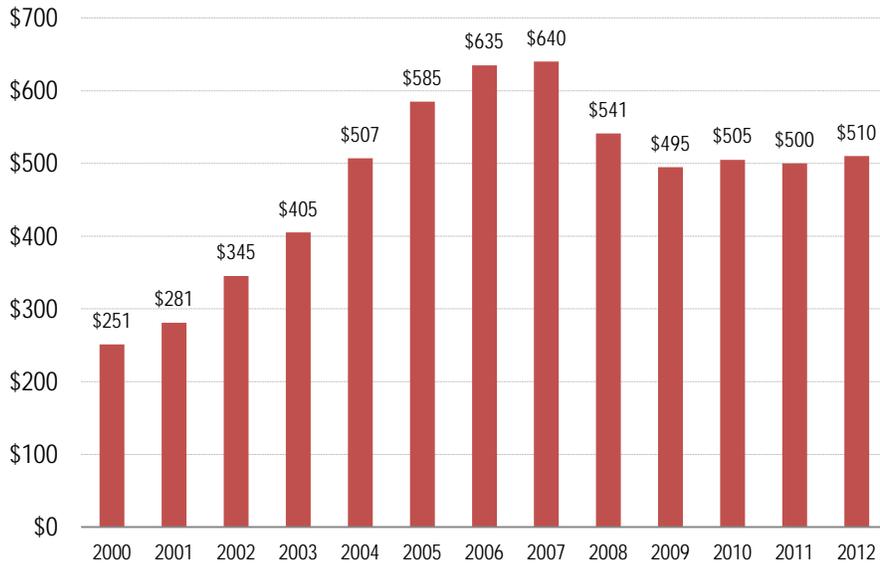


Sources: Construction Industry Research Board, 2000-2012

- In 2000, the City of Pasadena issued 4.8 permits per 1,000 residents compared to the overall county figure of 0.9 permits per 1,000 residents.
- For the city in 2012, the number of permits per 1,000 residents decreased to 1 permit. For the county overall, it increased to 1.5 permits per 1,000 residents.

## Home Sales Prices

### Median Home Sales Price for Existing Homes: 2000 - 2012 (in \$ thousands)



Source: MDA Data Quick, 2012

### Annual Median Home Sales Price Change for Existing Homes: 2000 - 2012



Source: MDA Data Quick, 2012

- Between 2000 and 2012, the median home sales price increased 103 percent from \$251,000 to \$510,000.
- Median home sales price increased by 0.99 percent between 2010 and 2012.
- In 2012, the median home sales price in the city was \$510,000, \$180,000 higher than that in the county overall.
- Note: Median home sales price reflects resales of existing homes and simply provides guidance on the market values of homes sold in the city.
- Between 2000 and 2012, annual home sales price change ranged between -15.5 and 25.2 percent.
- Between 2010 and 2012, the change in annual home sales prices was between -0.99 and 2 percent.

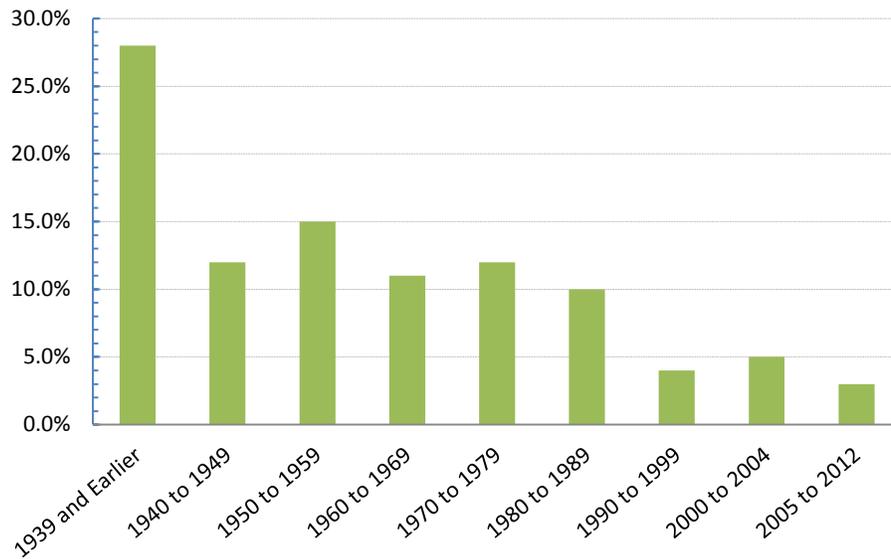
## Housing Units by Housing Type: 2012

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	26,403	43.8 %
Single Family Attached	4,143	6.9 %
Multi-family 2 to 4 units	5,233	8.7 %
Multi-family 5 units plus	24,354	40.4 %
Mobile Home	130	0.22 %
Total	60,263	100 %

- The most common housing type is Single Family Detached.
- Approximately 50.7 percent were single family homes and 49.1 percent were multi-family homes.

Source: California Department of Finance, E-5, 2012

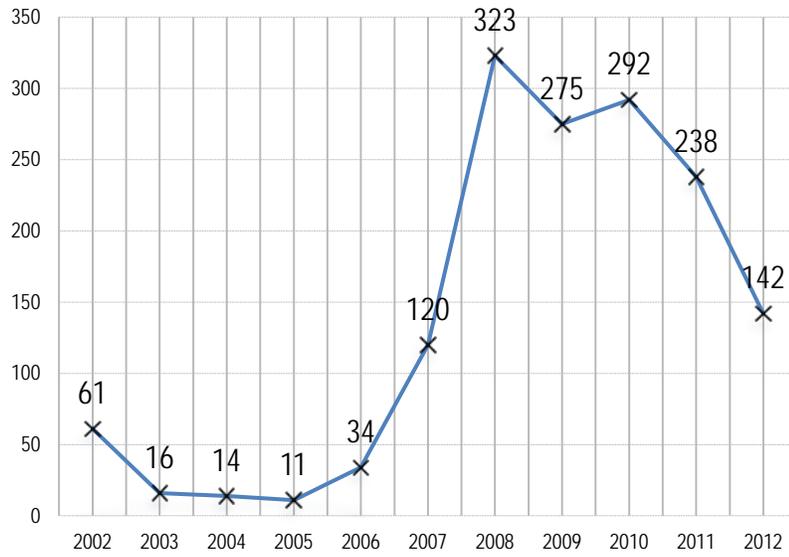
## Age of Housing Stock



Source: Neilsen, Co., 2012

- 66 percent of the housing stock was built before 1970.
- 34 percent of the housing stock was built between 1970 to 2012.
- The age of housing stock data partly reflects the local development history.

## Foreclosures



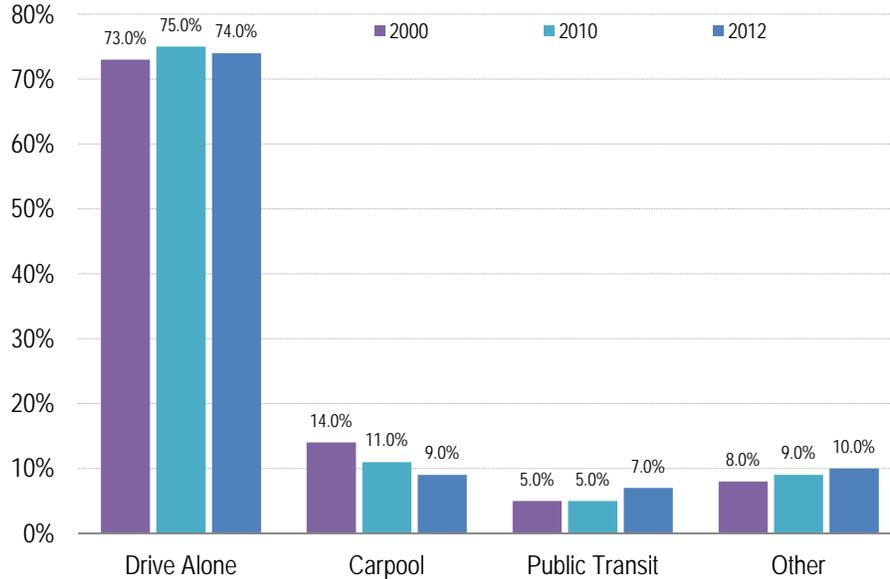
Source: MDA Data Quick, 2012

- There were a total of 142 foreclosures in 2012.
- Between 2007 and 2012, there were a total of 1,390 foreclosures.

## V. Transportation

### *Journey to Work for Residents*

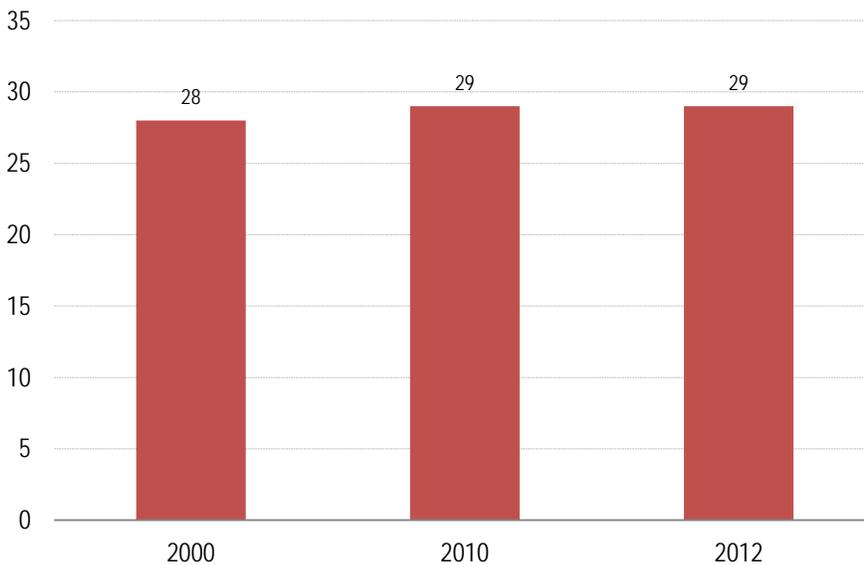
Transportation Mode Choice: 2000, 2010, 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the greatest change occurred in the percentage of individuals who traveled to work by carpool; this share decreased by 4.9 percentage points.

Average Travel Time: (minutes) 2000, 2010, 2012



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the average travel time to work increased by approximately 1 minute.

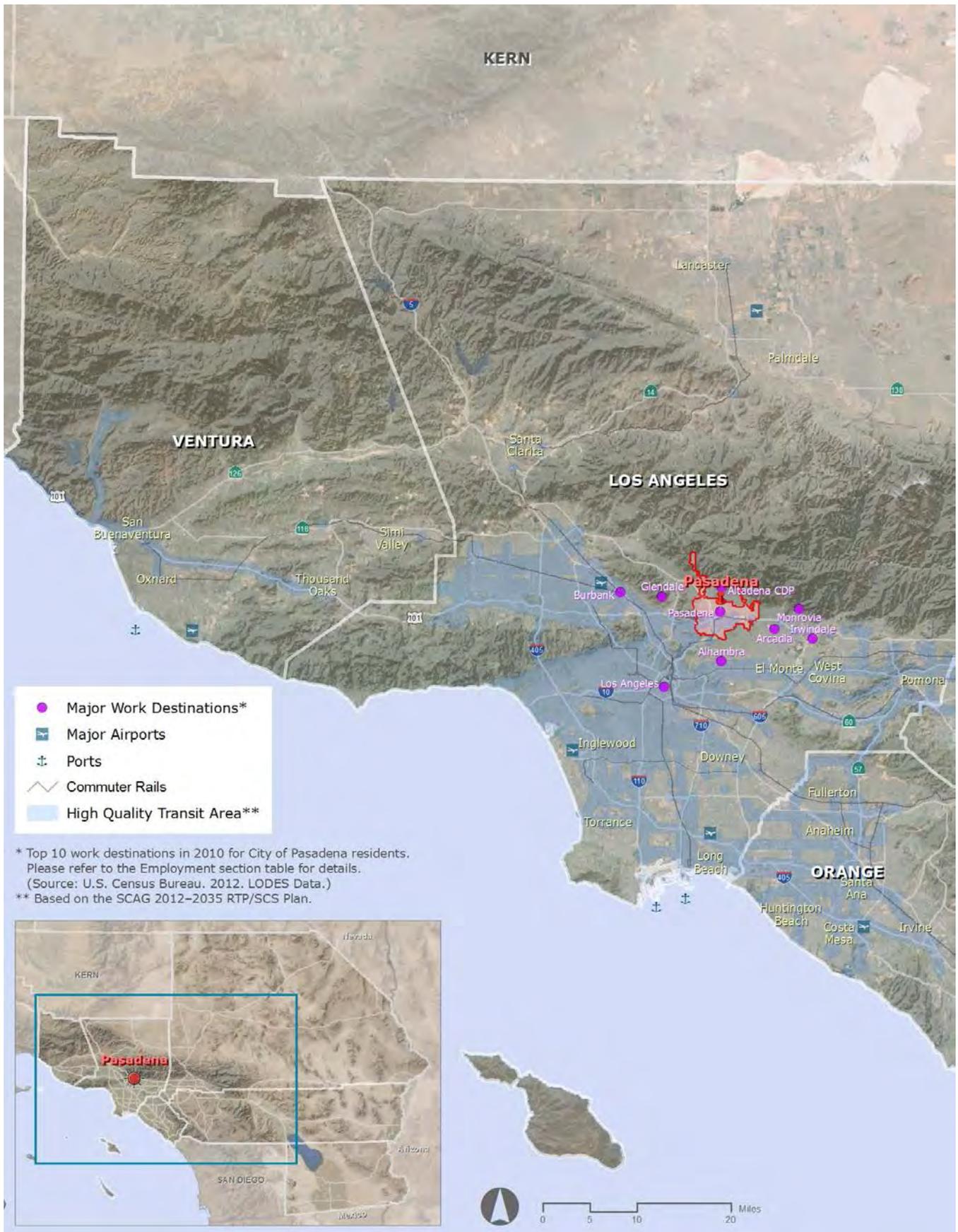
## VI. Employment

### Top 10 Places Where Residents Commute to Work: 2010

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Los Angeles	13,818	26.41 %
2.	Pasadena	12,254	23.42 %
3.	Burbank	2,124	4.06 %
4.	Glendale	1,777	3.40 %
5.	Arcadia	830	1.59 %
6.	Altadena CDP	542	1.04 %
7.	Alhambra	534	1.02 %
8.	San Diego	524	1.00 %
9.	Monrovia	516	.99 %
10.	Irwindale	499	.95 %
Other Destinations		18,912	36.14 %

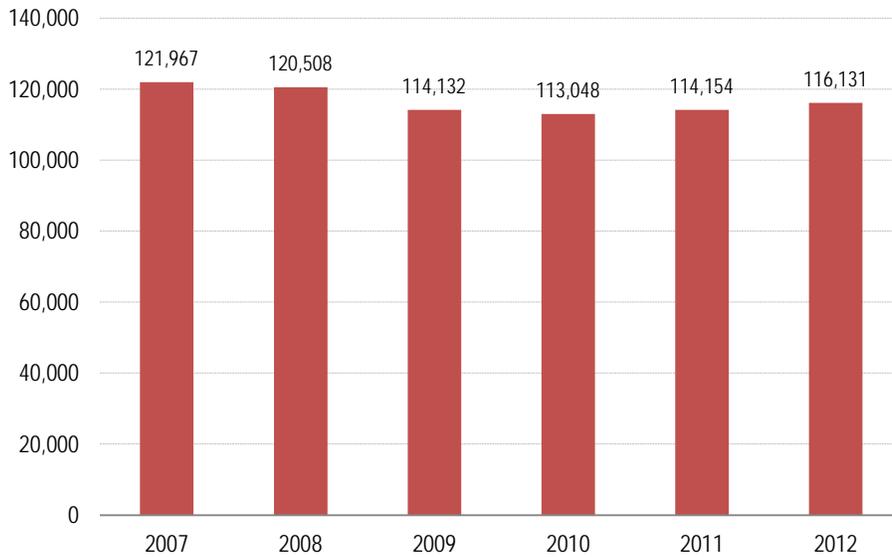
Source: U.S. Census Bureau, 2012; LODES Data; Longitudinal-Employer Household Dynamics Program

- This table identifies the top 10 locations where residents from the City of Pasadena commute to work.
- 23.42% work in the local jurisdiction where they live, while 76.58% commute to other places.





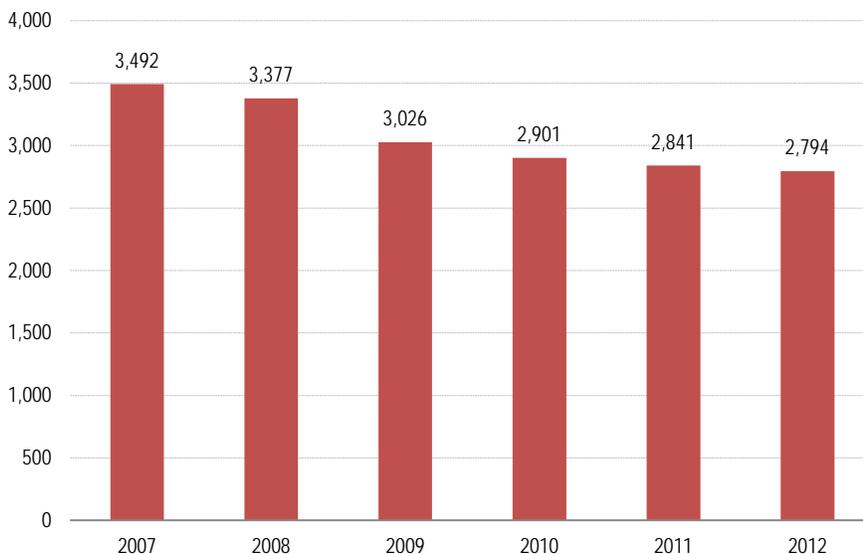
### Total Jobs: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.
- In 2012, total jobs in the City of Pasadena numbered 116,131, a decrease of 4.8 percent from 2007.

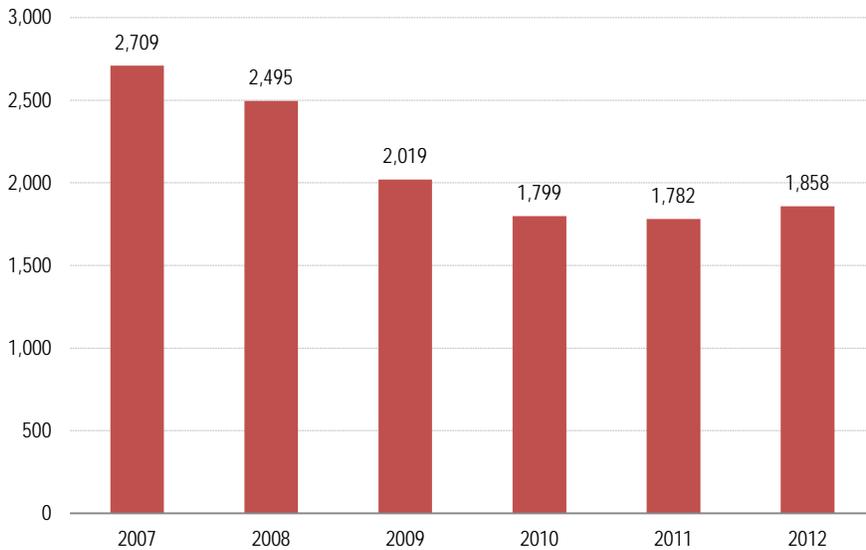
### Jobs in Manufacturing: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Manufacturing jobs include those employed in various sectors including food, apparel, metal, petroleum and coal, machinery, computer and electronic product, and transportation equipment.
- Between 2007 and 2012, the number of manufacturing jobs in the city decreased by 20 percent.

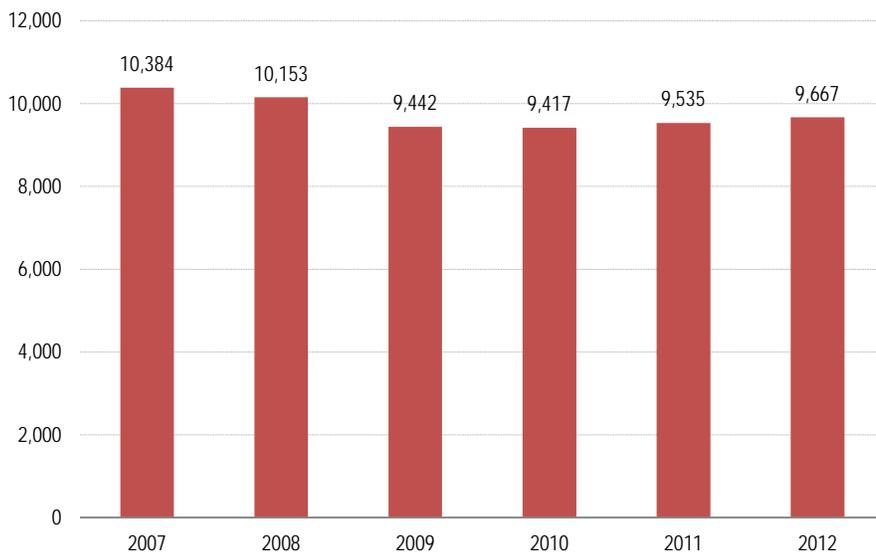
### Jobs in Construction: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2012, construction jobs in the city decreased by 31.4 percent.

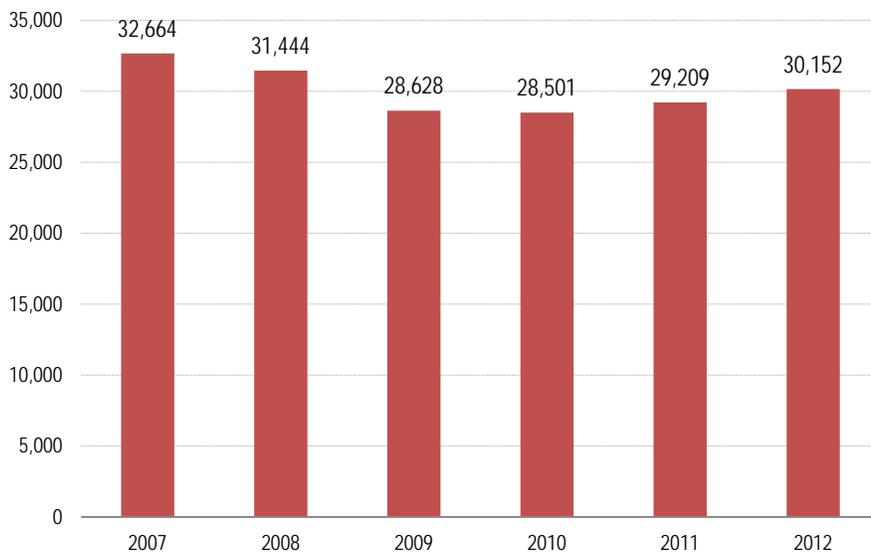
### Jobs in Retail Trade: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Retail Trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliance, building material, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2012, the number of retail trade jobs in the city decreased by 6.9 percent.

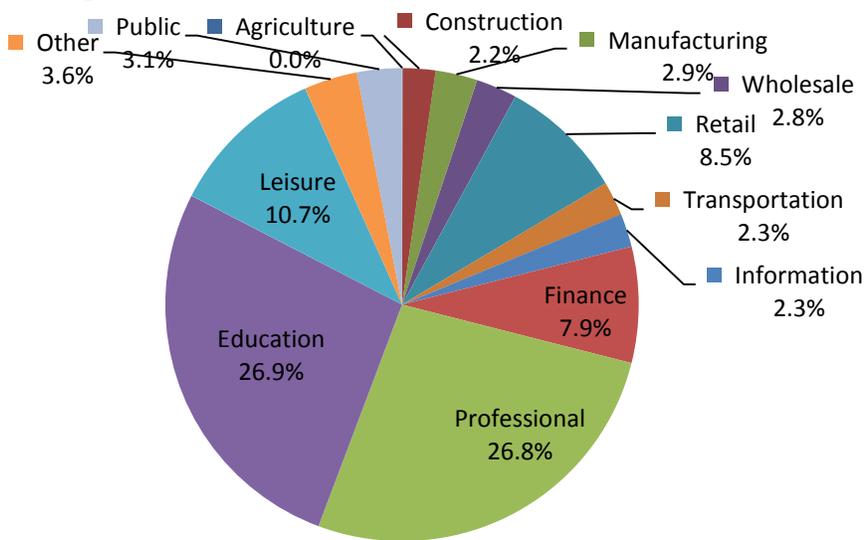
### Jobs in Professional and Management: 2007 - 2012



Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2012, the number of professional and management jobs in the city decreased by 7.7 percent.

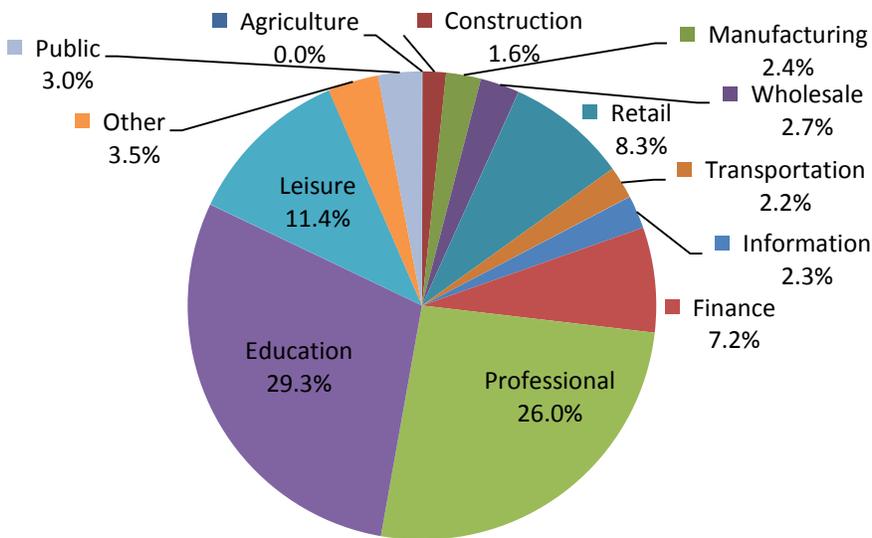
### Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoGroup; and SCAG.

- Between 2007 and 2012, there were changes in the share of jobs by sector in the City of Pasadena. From 2007 to 2012, the share of Education jobs increased from 26.9 percent to 29.3 percent while the share of Professional jobs declined from 26.8 percent to 26 percent.

### Jobs by Sector: 2012

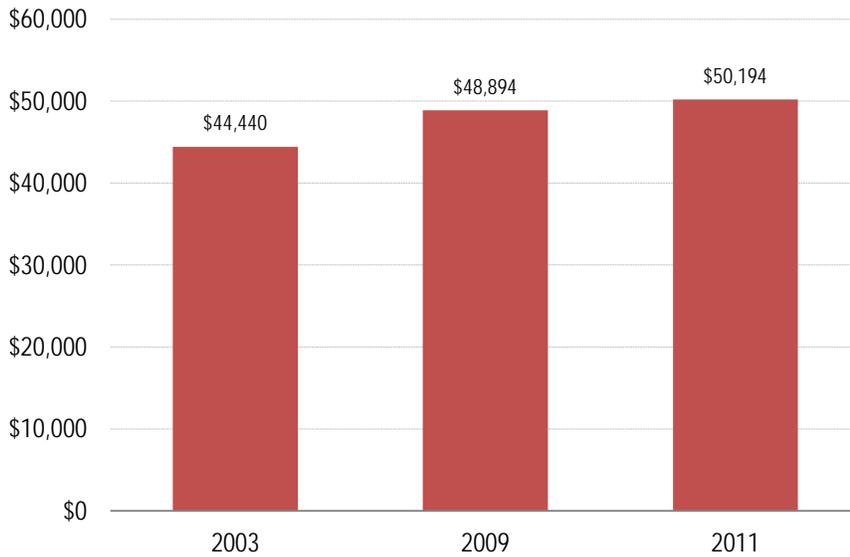


Sources: California Employment Development Department, 2012; InfoGroup; and SCAG.

- In 2012, the Education sector was the largest job sector, accounting for 29.3 percent of total jobs in the city.
- Other large sectors included Professional (26 percent), Leisure (11.4 percent), and Retail (8.3 percent).
- See Methodology Section for industry sector definitions.

## Average Salaries

Average Annual Salary Per Job: 2003 2009 and 2011



Source: California Employment Development Department, 2003, 2009, 2011

- Average salaries for jobs located in the city increased from \$44,440 in 2003 to \$50,194 in 2011, a 12.9 percent change.

Average Annual Salary by Sector: 2011 (in \$ thousands)

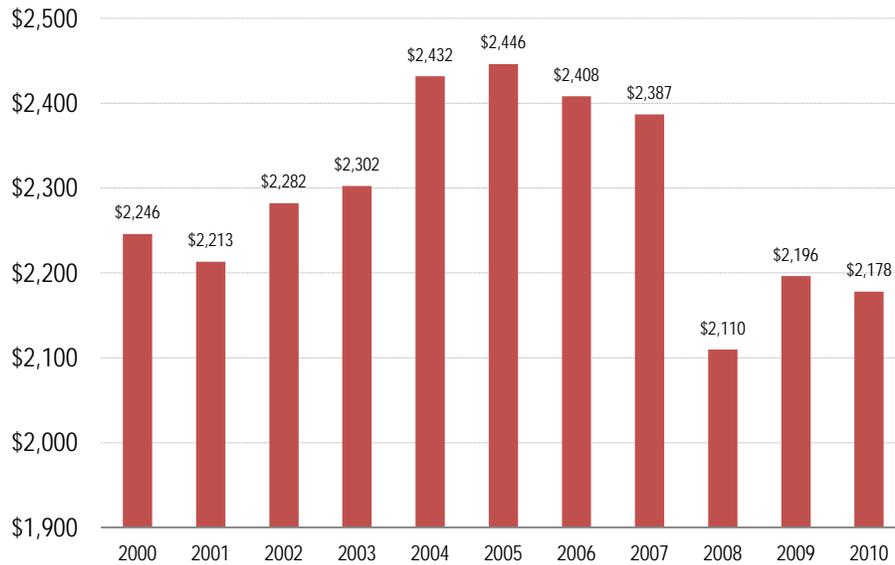


Source: California Employment Development Department, 2011

- In 2011, the sector providing the highest salary per job in the city was Finance-Insurance-Real Estate (\$81,628).
- The Leisure-Hospitality sector provided the lowest annual salary per job (\$21,152).

## VII. Retail Sales

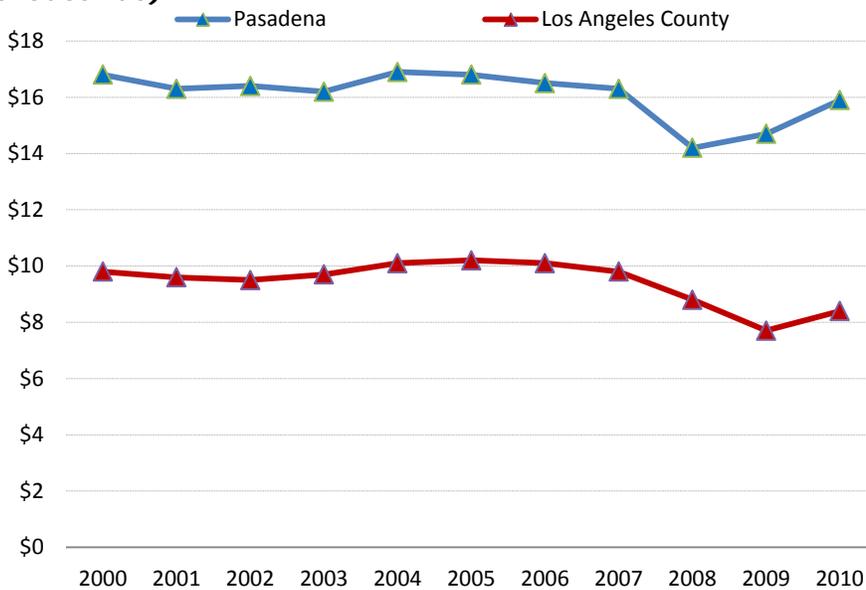
### Real Retail Sales: 2000 - 2010 (in 2010 \$ millions)



Source: California Board of Equalization, 2000-2010

- Real retail sales (inflation adjusted) in the City of Pasadena increased by 8.9 percent between 2000 and 2005.
- Real retail sales decreased by 11 percent between 2005 and 2010.

### Real Retail Sales per Person: 2000 - 2010 (in 2010 \$ thousands)

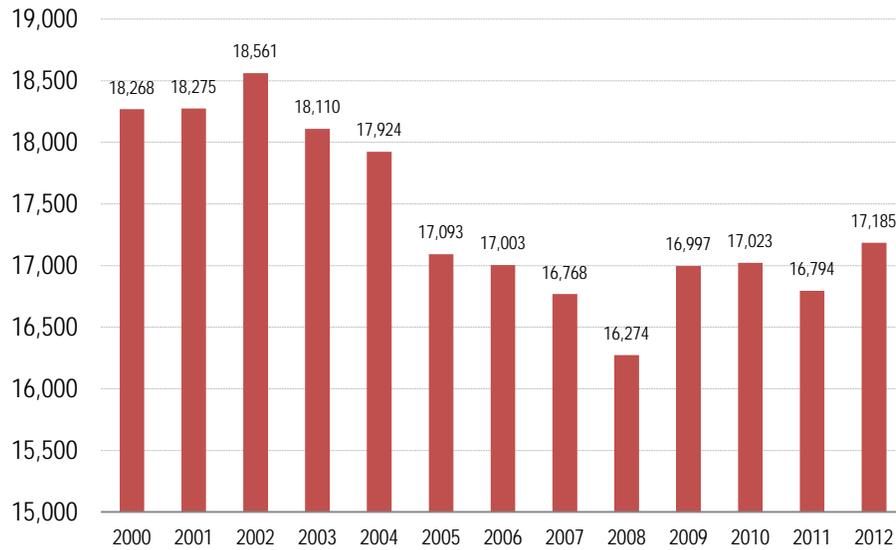


Source: California Board of Equalization, 2000-2010

- Between 2000 and 2010, real retail sales per person for the city decreased from \$16,767 to \$15,884.

## VIII. Education

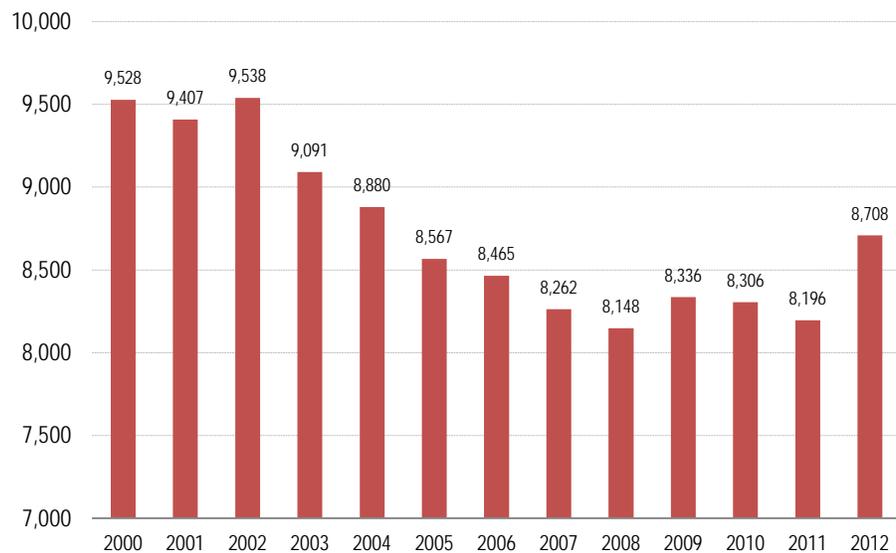
### K-12 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total K-12 public school enrollment for schools within the City of Pasadena decreased by 1,083 students, or about 5.9 percent.

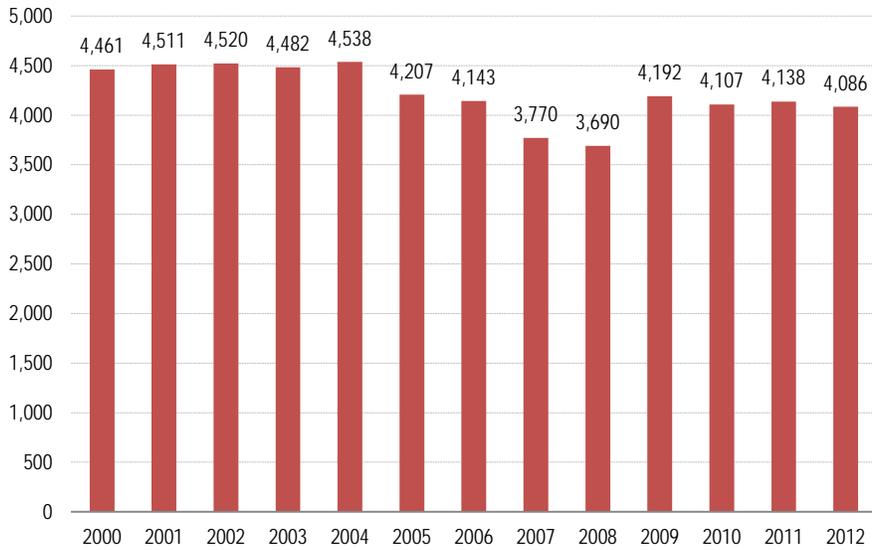
### K-6 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public elementary school enrollment decreased by 820 students or 8.6 percent.

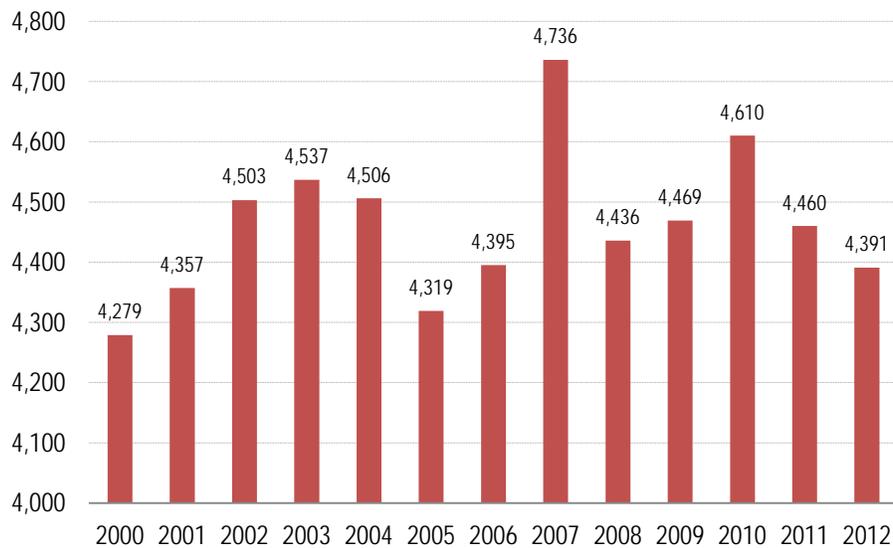
### Grades 7-9 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public school enrollment for grades 7-9 decreased by 375 students or 8.4 percent.

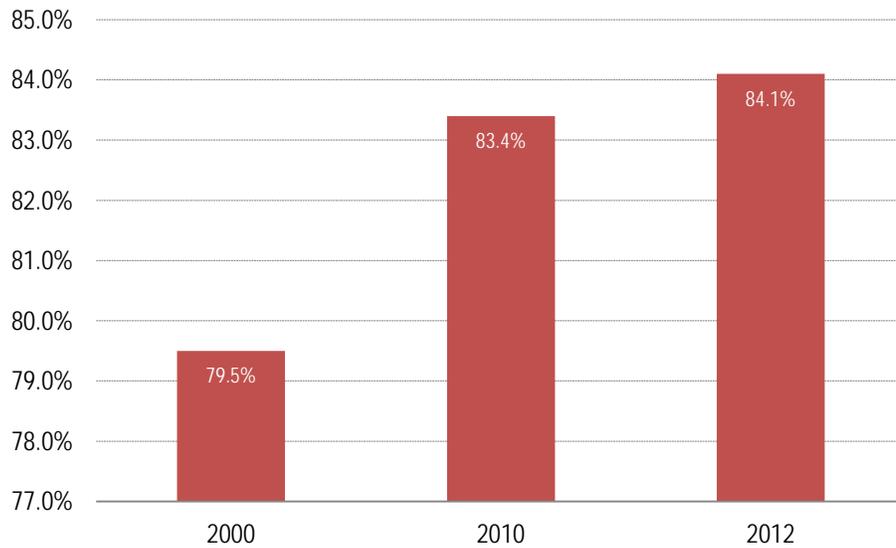
### Grades 10-12 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public school enrollment for grades 10-12 increased by 112 students, about 2.6 percent.

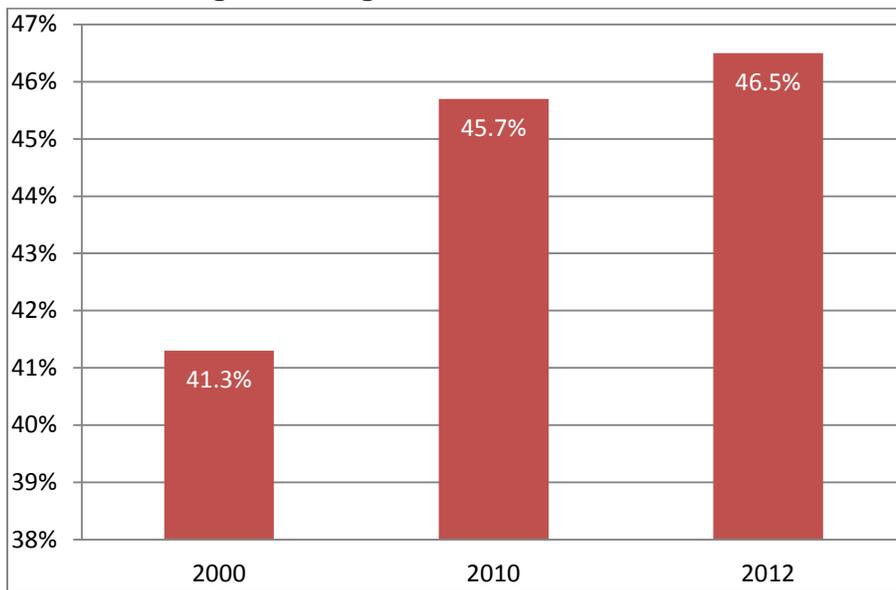
### Percent of Population 25 Years and Over Completing High School or Higher



Sources: 2000 and 2010 Census; Nielsen Co., 2012

- In 2012, 84.1 percent of the population 25 years and over completed high school or higher, which is higher than 2000 level.

### Percent of Population 25 Years and Over Completing a Bachelor's Degree or Higher

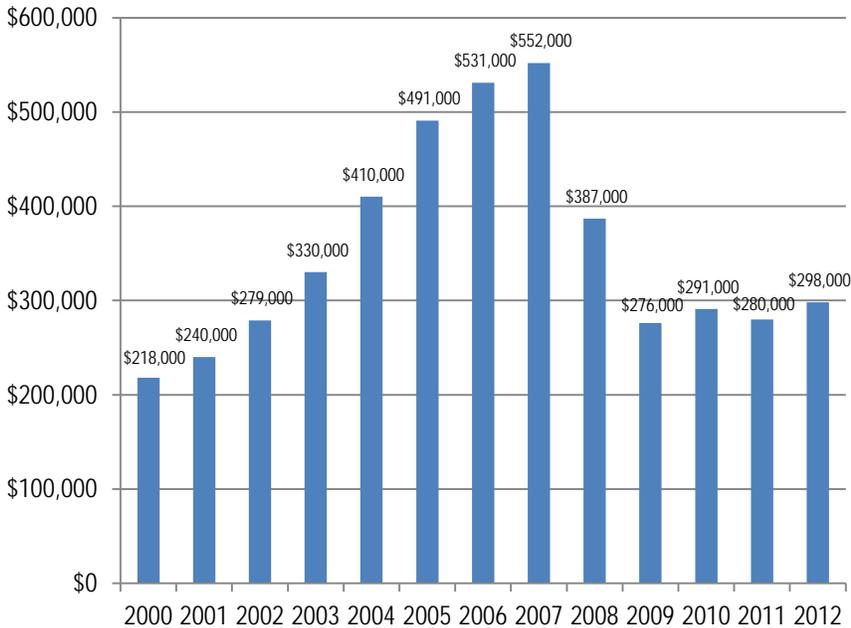


Sources: 2000 and 2010 Census; Nielsen Co., 2012

- In 2012, 46.5 percent of the population 25 years and over completed a Bachelor's degree or higher, which is higher than 2000.

## IX. SCAG Regional Highlights

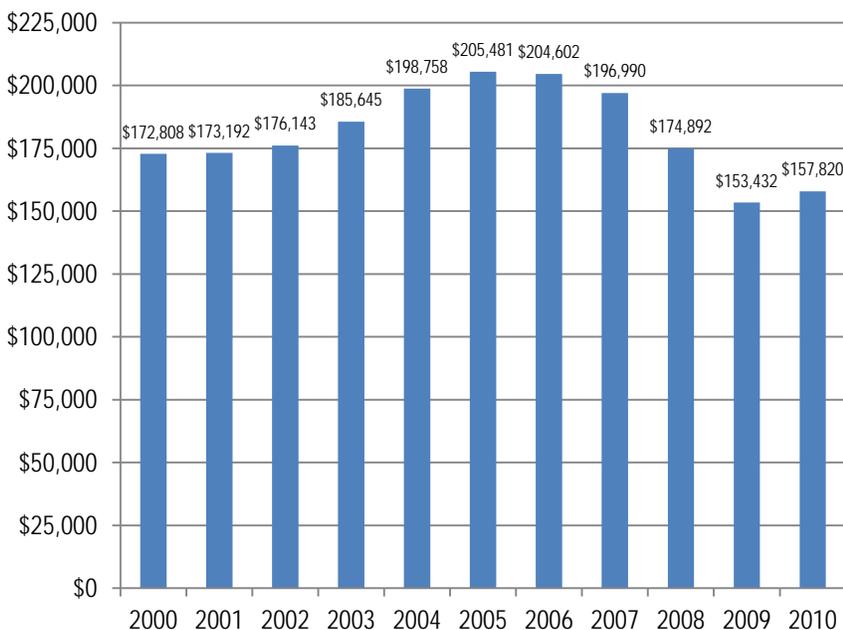
**SCAG Regional Median Home Sales Price: 2000 – 2012**



Source: MDA Data Quick, 2012

- After reaching its peak in 2007, the median sales price for existing homes in the SCAG region dropped by almost half in 2011 from its 2007 level and rebounded slightly in 2012.
- Median home sales price was calculated based on total existing home sales in the SCAG region.

**SCAG Regional Real Retail Sales: 2000 - 2010 (in 2010 \$ millions)**



Source: California Board of Equalization, 2000-2010

- Retail sales tend to follow closely with trends in personal income, employment rates, and consumer confidence.
- Between 2000 and 2005, real retail sales increased steadily by 19 percent but then dropped between 2005 and 2009 by \$52 billion, or 25 percent.
- In 2010, total real retail sales were nine percent lower than the 2000 level.

## **X. Data Sources**

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

InfoGroup

MDA Data Quick

National Center for Education Statistics

Nielsen Company

U.S. Census Bureau

## **XI. Methodology**

SCAG's Local Profiles utilizes the most up-to-date information from a number of publically available sources, including the Census Bureau, California Department of Finance, and the National Center for Educational Statistics. In the event that public information is not available or is not the most recent, SCAG contracts with a number of private entities to obtain regional data. The following sections describe how each data source was compiled to produce the information displayed in the preceding report.

### **Statistical Summary Table**

In the Statistical Summary Table (page 3), the values in field "Jurisdiction Relative to County/Region" are the differences between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region): Population, Number of Households, Number of Housing Units, Number of Jobs, Total Jobs Change, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census and estimates from the California Department of Finance. Data for all other categories are referenced throughout the report.

### **Population Section**

Where referenced, data from 2000 to 2012 was taken from the California Department of Finance's (DOF) E-5 estimates, were published in May 2012. This dataset was benchmarked to population figures from the 2000 and 2010 U.S. Decennial Censuses. Data relating to population by age group and by race/ethnicity was derived from the 2000 and 2010 U.S. Decennial Censuses, and Nielsen Co. The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010.

Below are definitions for race and ethnicity, which are taken from the U.S. Census Bureau. The Hispanic or Latino origin category is:

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The race categories are:

- American Indian or Alaska Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American – A person having origins in any of the black racial groups of Africa, including those who consider themselves to be "Haitian."
- White – A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.

- Some other race – This category includes Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the "American Indian or Alaska Native," "Asian," "Black or African American," and "White" race categories described above.

Charts for population based on age were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2012 and 2018. Charts for race/ethnicity were tabulated using 2000 and 2010 Census data and Nielsen Company data for 2012.

## **Households Section**

The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010. Information for 2012 was supplied by the Nielsen Company. Average household size was developed using information from the California Department of Finance (DOF). Households by size was calculated based upon Nielsen Company Data.

## **Housing Section**

Housing units are the total number of both vacant and occupied units. Housing units by housing type information was developed using data from California Department of Finance (DOF). Age of housing stock information is from the Nielsen Company.

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties from self-reporting by individual jurisdictions. It represents both single family and multifamily housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures (e.g., reroofs, remodels, etc.). Please note that SCAG opted to report the annual number of permits issued by each jurisdiction which may be different than the number of housing units completed or constructed annually. This was done using a single data source which provides consistent data for all jurisdictions.

The median home sales price, compiled from MDA Data Quick, was calculated based on total resales of existing homes in the jurisdiction, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdictions, only those that were sold within the calendar year.

## **Transportation Section**

The journey to work data for the year 2000 was obtained by using the 2000 U.S. Decennial Census Summary File 3. Data from 2010 is based on the 2010 U.S. Decennial Census. Information for 2012 was provided by the Nielsen Company.

## **Employment Section**

Data sources for estimating jurisdiction employment and wage information include the 2010 U.S. Decennial Census – Local Employment Dynamics Survey, and information from the California Employment Development Department, InfoGroup, and SCAG for years 2007-2012. In many instances, employment totals from individual businesses were geocoded and aggregated to the jurisdictional level.

Employment information provided by industry type is defined by the North American Industry Classification System (NAICS). Although the NAICS provides a great level of detail on industry definitions for all types of businesses in North America, for the purposes of this report, this list of industries has been summarized into the following major areas: agriculture, construction, manufacturing, wholesale, retail, information, finance/insurance/real estate, professional/management, education/health, leisure/hospitality, public administration, other services, and non-classified industries. A brief description of each major industry area is provided below:

- Agriculture – This industry includes crop production, animal production and aquaculture, forestry and logging, fishing hunting and trapping, and support activities for agriculture and forestry.
- Construction – Industries under this umbrella involve the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- Manufacturing – This group includes the processing of raw material into products for trade, such as food manufacturing, apparel manufacturing, wood product manufacturing, petroleum and coal products manufacturing, chemical manufacturing, plastics and rubber products manufacturing, nonmetallic mineral product manufacturing, primary metal manufacturing, etc.
- Wholesale – Wholesale industries do business in the trade of raw materials and durable goods.
- Retail – Retail industries engage in the sale of durable goods directly to consumers.
- Information – Businesses in this industry specialize in the distribution of content through a means of sources, including newspaper, periodicals, books, software, motion pictures, sound recording, radio and television broadcasting, cable or subscription programming, telecommunications, data processing/hosting, and other information mediums.
- Finance/Insurance/Real Estate – This sector includes businesses associated with banking, consumer lending, credit intermediation, securities brokerage, commodities exchanges, health/life/medical/title/property/casualty insurance agencies and brokerages, and real estate rental/leasing/sales.
- Professional Management – This industry involves businesses that specialize in professional/scientific/technical services, management of companies and enterprises, and administrative and support services. Types of establishments that would fall under this category range from law offices, accounting services, architectural/engineering firms, specialized design services, computer systems design and related services, management consulting firms, scientific research and development services, advertising firms, office administrative services, facilities support services, amongst many others.
- Education/Health – Organizations that fall into this family include elementary and secondary schools, junior colleges, universities, professional schools, technical and trade schools, medical offices, dental offices, outpatient care centers, medical and diagnostic laboratories, hospitals, nursing and residential care facilities, social assistance services, emergency relief services, vocational rehabilitation services, and child day care services.
- Leisure/Hospitality – This family of industries includes organizations in the performing arts, spectator sports, museums, amusement/recreation industries, traveler accommodations, and food services and drinking places.
- Public Administration – This classification includes public sector organizations, including legislative bodies, public finance institutions, executive and legislative offices, courts, police protection, parole offices, fire protection, correctional

institutions, administration of governmental programs, space research and technology, and national security.

- Other Services – Groups in this group include, for example, automotive repair and maintenance, personal and household goods repair and maintenance, personal laundry services, dry-cleaning and laundry services, religious services, social advocacy organizations, professional organizations, and private households
- Non-Classified – Non-classified organizations involve work that is not included in the North American Industry Classification System.

### **Retail Sales Section**

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

### **Education Section**

Student enrollment data is based on public school campuses that are located within each jurisdiction's respective boundary. Enrollment numbers by grade within a given jurisdiction are tabulated based upon data obtained from the National Center for Education Statistics.

### **Regional Highlights**

Information for this section was developed through data from MDA Data Quick and the California Board of Equalization.

### **Data Sources Section**

In choosing the data sources used for this report, the following factors were considered:

- Availability for all jurisdictions in the SCAG region,
- The most recognized source on the subject,
- Data sources within the public domain, and
  
- Data available on an annual basis.

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. The jurisdictions are not constrained from using other data sources for their planning activities.

The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Additional assistance was provided by the California Department of Transportation.

## **XII. Acknowledgments**

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Catherine Rachal, Office Services Specialist

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**Southern California Association of Governments  
Regional Council Roster**

May 2013

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<b>2nd Vice-President</b> Hon. Carl Morehouse	<i>San Buenaventura</i>	<b>District 47</b>
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Hon. Larry McCallon	<i>Highland</i>	District 7
Hon. Deborah Robertson	<i>Rialto</i>	District 8
Hon. Paul Eaton	<i>Montclair</i>	District 9
Hon. Ed Graham	<i>Chino Hills</i>	District 10
Hon. Bill Jahn	<i>Big Bear Lake</i>	District 11
Hon. Mike Munzing	<i>Aliso Viejo</i>	District 12
Hon. Kathryn McCullough	<i>Lake Forest</i>	District 13
Hon. Steven Choi	<i>Irvine</i>	District 14
Hon. Leslie Daigle	<i>Newport Beach</i>	District 15
Hon. Michele Martinez	<i>Santa Ana</i>	District 16
Hon. John Nielsen	<i>Tustin</i>	District 17
Hon. Leroy Mills	<i>Cypress</i>	District 18
Hon. Kris Murray	<i>Anaheim</i>	District 19
VACANT		District 20
Hon. Art Brown	<i>Buena Park</i>	District 21
Hon. Brett Murdock	<i>Brea</i>	District 22
Hon. Bruce Barrows	<i>Cerritos</i>	District 23
Hon. Gene Daniels	<i>Paramount</i>	District 24
Hon. Mario Guerra	<i>Downey</i>	District 25

**Southern California Association of Governments**  
**Regional Council Roster**  
 May 2013

<b>Members</b>		<b>Representing</b>
Hon. Jim Morton	<i>Lynwood</i>	District 26
Hon. Frank Gurulé	<i>Cudahy</i>	District 27
Hon. Dan Medina	<i>Gardena</i>	District 28
Hon. Steven Neal	<i>Long Beach</i>	District 29
Hon. James Johnson	<i>Long Beach</i>	District 30
Hon. Roy Francis	<i>La Habra Heights</i>	District 31
Hon. Margaret Clark	<i>Rosemead</i>	District 32
Hon. Gene Murabito	<i>Glendora</i>	District 33
Hon. Barbara Messina	<i>Alhambra</i>	District 34
Hon. Margaret E. Finlay	<i>Duarte</i>	District 35
Hon. Donald Voss	<i>La Cañada/Flintridge</i>	District 36
Hon. Carol Herrera	<i>Diamond Bar</i>	District 37
Hon. Paula Lantz	<i>Pomona</i>	District 38
Hon. James Gazeley	<i>Lomita</i>	District 39
Hon. Judy Mitchell	<i>Rolling Hills Estates</i>	District 40
VACANT		
Hon. Steven Hofbauer	<i>Palmdale</i>	District 43
Hon. Mark Rutherford	<i>Westlake Village</i>	District 44
Hon. Carmen Ramirez	<i>Oxnard</i>	District 45
Hon. Ed P. Reyes	<i>Los Angeles</i>	District 48
Hon. Paul Krekorian	<i>Los Angeles</i>	District 49
Hon. Dennis Zine	<i>Los Angeles</i>	District 50
Hon. Tom LaBonge	<i>Los Angeles</i>	District 51
Hon. Paul Koretz	<i>Los Angeles</i>	District 52
VACANT	<i>Los Angeles</i>	District 53
Hon. Richard Alarcón	<i>Los Angeles</i>	District 54
Hon. Bernard C. Parks	<i>Los Angeles</i>	District 55
Hon. Jan Perry	<i>Los Angeles</i>	District 56
Hon. Herb Wesson, Jr.	<i>Los Angeles</i>	District 57
Hon. Bill Rosendahl	<i>Los Angeles</i>	District 58
Hon. Mitchell Englander	<i>Los Angeles</i>	District 59
Hon. Eric Garcetti	<i>Los Angeles</i>	District 60
Hon. José Huizar	<i>Los Angeles</i>	District 61
Hon. Joe Buscaino	<i>Los Angeles</i>	District 62
Hon. Karen Spiegel	<i>Corona</i>	District 63
Hon. Matthew Harper	<i>Huntington Beach</i>	District 64
Hon. Ryan McEachron	<i>Victorville</i>	District 65
Hon. Lupe Ramos Watson	<i>Indio</i>	District 66
Hon. Marsha McLean	<i>Santa Clarita</i>	District 67
VACANT		Tribal Government

**Southern California Association of Governments  
Regional Council Roster**

May 2013

<b>Members</b>		<b>Representing</b>
Hon. Lisa Bartlett	<i>Dana Point</i>	Representative TCA
Mr. Randall Lewis	<i>Lewis Group of Companies</i>	(Ex-Officio)
Hon. Antonio Villaraigosa	<i>Los Angeles</i>	(At-Large)

**Notes:**

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

**DATE:** May 8, 2013  
**TO:** Michael J. Beck, City Manager  
**FROM:** Siobhan Foster, Director of Public Works  
**RE:** American Forests Grant

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On May 1, 2013, the national conservation organization American Forests announced that it has received a \$250,000 grant from the Bank of America Charitable Foundation to conduct urban forest assessments in five U.S. cities over the next six months.

Subsequently the City of Pasadena in conjunction with the Pasadena Beautiful Foundation (PBF) received notification that American Forests is awarding a portion of \$250,000 in Community ReLeaf Program grant funds to the City. The other selected cities are Asbury Park, NJ; Atlanta, GA; Detroit, MI; and Nashville, TN.

American Forests estimates that urban trees in the lower 48 states remove approximately 784,000 tons of air pollution annually, with a value of \$3.8 billion. Since the nation is losing urban forest canopy at a rate of approximately four million trees a year and losing critical ecosystems that are vital to creating healthy and livable communities, the Community ReLeaf Program will focus on making assessments and developing restoration strategies for urban forests.

In Pasadena specifically, the project will measure the value of the City's public street trees to quantify the economic and health benefits they provide. This analysis will focus on air quality benefits of the urban forests in helping to address major challenges for the City, primarily air pollution and smog. Such an assessment will help to inform Pasadena's future Urban Forest Management Plan.

According to Melinda Householder, Director of the American Forests Urban Forests Program, "We worked with the Bank of America Charitable Foundation to choose all five of the cities for the program, which is looking to better understand the role of urban forests in improving economic and health benefits in cities, specifically how trees can reduce air pollution and smog in urban areas. With the general lack of tree cover in the Los Angeles area, we selected Pasadena because there is an opportunity to create a measurable impact, gather needed data about the impact of trees within one of the country's biggest urban centers and make an important investment in the area's urban forest."

In 2012, American Forests funded a tree-planting event in the City of Pasadena. Emina Darakjy coordinated the event on behalf of PBF. Ms. Darakjy, a nationally recognized

urban forestry advocate, member of the City's Urban Forest Advisory Committee and former President of PBF, was instrumental in the selection of Pasadena for the Community ReLeaf Program grant funds.

Following the completion of the assessment, Pasadena looks forward to hosting strategic tree planting and restoration activities to enhance the benefits of the urban forest and enhance community sustainability. Additional information about the Community ReLeaf Program is available at <http://www.americanforests.org/newsroom/bank-of-america-partners-with-american-forests-250000-grant-to-fund-assessment-of-urban-forests-and-climate-change-in-five-u-s-cities/>.



May 8, 2013

**TO:** Michael Beck  
City Manager

**FROM:** Andrew Green   
Director of Finance

**RE:** Sales Tax by Geographic Area

Below is a recap of the sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters, while the second table represents the previous twelve-month cumulative total for each of the respective quarters. The sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas.

**ONE QUARTER ENDING**

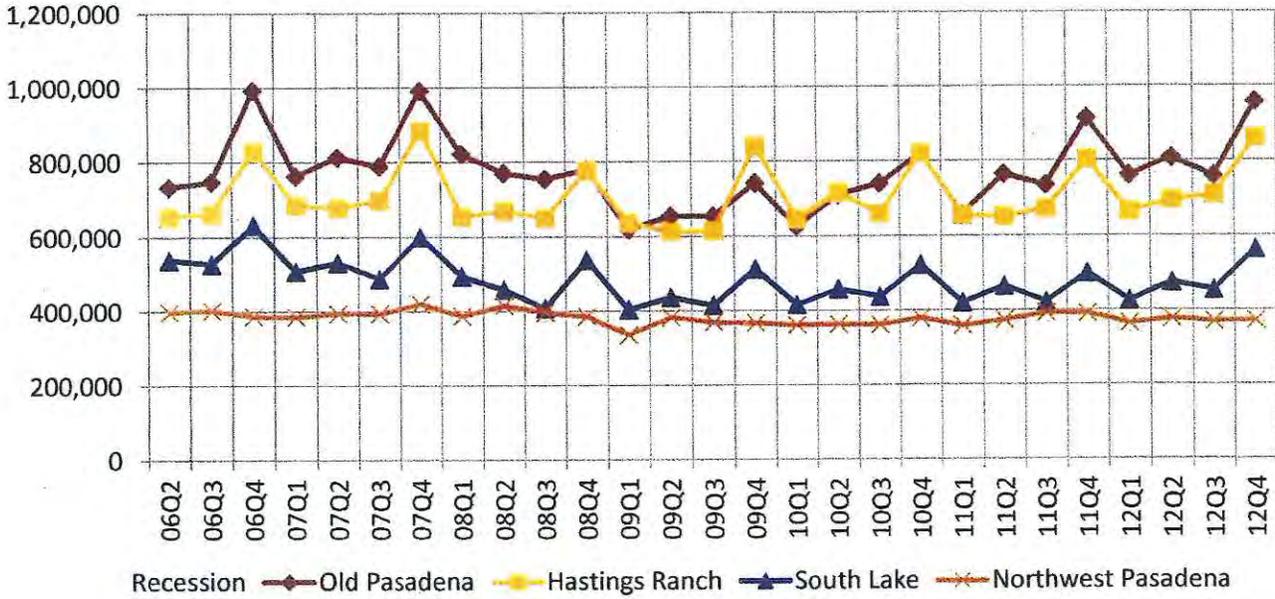
Geo Area	12/31/2011	3/31/2012	6/30/2012	9/30/2012	12/31/2012
Old Pasadena	\$914,714	\$761,335	\$807,466	\$759,011	\$958,040
Hastings Ranch	802,939	664,156	694,560	707,875	860,882
South Lake	499,600	425,214	474,220	453,624	563,064
Northwest Pasadena	390,884	363,873	375,881	368,475	371,133
Hastings Village	441,765	353,308	362,054	372,294	478,098
Playhouse District	122,452	92,715	103,872	98,603	131,696
Paseo Colorado	319,957	263,646	274,679	265,739	315,541
S. Fair Oaks Survey	70,508	72,401	76,474	70,747	63,519
One Colorado	297,575	241,863	266,554	231,777	291,874
Rose Bowl	16,362	29,032	23,136	45,441	38,701
<b>Total in Geo Areas*</b>	<b>3,311,241</b>	<b>2,825,195</b>	<b>2,991,709</b>	<b>2,901,589</b>	<b>3,461,452</b>
<b>Total Not in Geo Areas</b>	<b>4,165,919</b>	<b>3,897,226</b>	<b>4,009,925</b>	<b>3,942,512</b>	<b>4,166,911</b>
<b>Citywide Total</b>	<b>7,477,160</b>	<b>6,722,421</b>	<b>7,001,634</b>	<b>6,844,101</b>	<b>7,628,363</b>

**CUMULATIVE 12 MONTHS ENDING FOR EACH RESPECTIVE QUARTER**

Geo Area	12/31/2011	3/31/2012	6/30/2012	9/30/2012	12/31/2012
Old Pasadena	\$3,074,034	\$3,177,166	\$3,219,574	\$3,242,526	\$3,285,852
Hastings Ranch	2,781,997	2,790,785	2,834,472	2,869,530	2,927,473
South Lake	1,806,547	1,811,637	1,821,502	1,852,658	1,916,122
Northwest Pasadena	1,514,398	1,520,153	1,522,716	1,499,113	1,479,362
Hastings Village	1,479,275	1,483,706	1,512,683	1,529,421	1,565,754
Playhouse District	401,155	408,063	414,883	417,642	426,886
Paseo Colorado	1,117,033	1,121,461	1,121,994	1,124,021	1,119,605
S. Fair Oaks Survey	253,654	269,278	285,260	290,130	283,141
One Colorado	1,045,773	1,046,499	1,047,813	1,037,769	1,032,068
Rose Bowl	116,759	131,678	111,438	113,971	136,310
<b>Total in Geo Areas*</b>	<b>11,710,198</b>	<b>11,868,664</b>	<b>11,964,772</b>	<b>12,029,724</b>	<b>12,179,932</b>
<b>Total Not in Geo Areas</b>	<b>15,601,437</b>	<b>15,847,827</b>	<b>15,969,782</b>	<b>16,015,582</b>	<b>16,016,574</b>
<b>Citywide Total</b>	<b>27,311,635</b>	<b>27,716,491</b>	<b>27,934,554</b>	<b>28,045,306</b>	<b>28,196,506</b>

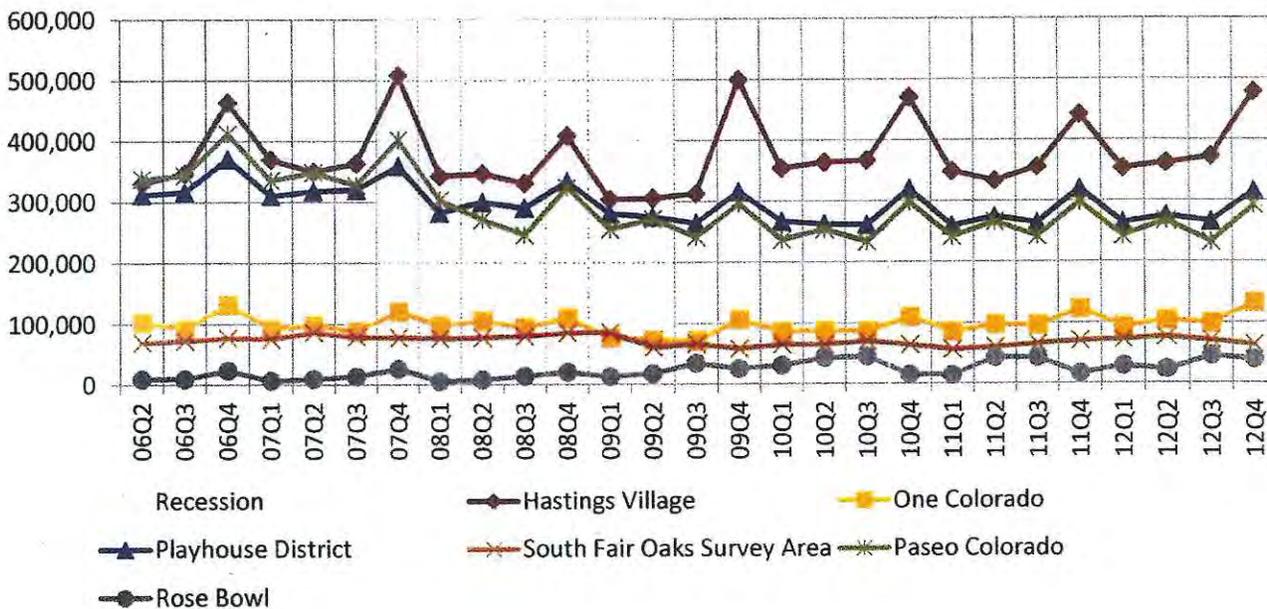
\*Some areas are subsets of other areas. The total in Geo Areas counts sales tax from each business only once.

**Historical Sales Tax by Geo Area**  
Quarterly 2006Q2 to 2012Q4



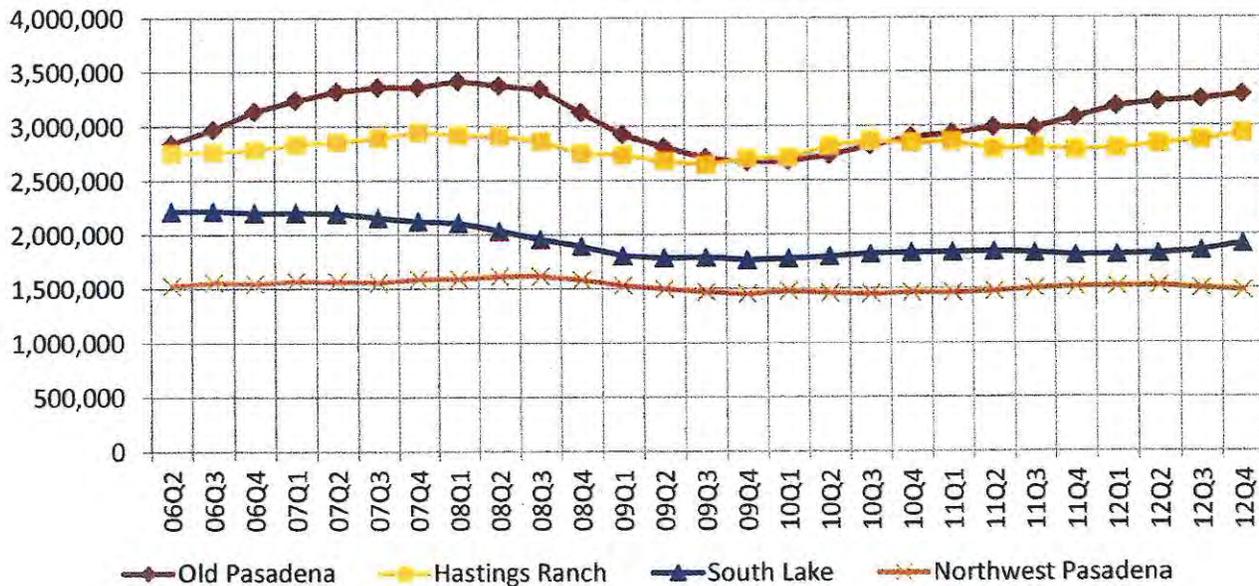
### Historical Sales Tax by Geo Area

Quarterly 2006Q2 to 2012Q4



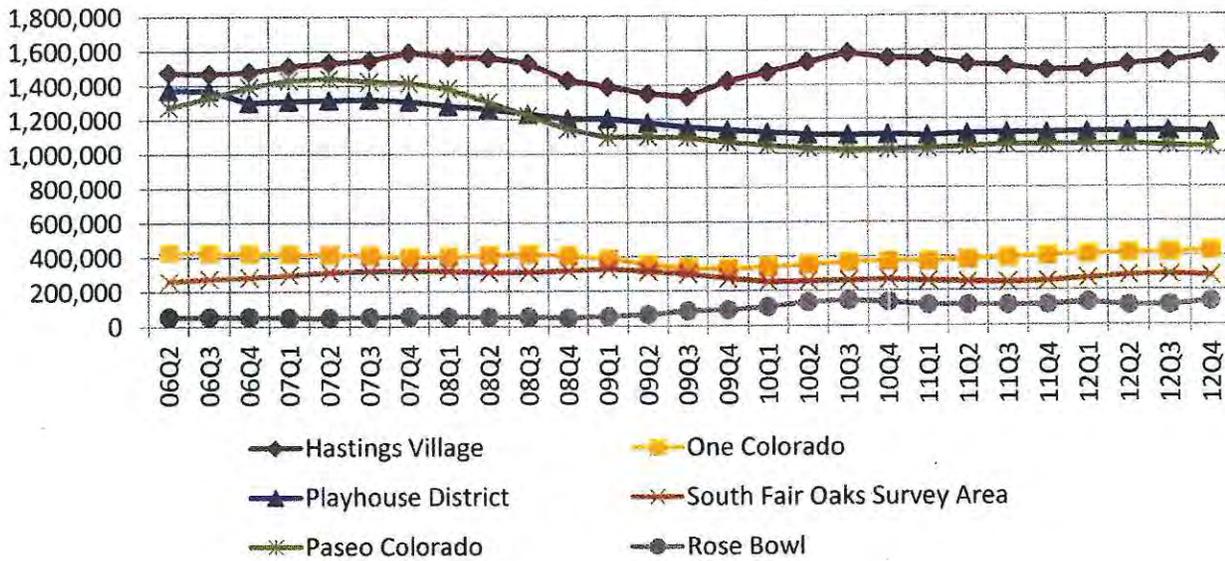
### Historical Sales Tax by Geo Area

Benchmark Years 2006Q2 to 2012Q4



## Historical Sales Tax by Geo Area

Benchmark Years 2006Q2 to 2012Q4



The City receives retail sales tax information by sales tax permit number and not by location. As such, if a business has more than one location within the City, the information is aggregated for all its locations and allocated by dividing the total sales tax revenue by the number of locations.

### Geo Area Highlights

Six of the ten areas experienced increases in fourth quarter 2012 sales tax performance compared to the same quarter of the previous year. *One Colorado* enjoyed growth associated with the Gold Class Cinemas and Apparel Stores. *Old Pasadena* benefited from new businesses like Madewell, Slater's 50/50, and Umami Burger while also seeing gains from other restaurants and apparel stores. *South Lake* continued to increase from TJMaxx, Trattoria Neapolis, Pacific Sales and Verizon. *Hastings Ranch* and *Hastings Village* grew across the board with notable performances by Magnolia Home Theater and Nordstrom Rack. *Rose Bowl* saw growth from Sodexo Magic and Neomeze.

The remaining four areas saw declines in fourth quarter 2012 sales tax performance. *Northwest Pasadena* experienced decline in more businesses than ones with increases. *Playhouse* saw Target decline similar to Target declines in other areas of the state. *Paseo Colorado* had slight declines in major department stores and apparel stores and mixed results from restaurants. *South Fair Oaks* partially countered declines in nearly every business with new revenue from Buffalo Wild Wings.

### Citywide Highlights

Total quarterly cash receipts for the fourth quarter 2012 compared to fourth quarter 2011 were up 1.3 percent. For the quarter, gains came from General Retail +3.5 percent, Food Products +5.9 percent, and Construction +23.2 percent. New Auto Sales increased 6.6 percent while the South Coast's region increased by 15.8 percent. Business to Business fell another 8.6 percent due largely to Avon's changing business model and decreases in leasing.



April 2013



*Honoring the Past ~ Preparing for the Future*

## ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back to track recent renovation activities and tell you about those who are making the renovation possible. Read about the milestones and challenges we face as we work toward a new, improved Rose Bowl Stadium.

### In this issue ...

- ❖ Forward progress: Renovation work
- ❖ Local hiring progress to date
- ❖ Rose Bowl Stadium annual report
- ❖ July 4th, Gold Cup Soccer & Legends of Summer
- ❖ A Legacy of commitment – Dan Rothenberg
- ❖ Rose Bowl Stadium Legacy Campaign
- ❖ Rose Bowl Stadium Premium Seating

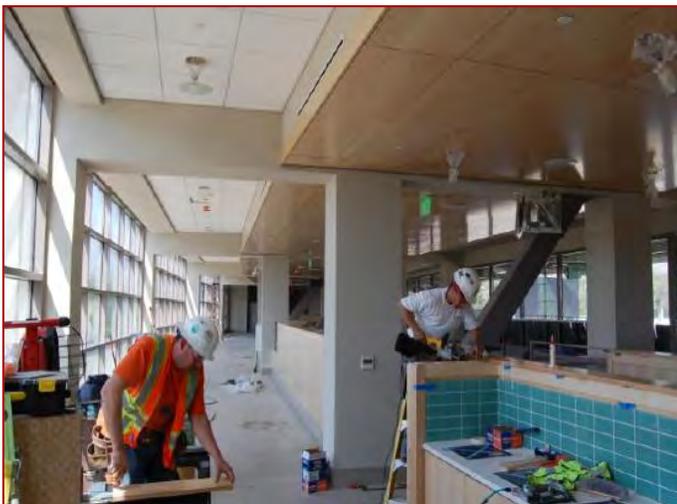
[FACEBOOK](#)

[TWITTER](#)

[YOU TUBE](#)

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

## FORWARD PROGRESS



Level D North Interior, March 28



Level D Center, March 28

## Rose Bowl Roundup

### *Pavilion — Rose Bowl Stadium revenue generator*

**Lots of activity this month, as the new premium-seating Pavilion and surrounding areas near completion.** Project Manager, Bernards Barton Mallow (BBM) reports that the work is on schedule.

Construction activities continue to be focused on completing the Pavilion — the most expensive and significant element of the renovation — with most of the work to be completed as this newsletter arrives in your inbox.

"It's a huge milestone. The single biggest part of this project is the Pavilion, and it's really the revenue generator that will help pay for the project," said Rose Bowl Stadium General Manager Darryl Dunn.

Clark Construction has been concentrating on levels C and D of the Pavilion. Final touches and escalator construction are projected to wrap up before July, a month slated for three big events. KAR Construction is working on the west restrooms and broadcast building, and the north electric substation.

And, once again, the facility was ready for the monthly Flea Markets. April recorded more than 18,000 bargain-hunters. The healthy attendance must have been due to the sunny 66 degree weather and lots of great "flea market finds."



*Broadcast building overhead, February 22*



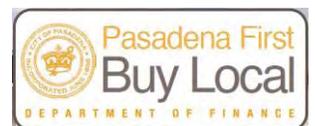
*Broadcast building overhead, March 28*

The Rose Bowl Operating Company (RBOC) considered the five bids for broadcast cabling received on March 26 and awarded the contract to Serb Systems, Inc. (dba Pro-Media). This cabling will permit network broadcasters to "plug and play" for a standard college football game.

### **STATUS REPORT**

## LOCAL HIRING PROGRESS TO DATE

**Parsons and Clarence J. Broussard & Associates, Inc. (CBA) continue to mentor and support Pasadena First Buy Local (PFBL) to maximize the hiring of Pasadena residents to work on the project.** Parsons and CBA continue outreach to the Pasadena construction community in collaboration with PFBL.



The RBOC, PFBL and City staff reports the following as of September 2012:

- ❖ 228 Pasadena residents have worked on the project
- ❖ \$2.2 million in certified wages has been paid to those workers

## Rose Bowl Roundup

- ❖ \$3.6 million in local subcontracting and procurement has been awarded to Pasadena businesses
- ❖ \$6.1 million has been spent in local project expenditures

[👉 MORE LOCAL HIRING ACTIVITIES](#)

## RBOC REVIEWS 2012 ANNUAL REPORT

The Rose Bowl Stadium is an internationally recognized symbol of Pasadena and the historic centerpiece of the Central Arroyo Seco. The stadium is run by the RBOC, a nonprofit corporation with a board of 13 voting members. City ordinance requires that each year the RBOC submit an annual report.

On April 4, Rose Bowl General Manager Darryl Dunn presented the 2012 annual report and collateral materials to the board. To review this report and financial statements and supplementary information, go [here](#).

[👉 MORE ABOUT THE 2012 ANNUAL REPORT](#)

## SECURITY AT THE ROSE BOWL STADIUM

*Security is always front and center at the Rose Bowl.*

**As the Pavilion nears completion** and staff plans for upcoming events, security will be a vital component of that planning. It starts with Pasadena Chief of Police Phillip Sanchez, who, with his command staff, tours the Pavilion. There will be a Public Safety walkthrough in preparation for the 2013 football season.

Also in the upcoming months, security cameras will be integrated for optimum surveillance and the Police Department will review the system prior to the July events.

## JULY AT THE ROSE BOWL STADIUM

*Smooth-jazz-great Kenny G to headline 2013 July 4th Americafest show!*

**The Rose Bowl Stadium will once again host Americafest**, presented by Honda, continuing the 87-year tradition of providing safe and affordable family entertainment for all.

Kenny G returns to Pasadena after performing at the 2012 Rose Parade to provide his great smooth jazz. [Visit [here](#), and scroll down, to see a short video of his [Rose Parade appearance](#).]

Outside the bowl, families will be treated to a Family Fun Zone with food, entertainment, crafts, exhibits and inflatable rides for the kids.



*Americafest 2012. Photo by Chuck Hudson*

## Rose Bowl Roundup

Americafest is committed to ensuring free admittance to active duty military and their families as a way of saying “thank you” for their service. With an eight decade run, Americafest is the longest running Independence Day fireworks tradition in Southern California thanks to generous donations from individuals and organizations who “love the Rose Bowl” and its contributions to the San Gabriel community.

Stay tuned for details.

### GOLD CUP SOCCER

**Plans continue for the opening double header Gold Cup on Sunday, July 7.**

Canada will open up against Martinique followed by reigning Gold Cup champion, Mexico, who will begin its title defense against Panama. One ticket will be sold for the both events. Tickets are available to the general public through [Ticketmaster.com](http://Ticketmaster.com) or by clicking on this link.



[MORE ABOUT GOLD CUP-CONCACAF](#)

### “LEGENDS OF THE SUMMER” SOLD OUT!

**The Justin Timberlake and JAY Z concert at the Rose Bowl Stadium will take place in the evening on July 28.** The Sunday concert, which is sold out, is expected to bring \$300,000 in net revenue for the Rose Bowl. Concert proceeds will go toward the Rose Bowl operating budget and, if there’s a surplus, to the ongoing stadium renovation, according to Rose Bowl General Manager Darryl Dunn.



### A LEGACY OF COMMITMENT!

*Daniel H. Rothenberg*

**Daniel H. (“Dan”) Rothenberg and the Rose Bowl have history.** Dan has lived in Pasadena since 1988, where he attended Chandler School, which overlooks the Central Arroyo and the Rose Bowl Stadium.

Dan has great memories of the fun he had down around the Rose Bowl. Just as they do today, Chandler held Phys Ed classes and various sports activities and events around the stadium in the central Arroyo. These included soccer and baseball in Area H and at Brookside Park and biking and running the mile track that encircles the Rose Bowl.

After Chandler, Dan went onto Polytechnic High School and then east to attend Harvard University, graduating in 2004 with a degree in economics. Immediately after graduating, Dan moved back to California and went into the wealth management business at Morgan Stanley.

Dan and his two older sisters, Erin and Catherine, have a deep connection to



*Daniel H. Rothenberg*

## Rose Bowl Roundup

Pasadena and the central Arroyo, having spent many hours there in their youth. Today both sisters live in Linda Vista, a proverbial stone's throw from the Rose Bowl.

His wife, Sarah, is a California native from Hanford in the Central Valley. The two were introduced by childhood friends. They married September 25, 2010, and decided to settle in Pasadena, where they now live with their 20-month-old daughter Morgan.

Dan is currently a senior vice president and financial advisor at UBS Financial Services, where his group advises corporate retirement plans, non-profit endowments and foundations as well as high-net-worth individuals.

Dan believes in giving back to the community. He is on the board of The Phoenix House of California, which provides comprehensive care and support each year to thousands of children, adults and their families. He now serves as a trustee on the board of Chandler School.

While growing up here, Dan acquired an appreciation of our community and how the Rose Bowl fits into it.

"As a nationally important landmark, the Rose Bowl is meaningful to Pasadena and beyond. An important component of that are the activities that go on there. There are the great events inside the bowl. Also, you've got people from across the U.S. who come to Pasadena just to see it, and you've got runners and others who recreate in and around it. The Rose Bowl brings people together in so many ways."

This year, Dan joined the Legacy Connections Board with his father, Jim Rothenberg, who is chair of the Capital Group and portfolio manager to the American Funds. Dan and Jim are the third father-son team, along with the Olsons and Risings, to join the Legacy board.

Dan is enjoying the Legacy Campaign challenge and all of the knowledge he has gained about the Rose Bowl and the Tournament of Roses through this work.

Says Dan, "We have a lot of money to raise but our goal is attainable, and vital, not just for Pasadena, but for all the fans, coaches and players from the Pac-12 and Big Ten who want to come here and leave with lasting Rose Bowl memories."

Like all Legacy board members, Dan is proud to support the renovation.

"This stadium and its traditions are not disposable; they've stood the test of time. And, I have to say it has been great working with my father on the Legacy board ... we are fired up and excited about our challenge, we're committed."

## ROSE BOWL LEGACY

*The Legacy Campaign goal is to net \$20 million*

The Rose Bowl Stadium Legacy Campaign is run by the private nonprofit Legacy Connections, dedicated to ensuring that key components of the Rose Bowl Stadium renovation are completed.

Currently, the campaign is focusing on raising major donations. They have made significant headway with over \$10 million in pledges and are poised to make major announcements in the



## Rose Bowl Roundup

coming months. Presently, Legacy is raising necessary funding for the new Donor Plaza. Concept design has been completed and will be followed by cost estimate.



Two programs, designed to support the Legacy Campaign, were launched in the fourth quarter of last year and are still up and running. Check out last month's Rose Bowl Roundup to read about the **Smith Brothers Restaurants** pledge program to benefit the Legacy Fundraising Campaign for the renovation and, the **Give by Cell** program from **Mobile Give**.



 [MORE ABOUT MOBILE GIVE](#)

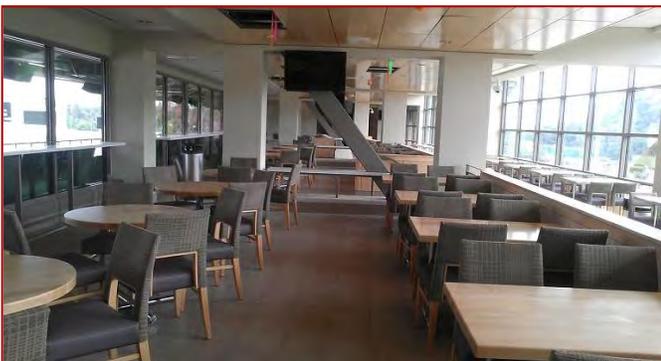
 [MORE ABOUT LEGACY CAMPAIGN](#)

## ROSE BOWL PREMIUM SEATING: AN INVITATION

*Pavilion now open for private viewings of Premium Seating options*



*Shots of the new Pavilion*



The Legends sales team sales effort had a fantastic month in April surpassing \$5.2 million in overall annual contracted revenue. They have sold more than 60% of the Suites, 40% of the Loge boxes and 50% of the Club seats on long-term contracts.

## Rose Bowl Roundup

The Premium Seating team has been focused on getting people out to see the new Pavilion at the stadium and experience the new Premium Seating offerings. They provided tours of the new Pavilion during the UCLA Spring Game on April 27 at the Rose Bowl Stadium. The team's goal will be to get people to sign short and long term deals at the historic Stadium.



As of April 15, the Pavilion has reached substantial completion and is now open and available for private viewings of the Premium Seating options available. To book a private tour, call (626) 585-6800.

 [MORE](#)

## 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

5/6/2013

May							June							July						
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	2	3	4	5	6	7	8		1	2	3	4	5	6
5	6	7	8	9	10	11	9	10	11	12	13	14	15	7	8	9	10	11	12	13
12	13	14	15	16	17	18	16	17	18	19	20	21	22	14	15	16	17	18	19	20
19	20	21	22	23	24	25	23	24	25	26	27	28	29	21	22	23	24	25	26	27
26	27	28	29	30	31		30							28	29	30	31			

- 
- May 6, 2013: Legacy Coordination Meeting (10:15am/ Admin)
  - May 6, 2013: Gate A/ Apron Planning meeting (11:30am/ Media Center)
  - May 7, 2013: Basketball Banquet (Media Center)
  - May 8, 2013: IMG Weekly Meeting (2pm/ Conference Room)
  - May 8, 2013: First Tee Fundraiser (6pm/ Field and Pavilion)
  - May 9, 2013: Neighborhood Breakfast (7:30am/ Brookside)
  - May 10, 2013: Cal Tech Play on the Field
  - **May 12, 2013: Flea Market**
  - May 13, 2013: Legacy Coordination Meeting (10:15am/ Admin)
  - May 13, 2013: Weekly Update Meeting (11am/ Conference Room)
  - May 13, 2013: Police Drivers Training Course (7am-4pm/ South Lot F)
  - May 15, 2013: IMG Weekly Meeting (2pm/ Conference Room)
  - May 15, 2013: Director's Circle Dinner (Field)
  - May 15, 2013: Police Rotary Tour
  - May 15, 2013: Food Truck Night (Lot F/ 5pm)
  - May 16, 2013: Field Event
  - May 17, 2013: NFL Players Event Load- In
  - May 18, 2013: NFL Players Event
  - May 18, 2013: Bimmerfest
  - May 19, 2013: Pavilion Open House

- May 21- June 4, 2013: McMahon's RV Show (Lot K)
- May 23, 2013: Police Command Staff Meeting and Tour (9am-11am)