OFFICE OF THE CITY MANAGER

August 15, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Citizen Service Center - Quarterly Activity Report:

The Citizen Service Center (CSC) is a powerful online resource for addressing constituent issues. The searchable Knowledgebase contains frequently asked questions about the many programs and services offered by the City of Pasadena. The Service Request module allows users to report code violations, graffiti, potholes, abandoned vehicles and more all from the convenience of the web or Smartphone.

The attached Quarterly Activity Report from Phillip Leclair, Chief Information Officer outlines recent developments and metrics related to the operation of the Citizen Service Center (CSC). A full-color copy of the report can be found on the City website at http://cityofpasadena.net/CSC .

If you have any questions regarding this report or the Citizen Service Center in general, please contact Bryan Sands, Deputy CIO at 744-4252.

2. Preparation of the Housing Element for 2014-2021:

California State Housing Element Law requires local governments to plan for their share of a region's population growth. The process of planning for housing growth occurs in cycles of varying length and is implemented through the City's Housing and Land Use Elements. Of the General Plan Elements, the Housing Element is mandatory and subject to the most detailed State law and review, and requires extensive research and analysis of data and resources.

The current cycle, known as Cycle 4, spanned from 2006 to 2014; the City adopted its Housing Element for this cycle on July 26, 2010. The next cycle, Cycle 5, will span from 2014 to 2021. The City is required to adopt a new Housing Element by February 12, 2014. If the City has not met this requirement, it would be out of compliance with State law and would be

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ineligible for specific State housing funds. Additionally, the City would be required to update its Housing Element every four years instead of every eight years.

Because of this deadline, the revisions to the Housing Element are on a compressed schedule. Also, staff is working to complete the homeless shelter zoning code amendment in order to take advantage of the expedited review process offered by State's Department of Housing and Community Development (HCD). The attached memorandum from Vincent Bertoni, Director of Planning and Community Development provides additional information on items that staff has undertaken to ensure that public comments are included.

3. Vina Vieja Park Closure – September 6 through September 12:

Southern California Edison (SCE) and City staff are coordinating the next phase of the SCE Tehachapi Renewable Transmission Project (TRTP), a large-scale renewable-generated electricity project that will help meet California's renewable energy goals. According to Siobhan Foster, Director of Public Works, SCE contractors will install new electrical transmission wire for Segment B, which spans approximately 9 miles from the Gould Substation in La Canada Flintridge to the Goodrich Substation in Pasadena along SCE's right-of-way corridor. The majority of construction activities will occur in Altadena and the Angeles National Forest with minor portions in Pasadena and La Canada Flintridge.

The primary transmission wire installation involves the use of helicopters and will require a safety zone and temporary closure of the Vina Vieja Dog Park, including the Alice Frost Kennedy Off-Leash Dog Area for a one-week period, from September 6 to September 12. The Department of Public Works has granted permission to SCE, and its subcontractor, Par Electrical Contractors, Inc., to perform partial and/or full street closures to perform this work.

SCE personnel are reaching out to affected residents and businesses prior to construction by mailing notices to residents of the surrounding neighborhood and posting park closure signs to alert patrons of the future park closures. For more information on the TRTP, please visit SCE's website at https://www.sce.com.

4. Rose Bowl Roundup - July 2013:

The return of the Rose Bowl Roundup is back! Please find attached the July 2013 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. Read about the exciting activities at the Rose Bowl Stadium and the people who are making it happen.

Respectfully submitted,

JULIE A. GUTIERREZ
Assistant City Manager

/attachment

PASADENA citizen service center

Quarterly Activity Report

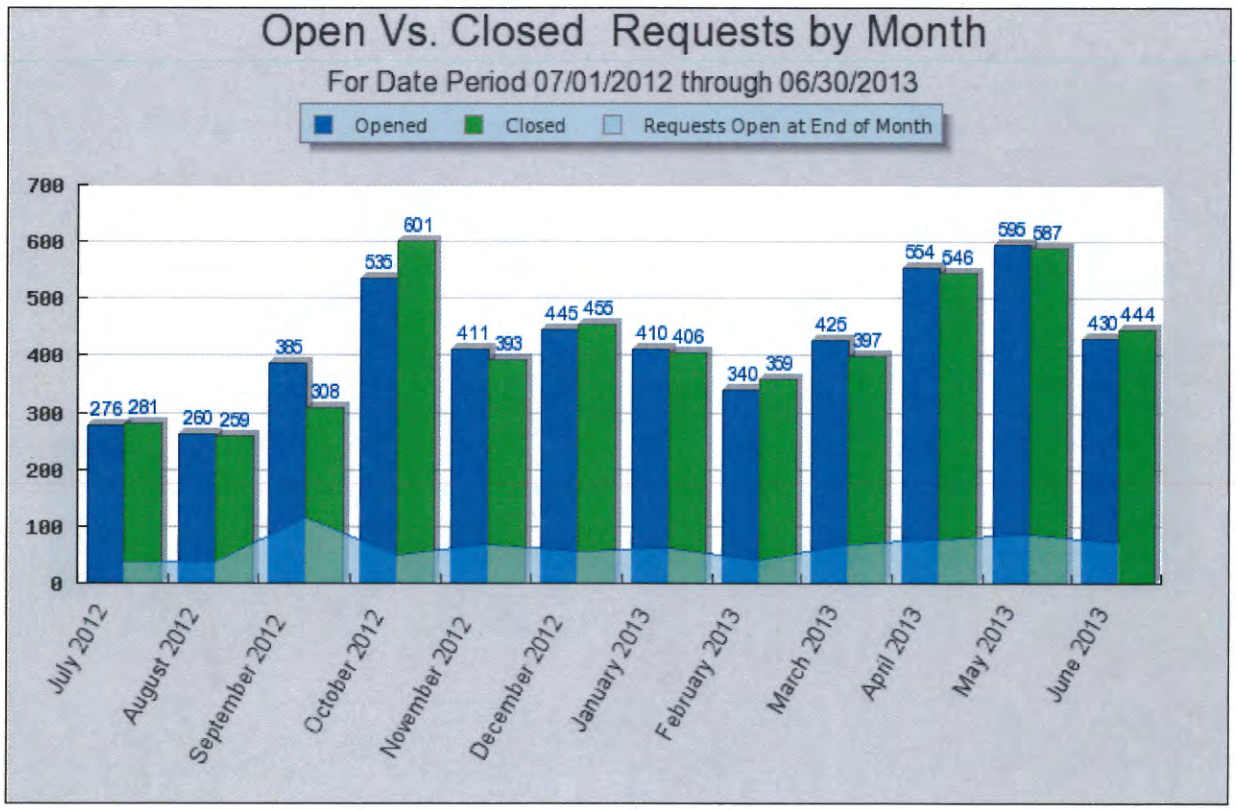
PERIOD: 4th Quarter FY-2013
DATES: 4/1/2013 – 6/30/2013

http://cityofpasadena.net/CSC

SUMMARY

The Pasadena Citizen Service Center received 1,579 Service Requests during the quarter ending June 30, 2013 – a 186% increase over the same quarter last year! And, a 35% increase over the previous quarter! Mobile devices account for slightly over 50% of the service requests received. Use of the on-line knowledge base also grew dramatically, with 3,464 hits, up 42% from the same period last year; and up 42% from the previous quarter. The number of registered CSC users now stands at 2,093 – up 32% from last quarter.

Public acceptance of the CSC is further documented by the overwhelmingly positive survey responses received from users. Nearly 86% of all respondents state that the service they received exceeded their expectations. Those who say that the system has failed to meet expectations, unfortunately has also grown slightly from 5% last quarter to 10% this quarter. This growth coincides with a significant decrease in the number of users who completed the satisfaction survey once their Service Request has been closed. Last quarter 8.5% of the CSC users submitted a satisfaction survey. This quarter less than half that percentage, only 3.6% completed the survey. It seems that as citizens become more comfortable using the system, they are also becoming less likely to provide feedback unless disappointed with the results.



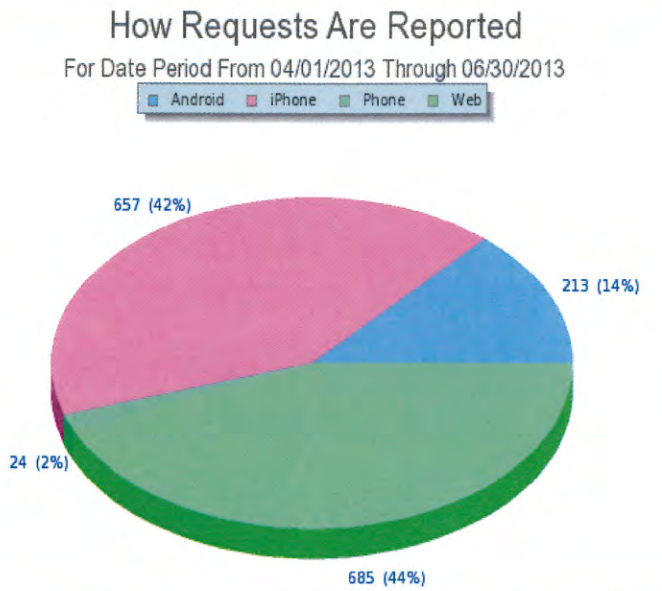
BY THE NUMBERS

- **Kowledgebase (FAQ)**
  - 30 Categories
  - 420 Articles
- **Service Requests**
  - 8 Departments Represented (Including the Pasadena Humane Society)
  - 64 Unique Service Requests
- **Users ***
  - 2,093 Registered Users

* Does not include "anonymous" users

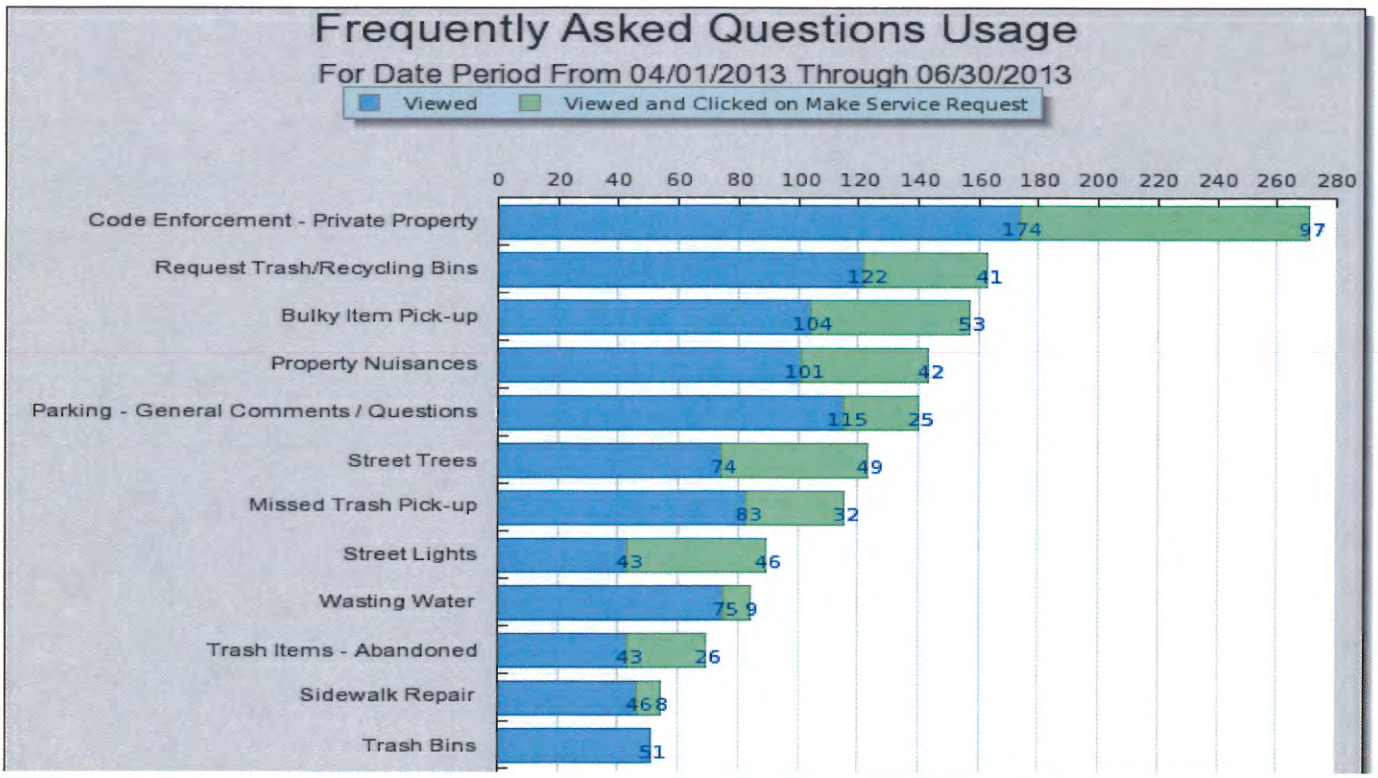
QUARTERLY HIGHLIGHTS

- 1,579 Service Requests received by staff
  - 186% Increase over the Q-4 FY'12!
  - 50% Handled by Public Works' SMIWM
  - 17% Handled by Planning's Code Compliance
  - 96.5% closed on or before due date
- Mobile devices have become the most popular way to report issues.
  - 42% i-Phone / i-Pad
  - 14% Android



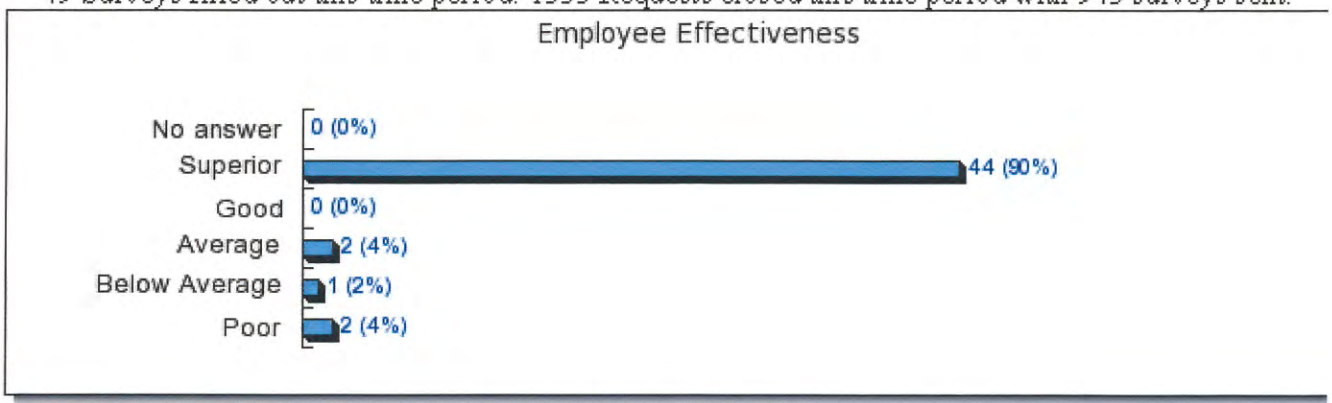
Pasadena's Most Popular Knowledge Base Topics
April 1 - June 30, 2013

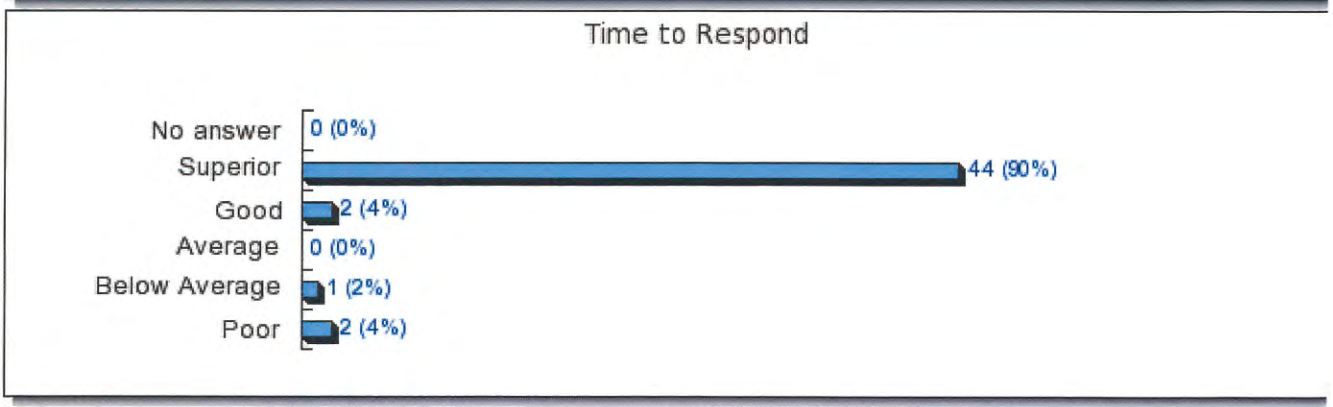
Rank	Topic	Total Views
1	Code Enforcement - Private Property	271
2	Request Trash/Recycling Bins	163
3	Bulky Item Pick-up	157
4	Property Nuisances	143
5	Parking - General Comments / Questions	140
6	Street Trees	123
7	Missed Trash Pick-up	115
8	Street Lights	89
9	Wasting Water	84
10	Trash Items - Abandoned	69
11	Sidewalk Repair	54
12	Trash Bins	51
13	City Website - Comments	46
14	Animal care/control	41
15	Waste Management Services	40

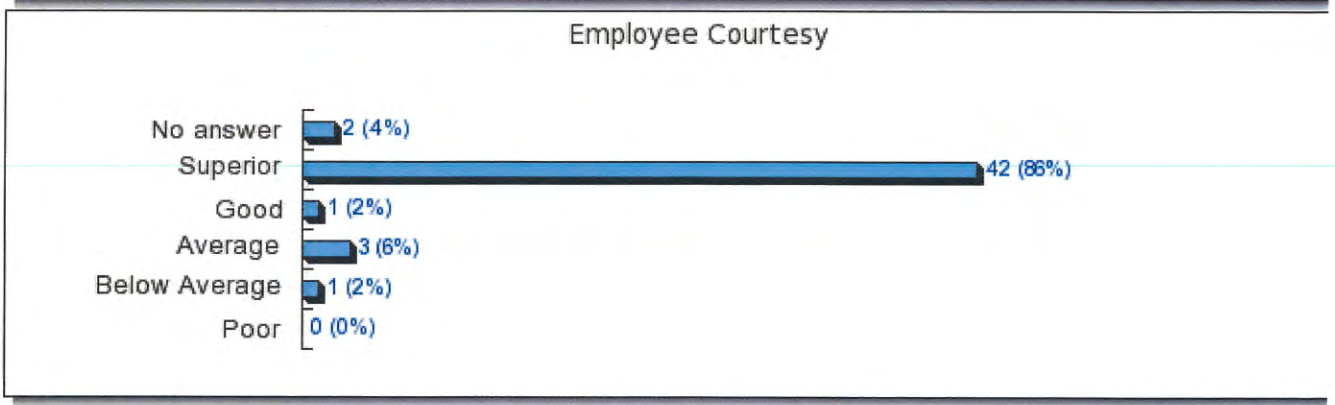


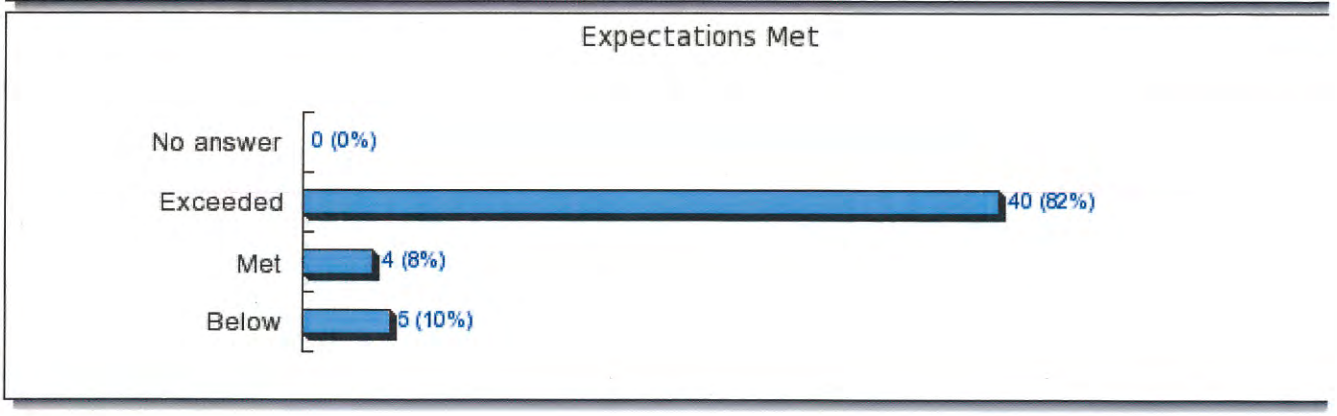
Customer Satisfaction Survey Results
For Date Period From 04/01/2013 Through 06/30/2013

49 Surveys filled out this time period. 1335 Requests closed this time period with 945 surveys sent.









Bryan W. Sands, Deputy CIO
Department of Information Technology
bsands@cityofpasadena.net (626) 744-4252

MEMORANDUM

TO: Michael J. Beck, City Manager

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

DATE: August 15, 2013

SUBJECT: Preparation of the Housing Element for 2014-2021

California State Housing Element Law requires local governments to plan for their share of a region's population growth. The process of planning for housing growth occurs in cycles of varying length and is implemented through the City's Housing and Land Use Elements. Of the General Plan Elements, the Housing Element is mandatory and subject to the most detailed State law and review, and requires extensive research and analysis of data and resources.

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Because of this deadline, the revisions to the Housing Element are on a compressed schedule. Also, staff is working to complete the homeless shelter zoning code amendment in order to take advantage of the expedited review process offered by State's Department of Housing and Community Development (HCD). The following is a list of items that staff has undertaken to ensure that public comments are included:

- Considered the comments made over the past three years on housing issues during the General Plan Land Use and Mobility Element update as part of the Housing Element revisions;
- Met with various stakeholders to determine the major issues;
- Created a web page so that the public can view existing documents and make comments;
- Held a community workshop on June 8, 2013;
- Conducted a presentation and discussion of housing issues at a Housing Element workshop held by the Pasadena Affordable Housing Coalition on July 20, 2013;
- Presented the Housing Element update to the Human Services Commission on July 10, 2013;
- Presented the Housing Element update to the Senior Commission on July 31, 2013;

- Presented the Housing Element to the Northwest Commission on August 8, 2013; and
- Scheduled a presentation with the Flintridge Center on September 3, 2013.

A workshop with the Planning Commission is set for September 11, 2013. The Planning Commission will then review the draft Housing Element in October. Following the Planning Commission's review, the City Council will consider submittal of the draft Element for formal comment to HCD. HCD is allowed 60 days by State law to prepare comments. Staff will consider those comments and prepare a final Element, with environmental documents, for public hearings by the Planning Commission and the City Council for adoption. The attached table outlines this schedule.

HOUSING ELEMENT SCHEDULE	
Month/Year	**Phase**
May 2013	Housing Assessment and Outline
June 2013	Begin Meetings with Stakeholders
July 2013	Community Workshop
July 2013	Begin Meetings with Commissions
September 2013	Workshop on Housing Element with Planning Commission
September/October 2013	Public Review Draft
October 2013	Planning Commission review of Draft Housing Element
October-November 2013	City Council review of draft Housing Element
November 2013	Draft sent to HCD for their Review
September-October 2013	Environmental Clearance prepared
December/January 2013	Response to Comments from HCD
December/January 2013	HCD Does Final Review
January/February 2014	Final Adoption Hearings

July 2013

Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back featuring the milestones we've met and challenges we face as we work toward a new, improved Rose Bowl Stadium. Read on to find out about the exciting activities at the Rose Bowl Stadium and the people who are making it happen.

In this issue …

- Rose Bowl Stadium kicks off public tours program
- Forward progress
- Local hire
- Rosie — dedicated member of the Stadium team
- Security at the Rose Bowl Stadium
- July 4th, Gold Cup and Live Nation: a busy July
- Rose Bowl cycling event
- Rose Bowl Stadium Legacy Campaign—bricks!
- 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.

ROSE BOWL STADIUM LAUNCHES TOUR PROGRAM

The Rose Bowl Stadium public tours program was officially kicked off Saturday, June 10. Mayor Bill Bogaard presided over a ribbon-cutting ceremony and was joined by the Rose Bowl Stadium tours crew and community members interested in this living museum of tradition and legends.

Harvey Hyde, Sue Mossman, Mayor Bill Bogaard and Darryl Dunn

This is the first time in the iconic Stadium's history for guided public tours, which will offer exclusive access to rarely seen areas of the 90-year-old stadium.

In addition to the 40,000 square foot state of the art locker rooms, built in 2007, visitors will see the original stadium locker room, which dates from 1922, as well as the tiny room, which was discovered during construction, that housed the great champions of Rose Bowl Stadium legends. Legends like the historic 1925 matchup of Knute Rockne's Notre Dame and Pop Warner's Stanford teams. This is the Rose Bowl game that created legends … the "The Four Horsemen's Last Ride." It was also the game in which Stanford's Ernie Nevers, leading a fourth-quarter rally just 10 days after having casts removed from both ankles, carried the ball 34 times for 114 yards. Despite his heroic efforts, he was

stopped inches short of the goal line: Notre Dame beat Stanford, 27 to 10. Now memorabilia and memories abound in that tiny cement-walled room in which visitors will see Stadium artifacts uncovered during the renovation. There's a strip of decades-old aluminum bench seats, an antique turnstile and Rose Bowl Game memorabilia.

TOUR INFORMATION

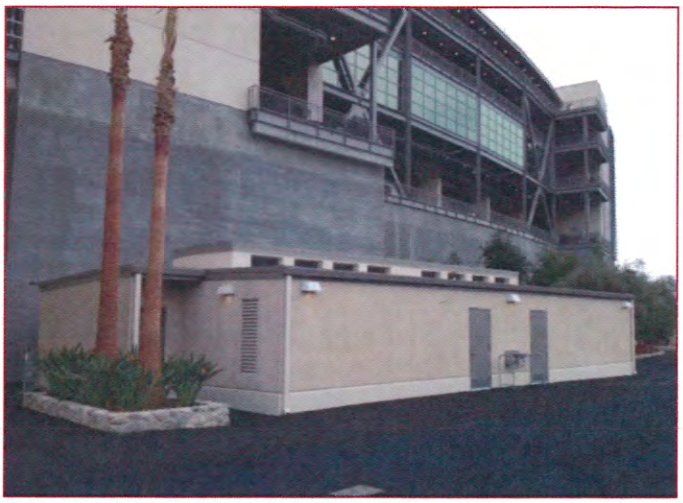
- **Thursday-Sunday, 10 a.m. to Noon, and 2 p.m. to 4 p.m.**
- **Adult: $17.50**
- **Kids (5-12) / Senior (65+) / Military with ID: $14.50**

Group tours will be offered for 20 or more. Guided tours last approximately 90 minutes and depart from Gate A, which is located on Rose Bowl Drive. Parking is free in lot F. To book your Rose Bowl Stadium tour, call 626-275-2714!

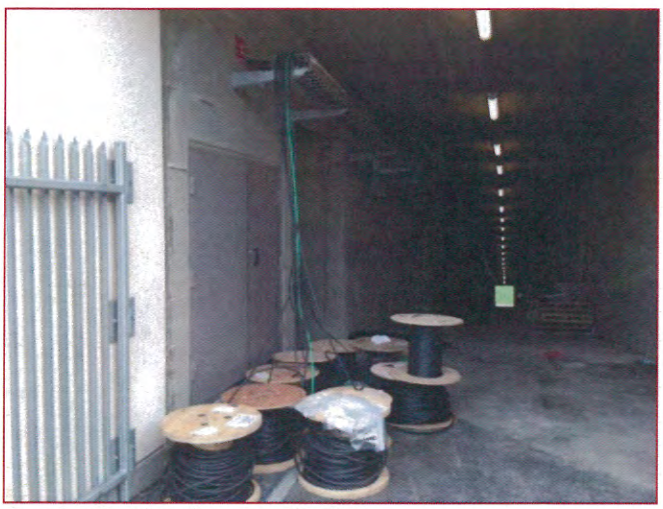
MORE

FORWARD PROGRESS

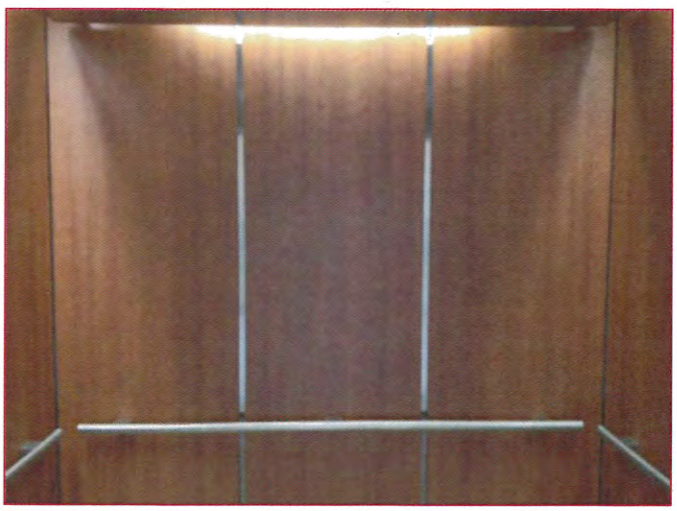
North Concourse restroom AE-13, May 28, 2013



South Concourse restroom AE-14, June 28, 2013



Broadcast cable pulling, June 28, 2013



New elevator interior paneling, June 28, 2013

Construction work continues to wind down at the stadium; all work was conducted around the monthly Flea Markets June and July. Despite the steamy 92 degree temperatures, 15,536 shoppers showed up looking for treasures at the July 14 Flea Market.

By June 28, the five west restrooms and the north and south escalator banks had passed their testing and inspection and were ready for the July 4th Americafest and the July 7 Gold Cup double-header. The Broadcast Building, the temporary Broadcast Cable Trench and the Broadcast Cable Conduit were also completed.

On June 25, the A/E design team kicked-off the final design effort to conform and simplify the designs for the work to be constructed in 2014. This includes the field-level work and Gate A improvements. Also under design are the donor plaza and the Court of Champions revitalization projects.

☞ **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 Rose Bowl Operating Company, PFBL and City staff reports the following since September 2012:

- **236** Pasadena residents have worked on the project
- **$2,354,461** in certified wages have been paid to those workers
- **$4,027,638** in local subcontracting and procurement have been awarded to Pasadena businesses
- **$6,301,112** the total for contracting for local subcontracting and procurement, separate from the BBM led work
- **$12,683,256** is the total subcontracting and procurement of BBM and RBOC led effort

☞ **MORE LOCAL HIRING ACTIVITIES**

ROSIE — DEDICATED MEMBER OF THE STADIUM TEAM

It's been 14 years since Rosie came to the Rose Bowl Stadium. Now, as she edges toward retirement, it's time to recognize her for her years of great service.

Rosie was brought on board to be a "mouser." Extermination of vermin is always an issue for venues like the Stadium. She's done a great job; understandably working quietly behind the scenes much of the time.

Naturally, she must be at the Rose Bowl as much as possible. So, Rose Bowl Maintenance Superintendent Will Schnell has provided her a bed in his office, leaving the window open so she can prowl the stands and grounds in search of pests to eradicate. In addition, Will has been in charge of feeding her. After all, it's important for a mouser to be strong and healthy.

Rosie, being ambitious, expanded her sphere of influence quickly. She pretty much has the run of Will's office, often tripping over his computer key board as she "looks over" the work on his desk.

Will admits he has valued Rosie's companionship and contributions through the years as a friend and advisor.

"Rosie has joined me often as I walk the field to inspect the turf. She's a good listener as I think through what to do next to make sure our turf lives up to its reputation."

Patrolling the huge area of the Rose Bowl Stadium has required Rosie to be in tip-top physical condition, so she has welcomed the care and love she's received from Will, his staff and other members of the Rose Bowl team.

Will notes that even a cat has to have its day off. "July fireworks are not her favorite, and on those nights she curls up in my office closet to get away from the noise." Rosie doesn't feel too bad about that because she has noticed through the years that the vermin disappear on those nights due to crowds and noise. So, guilt free about this brief break of routine, she sleeps through every July 4 night, and wakes up alert and ready to prowl for vermin the following day and night.

Age does take its toll, however, and as Rosie moves toward retirement, she has segued into another role. Visitors will frequently see her at the entrance to the Administration building to greet all with a friendly meow. Often, she is snacking on a dish of kibble provided by office manager Mary Henderson and others in "admin."

"Will often has to travel, and so we gladly take care of Rosie," says Office Manager Mary Henderson.

Rosie is a bona fide and beloved member of the Rose Bowl team. And one to be reckoned with, as you can see from her picture on her Rose Bowl identification card.

"I know I speak for all when I say that we appreciate and love Rosie. It's comforting to see her patrolling the stadium," says Rose Bowl General Manager Darryl Dunn.

SECURITY AT THE ROSE BOWL STADIUM

"See Something, Say Something"

It should come as no surprise that the Pasadena Police has added extra security measures to large-scale events at the Rose Bowl Stadium. They proved to be up to the challenge for two big events, July 4th and the Gold Cup double-header.

Although there have not been any threats toward the City of Pasadena, the Pasadena Police Department's Event Planning Section and Counterterrorism Unit have worked diligently with other City departments to produce a comprehensive action plan for each event.

The plans include, but are not limited to, crowd control measures, emergency response and evacuation plans.

The department's philosophy is to be proactive and to engage our citizens to assist in keeping our community safe. So, be alert and if you "see something, say something."

87TH JULY 4TH AT THE ROSE BOWL

Best fireworks ever!

The Americafest July 4th celebration was an outstanding success — families enjoyed a safe and affordable day of patriotic festivities. And once again generous community members came together to donate and provide free admission for active duty military and their families to thank them for their service to our country.

Fireworks photos by Chuck and Jody Hudson

Rose Bowl Roundup

The fun started at 2 p.m. outside the bowl in Family Fun Zone. There was lots of food, entertainment, crafts, exhibits and inflatable rides for the kids.

At 7 p.m., spectators enjoyed an exciting display of derring do from TNT Action Sports' Freestyle Motocross motorcyclists, whose stunts wowed the crowd. Then it was time for music performances by The Mariachi Divas & Kenny G.

Thanks again to Marilynne Kenney and her team who worked so hard to bring in donations. A Rose Bowl Stadium salute goes out to everyone who contributed to help make this 87th Rose Bowl July 4th Celebration possible.

Fun Zone photo by Bob Paz

Maria and City Councilmember Terry Tornek

Marilynne Kennedy (right) greets guests at the VIP reception

Darryl Dunn and friends

Mistress and Master of Ceremonies, KCAL-TV anchors Pat Harvey and Rick Garcia (photo by Bob Paz)

The Mariachi Divas (above), Kenny G (below) and a TNT motorcycle stunt (right).
Photos by Chuck Hudson

Gold Cup Doubleheader

Canada lost to a hard-playing Martinique squad, 1-0, in the Gold Cup opener game on Sunday, July 7, at the Rose Bowl Stadium. In a surprise turn of events, current Gold Cup Champions Mexico struggled and ultimately lost to Panama, 2 to 1. It started in the first seven minutes of the game, when Panama got a penalty kick and Gabriel Torres put Panama ahead, 1-0, with a shot into the left corner. Three minutes into the second half, Torres made a near-post run and sent the ball past goalkeeper Jonathan Orozco.

Mariachis break Guinness World Record!

A fun feature of the Gold Cup double header was the mariachi performance at the Rose Bowl staged to honor the Gold Cup teams and celebrate the renovation of the Rose Bowl. A total of 566 marichachis played with gusto — violinists, trumpeters and other musicians performed the Ranchera classic "Cielito Lindo" and concluded their show singing "El Son de la Negra."

The five-minute serenade, staged during halftime of the Mexico vs. Panama match, beat the previous record set three years ago. Guinness World Records officials were at the stadium to mark the new record. Also on hand for the performance were Pasadena Mayor Bill Bogaard, Council member Victor Gordo and boxer Oscar de la Hoya.

Live Nation

The sharp-dressed duo of Justin Timberlake and Jay-Z, on their summer concert stadium tour, landed in Pasadena on Sunday, July 28. Witnessing the event were an estimated 60,000.

General Manager Darryl Dunn hopes to put the proceeds from the concert toward the RBOC operating budget and any surplus toward the ongoing stadium renovations.

There were the usual impacts on the nearby neighborhoods such as traffic and noise. Dunn noted that, "As always, we worked hard to mitigate these. And we were very vigilant regarding security."

Calling all cyclists!

Sign up for the Rose Bowl Legacy Cycling Challenge

The Inaugural Rose Bowl Legacy Cycling Challenge (RBLCC) will take place Sunday, October 20. This inaugural community cycling event will benefit City of Hope and the Rose Bowl Legacy Campaign. The ride will finish on the field of the Rose Bowl Stadium. The legacy of the Rose Bowl Stadium is matched by City of Hope's 100 years of transforming cancer treatment and research.

Don't miss your opportunity to contribute. Make history by joining us for this inaugural ride supporting two great causes that will undoubtedly become a San Gabriel Valley tradition.

All ride distances are non-competitive and will include a 38, 52 and 100 mile option.

☛ **SIGN UP NOW**

ROSE BOWL LEGACY

The Rose Bowl Stadium's front door gets some sprucing up
gearing up for the Brick Campaign in celebration of the 100th Game

How often have we seen fans and visitors step onto the somewhat desolate asphalt to have their picture taken in front of the Rose Bowl's long-stem rose logo? *Rose Bowl Roundup* readers know that Legacy Connections has been focused on raising money to refurbish this area — the Donor Plaza.

On July 16, the Tournament of Roses announced the Rose Bowl Brick Campaign in celebration of the 100th Game. This campaign will enable community members, fans of the Rose Bowl Game® and Rose Bowl Stadium, to purchase personalized pavers and bricks that will be incorporated into the newly designed Donor Plaza.

The Brick Campaign will be co-managed by the Tournament of Roses Association and Legacy Connections.

"We are excited to invite college football fans to celebrate the 100th edition of The Granddaddy of Them All® one brick at a time," said Tournament of Roses President, Scott Jenkins. "This is something that people have been asking for, and so we are thrilled to be launching this program. The campaign offers fans and community members an opportunity to make their mark at our iconic stadium. They can choose to purchase a brick with a personal message in remembrance of a person, an event, a game, or a special memory."

The Rose Bowl bricks will range in price from $100 to $425 with optional incentives including replicas and display cases. Fans can choose from text-only designs or text and logo options. Public sale will begin in August with project installation slated for April 2014.

☞ **MORE**

ROSE BOWL PREMIUM SEATING: AN INVITATION

Pavilion now open for private viewings of Premium Seating options

The 87th Annual July 4 AmericaFest celebration and the CONCACAF Gold Cup double header on July 7 were exciting events enabling many of those attending to enjoy them in the new Premium Seats at the Rose Bowl Stadium. Topping off a month of great events was the Legends of Summer Tour, featuring Justin Timberlake and Jay Z.

Events like these, plus the promise of another exciting UCLA football season, enables the Legends Sales & Marketing team to continue to post new sales of Suites, Loge Boxes and Club Seats. Overall annual revenue of the project is now approaching $6 million, as the Legends team has now sold over 70% of the available premium inventory.

To find out more information about Premium Seating and how to secure the very best Rose Bowl Stadium experience call 626-585-6800.

☞ **MORE INFORMATION**

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