OFFICE OF THE CITY MANAGER

September 5, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Food Facility Inspection Program:

During a routine inspection that was conducted by the Environmental Health Division, staff took the necessary steps to suspend a restaurant permit. As a result of this permit suspension I would like to share with you some important follow-up information from the Health Department's Environmental Health Division regarding the City's restaurant inspection program. We are, and have been, committed to protecting the public's health and safety by providing the highest quality of service and ensuring that all restaurants within the City comply with the California Retail Food Code.

It is important to note that during the last two years, the Division has been short-staffed due to layoffs, retirements and unfortunately, the untimely death of the Division Manager. This has impacted the Division's ability to meet the required inspection frequencies.

On June 16, 2013, Liza Frias joined the Public Health Department as the new Environmental Health Division Manager. Liza brings experience from both the private and public sector and has been actively involved in food safety throughout her career. Her welcome addition to our team is helping to get the Division back on schedule. During her initial 60 days, Liza has completed a thorough analysis of the overall department responsibilities and has initiated some key changes to help improve the overall food facility inspection program.

Here are some of the key initiatives that will be developed over this fiscal year:

- Implementing a new software system that will be used for data management of all regulated facilities to track compliance and scheduling of inspections and ensure mandated inspection frequencies are met.
- Using a tablet-based inspection process that allows inspection reports to be provided in real time at the time of inspection.
- Audit to review inspection capacity to ensure staffing levels meet program needs.

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

- Review current fee structure to ensure program needs are fully-funded through current permit fees.
- Implement new inspection reports used to document food facility inspections.
- Establish new placards that allow the public to make informed decisions when deciding where to eat or buy food.
- Development of an award program that recognizes food facilities that consistently exhibit excellent food safety and sanitation practices.
- Incorporate City restaurant inspection scores into Yelp, Inc. or other social media.
- Update website content to facilitate public access of full inspection reports, in a user-friendly format.

I believe these initiatives will further strengthen the City's food inspection program and increase the public's safety and confidence in our inspections. The Division has already begun to engage key stakeholders on these proposed initiatives and is working aggressively to drive the Division's improvements. If you have any questions, recommendations or need additional information, please feel free to contact Dr. Eric Walsh at x6166 or Liza Frias at x6062.

2. General Plan Environmental Initial Study and Scoping Meetings:

The Planning and Community Development Department is coordinating the preparation of an Environmental Impact Report (EIR) for the proposed General Plan Update. The first step of the process is the preparation of an environmental Initial Study, which is now available for review and comment. The period for public comment on the Initial Study closes on October 21, 2013.

The City will hold four scoping meetings to receive comments on the scope and content of the proposed environmental impact report (EIR). The community is welcome to attend one or more of the scoping meetings and present environmental information that should be considered in the EIR. The attached memorandum from Vincent P. Bertoni, Director of Planning & Community Development provides additional information on the upcoming scheduled Scoping Meetings.

3. Dog Licensing Update – Door-to-Door Canvassing:

Pasadena Humane Society & SPCA (PHS) licensing officials began door-to-door canvassing for proper dog licensing on Tuesday, September 3, 2013 within in the City of Pasadena as part of the joint efforts between PHS and the City to enhance animal services and protection.

Canvassing hours are Tuesdays through Fridays, from 9:30 a.m. to 3:30 p.m. Canvassers are beginning in the Hastings Ranch area of East Pasadena to verify that dog owners have properly licensed and vaccinated their dogs for rabies in accordance with state law and the Pasadena Municipal Code (PMC). PHS officials will canvass other neighborhoods as soon as possible, going across town from east to west. PHS canvassers will be wearing a uniform with a white shirt with a PHS patch on the shoulder. They will display a badge and wear blue pants OR be wearing a tan "polo" style shirt, with a photo ID badge and blue pants or jeans. Each canvasser will be able to answer your questions about licensing your dog.

Residents may call PHS at (626) 792-7151, ext. 115, during business hours to verify that the canvasser is a PHS representative. The attached memorandum from Siobhan Foster, Director of Public Works also provides additional detailed information on dog licensing.

4. Pasadena Police Calls for Service Report – August 2013:

Attached is the Preliminary Monthly Statistical Report for the month of August 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. SR 710 North Study – Biologic Studies:

According to Frederick C. Dock, Director of Transportation, Metro's SR 710 North Study team has informed the City that members of the study team will be conducting studies to measure the resident bat population during evening/nights Wednesday – Friday of this week within the City of Pasadena at the following locations:

- Del Mar Blvd Overcrossing
- Green Street Overcrossing
- Colorado Blvd Overcrossing
- Union Street Overcrossing
- St. John pedestrian/parking lot entrance bridge just west of bridge 53-2265
- St. John Ave/Ease 134 – SR 710 Overcrossing

Comments or questions can be directed to Metro at SR-710 Study, One Gateway Plaza, Los Angeles, CA 90012 (855) 4SR-7100 or email sr710study@metro.net. For on-line comments http://www.metro.net/projects/sr-710-conversations/commentquestion-form/

6. Options Head Start at Villa-Parke Community Center:

Options Head Start, the new operator for the Head Start Program in the Pasadena area, will be ready for the first school session on Monday, September 9, 2013, at the Villa-Parke Community Center.

The Villa-Parke Community Center site now has 76 children, ages 3 and 4, enrolled. Options Head Start will be offering both a morning and afternoon session. There are five other Head Start locations in Pasadena and one in Altadena. A total of 724 students will be served this fall at all seven locations. One of the most significant advances for the program this year is the increase in full day full year enrollment. Last year 60 students were placed in the year around enrollment and this year the program is able to serve 220 in this capacity. I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation which provides additional detailed information on the Options Head Start Program.

7. Parks & Natural Resources – Tree Removal List:

The attached list from Siobhan Foster, Director of Public Works, highlights pending removals of dead, dying and hazardous trees on a non-emergency basis throughout Pasadena, as well as trees recently removed on an emergency basis. The Parks & Natural Resources Division has posted the non-emergency removals and notified pertinent residents consistent with the City's Tree Removal Policy.

Residents are encouraged to call the Parks & Natural Resources Division at (626) 744-4321 to learn more about the City's tree maintenance and/or planting efforts or to report a problem with the urban forest.

8. Rose Bowl Roundup - August 2013:

Please find attached the August 2013 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. With the renovations approaching 85% completion, the Rose Bowl Operating Company (RBOC) increasingly will focus on ways to generate the resources necessary to maintain, improve and secure the future of the Stadium. Read the Rose Bowl Roundup and learn 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

MEMORANDUM

TO: Michael J. Beck, City Manager

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

DATE: September 5, 2013

SUBJECT: General Plan Environmental Initial Study and Scoping Meetings

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The Planning and Community Development Department is coordinating the preparation of an Environmental Impact Report (EIR) for the proposed General Plan Update. The first step of the process is the preparation of an environmental Initial Study, which is now available for review and comment. The period for public comment on the Initial Study closes on October 21, 2013.

The City will hold four scoping meetings to receive comments on the scope and content of the proposed environmental impact report (EIR). The community is welcome to attend one or more of the scoping meetings and present environmental information that should be considered in the EIR. The meetings are scheduled as follows:

Scoping Meetings
Thursday, September 12 at 6:30 PM
Pasadena Presbyterian Church – South Hall
585 E. Colorado Blvd.
Park on the north side of Union St. between N. Madison Ave. and N. Oakland Ave.

Saturday, September 14 at 9:00 AM
Pasadena City College – Circadian Room (Bldg. CC)
1570 E. Colorado Blvd.
Park in Lot 3 off of S. Hill Ave. / $2 parking charge

Wednesday, September 18 at 4:30 PM
Transportation Advisory Commission
221 E. Walnut St., Suite 210

Wednesday, September 25 at 6:30 PM
Planning Commission
City Hall Council Chambers
100 N. Garfield Ave.

How to View a Copy of the Study
Online: http://cityofpasadena.net/Planning/Environmental_Notices/ or

http://cityofpasadena.net/generalplan
In Person: City of Pasadena, Planning & Community Development Department, 175 N. Garfield Avenue, Pasadena, CA, 91101 between the hours of 8:00 a.m. through 5:00 p.m. Monday through Thursday, and between 8:00 a.m. and 12:00 p.m. on Friday, and at the Pasadena Central Library, 285 E. Walnut Avenue, Pasadena, CA 91101.

Sending Your Responses and Comments
Please send responses and comments by October 21, 2013
To: Scott Reimers, Planner
E-mail: sreimers@cityofpasadena.net
Mailing Address: City of Pasadena, Planning & Community Development Department, 175 N. Garfield Avenue, Pasadena, CA 91101.

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: September 4, 2013

TO: Michael J. Beck, City Manager

FROM: Siobhan Foster, Director

RE: Dog Licensing Update – Door-to-Door Canvassing

Pasadena Humane Society & SPCA (PHS) licensing officials began door-to-door canvassing for proper dog licensing on Tuesday, September 3, 2013 within in the City of Pasadena as part of the joint efforts between PHS and the City to enhance animal services and protection.

Canvassing hours are Tuesdays through Fridays, from 9:30 a.m. to 3:30 p.m. Canvassers are beginning in the Hastings Ranch area of East Pasadena to verify that dog owners have properly licensed and vaccinated their dogs for rabies in accordance with state law and the Pasadena Municipal Code (PMC). PHS officials will canvass other neighborhoods as soon as possible, going across town from east to west.

PHS canvassers will be wearing a uniform with a white shirt with a PHS patch on the shoulder. They will display a badge and wear blue pants OR be wearing a tan "polo" style shirt, with a photo ID badge and blue pants or jeans. Each canvasser will be able to answer your questions about licensing your dog.

Residents may call PHS at (626) 792-7151, ext. 115, during business hours to verify that the canvasser is a PHS representative.

Annual renewal of a dog license is required with proof of current rabies vaccination, according to state law and the PMC. Rabies vaccines and certificates are valid for one to three years. Vaccinations are available at various veterinarian offices and also at PHS.

Dog licensing has many benefits to owners and dogs including reunification of lost dogs with their owners, avoiding unnecessary and potentially traumatic impounding of lost dogs at the shelter, and augmentation of public health through the tracking of rabies vaccinations. Dogs can contract serious illnesses from other animals. Rabies is usually fatal for dogs and can be transmitted to humans.

Canvassing is part of the City's collaborative effort with PHS to enhance animal services and protection. Effective July 1, 2013, PHS assumed responsibility from the City to handle dog licensing in Pasadena.

Dog owners can continue to bring their dog's license applications and rabies certificates directly to PHS, 361 South Raymond Ave., Pasadena, CA 91105. PHS is open Tuesday through Friday from 9:00 a.m. to 6:00 p.m., Saturday from 9:00 a.m. to 5:00 p.m., and Sunday from 11:00 a.m. to 4:00 p.m. PHS is closed on Mondays.

A payment drop-off box is also located at the City of Pasadena Municipal Services Payment Office. The box will be checked weekly by PHS licensing officers.

For further licensing information, contact PHS at (626) 792-7151, ext. 115 or www.pasadenahumane.org/licensing.

PASADENA POLICE DEPARTMENT

PRELIMINARY - Monthly Statistical Report

August 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.

	Service Area					
Offense	**1**	**2**	**3**	**4**	**5**	
Homicide					1	1
Rape		1	1	1	1	4
Robbery	1	1	1		2	5
ADW	1	7	2	2	2	14
Assault	2	10	4	4	7	27
Assault DV		4	3	1	2	10
Burglary Commercial	5	5	9	8	14	41
Burglary Other	1			2	2	5
Burglary Residential	8	20	18	10	2	58
Burglary Vehicle	17	7	9	5	12	50
Theft	28	27	38	28	43	164
Recovered Vehicle	*1*	*4*	*3*		*1*	*9*
Stolen Vehicle	4	7	5	3	3	22
	67	**89**	**90**	**64**	**91**	**401**

	Council Districts							
Offense	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
Homicide			1					1
Rape	1	1	1	1				4
Robbery			1		1	3		5
ADW	3	2	3	2	3	1		14
Assault	3		8	4	4	5	3	27
Assault DV	1	1	2	1	3	1	1	10
Burglary Commercial	1	5	7	8	8	9	3	41
Burglary Other				2		2	1	5
Burglary Residential	15	14	1	11	5	6	6	58
Burglary Vehicle	11	2	5	5	5	12	10	50
Theft	17	18	32	30	23	24	20	164
Recovered Vehicle	*1*	*1*	*3*			*2*	*2*	*9*
Stolen Vehicle	3		3	3	7	4	2	22
	55	**43**	**64**	**67**	**59**	**67**	**46**	**401**

**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 - July 2013																				
	West				Northwest				Central					East		Midtown					
Council District	1	6	7		1	3	5		2	4	5	7		4		1	3	5	6	7		
Homicide																	1				1	1
Rape					1			1	1				1	1	1		1				1	4
Robbery		1		1		1		1			1		1						2		2	5
ADW		1		1	3	2	2	7	2				2	2	2		1	1			2	14
Assault		2		2	3	5	2	10			1	3	4	4	4		3	1	3		7	27
Assault DV					1	1	2	4	1		1	1	3	1	1		1		1		2	10
Burglary Commercial		5		5		3	2	5	5		2	2	9	8	8	1	4	4	4	1	14	41
Burglary Other		1		1										2	2				1	1	2	5
Burglary Residential		6	2	8	15	1	4	20	14	1	1	2	18	10	10					2	2	58
Burglary Vehicle	6	7	4	17	4		3	7	2		2	5	9	5	5	1	5		5	1	12	50
Theft	7	16	5	28	10	7	10	27	18	2	7	11	38	28	28		25	6	8	4	43	164
Recovered Vehicle		*1*		*1*	*1*	*3*		*4*	*1*			*2*	*3*						*1*		*1*	*9*
Stolen Vehicle	1	2	1	4	2	3	2	7			4	1	5	3	3			1	2		3	22
	14	**41**	**12**	**67**	**39**	**23**	**27**	**89**	**43**	**3**	**19**	**25**	**90**	**64**	**64**	**2**	**41**	**13**	**26**	**9**	**91**	**401**

	Combined Service Areas and Council District - 2013 Year to Date July																				
	West				Northwest				Central					East		Midtown					
Offense	1	6	7		1	3	5		2	4	5	7		4		1	3	5	6	7		
Homicide											2		2				1				1	3
Rape		1		1	3		2	5	2		1	1	4	4	4		5				5	19
Robbery		11		11	4	12	14	30	12	1	4	4	21	12	12		6	1	9	2	18	92
ADW	2	4	2	8	20	18	11	49	6		6	1	13	5	5		6	4	4	3	17	92
Assault	4	16	4	24	33	17	21	71	13		7	4	24	17	17	1	28	7	20	3	59	195
Assault DV		3	4	7	23	17	11	51	10		7	3	20	7	7		3	1	4		8	93
Burglary Commercial	1	42	1	44	8	7	16	31	26	2	11	6	45	75	75	1	44	8	17	15	85	280
Burglary Other		14	5	19	9		4	13	7	1		2	10	9	9		3		4	4	11	62
Burglary Residential	1	64	41	106	91	35	32	158	81	19	17	12	129	47	47		3		5	10	18	458
Burglary Vehicle	20	55	28	103	39	17	17	73	29	11	7	21	68	54	54	2	22	4	22	28	78	376
Theft	25	148	46	219	76	55	71	202	92	15	38	58	203	162	162	3	153	26	66	57	305	1091
Recovered Vehicle		*4*		*4*	*7*	*11*	*8*	*26*	*10*		*3*	*5*	*18*	*7*	*7*		*1*		*2*		*3*	*58*
Stolen Vehicle	2	14	7	23	20	25	15	60	25	2	16	6	49	23	23	1	4	3	12	6	26	181
	55	**372**	**138**	**565**	**326**	**203**	**214**	**743**	**303**	**51**	**116**	**118**	**588**	**415**	**415**	**8**	**278**	**54**	**163**	**128**	**631**	**2942**

** Totals do not include Recovered Vehicles

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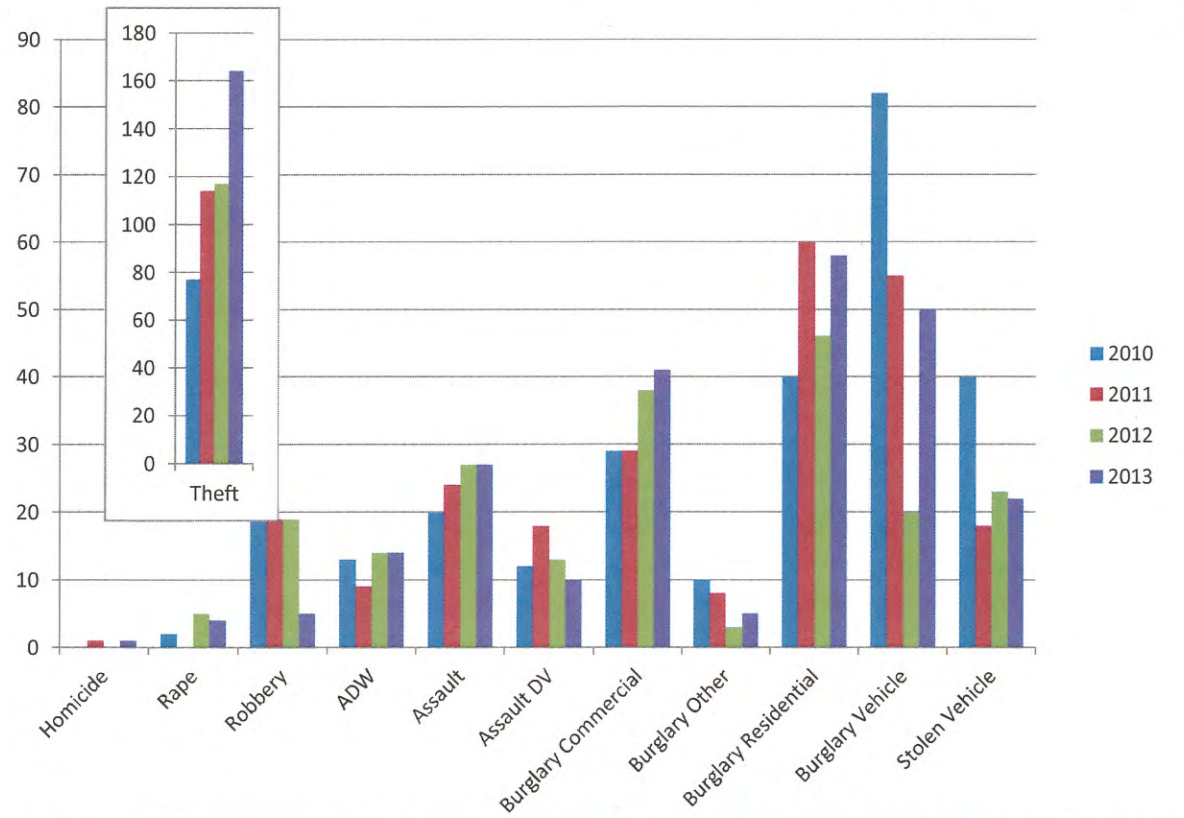
FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Aug 2010 - Aug 2013

	2010	2011	2012	2013	Change from 2012
Homicide		1		1	N/C
Rape	2		5	4	-20%
Robbery	22	19	19	5	-74%
ADW	13	9	14	14	0%
Assault	20	24	27	27	0%
Assault DV	12	18	13	10	-23%
Burglary Commercial	29	29	38	41	8%
Burglary Other	10	8	3	5	67%
Burglary Residential	40	60	46	58	26%
Burglary Vehicle	82	55	20	50	150%
Theft	77	114	117	164	40%
Recovered Vehicle	*6*	*5*	*6*	*9*	*50%*
Stolen Vehicle	40	18	23	22	-4%
	347	355	325	401	23%



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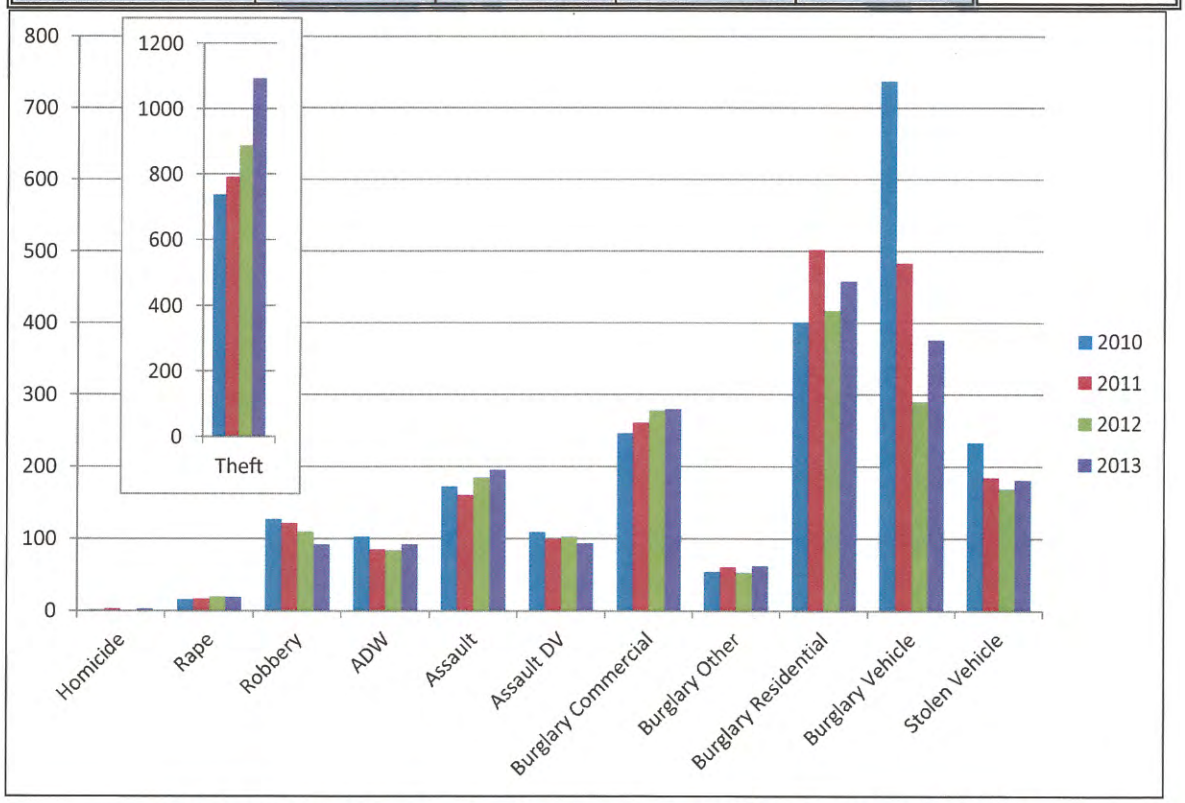
FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Year to Date through August

	2010	2011	2012	2013	Change from 2012
Homicide	2	3	1	3	200%
Rape	16	17	20	19	-5%
Robbery	127	121	110	92	-16%
ADW	103	85	84	92	10%
Assault	172	160	185	195	5%
Assault DV	109	100	103	93	-10%
Burglary Commercial	246	261	278	280	1%
Burglary Other	54	60	53	62	17%
Burglary Residential	401	502	417	458	10%
Burglary Vehicle	737	483	290	376	30%
Theft	738	791	887	1091	23%
Recovered Vehicles	*88*	*51*	*65*	*58*	*-11%*
Stolen Vehicle	233	184	169	181	7%
Total	2938	2767	2597	2942	13%



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FOR PUBLIC DISTRIBUTION

MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: September 4, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: Options Head Start at Villa-Parke Community Center

Options Head Start, the new operator for the Head Start Program in the Pasadena area, will be ready for the first school session on Monday, September 9, 2013, at the Villa-Parke Community Center.

The Villa-Parke Community Center site now has 76 children, ages 3 and 4, enrolled. Options Head Start will be offering both a morning and afternoon session. There are five other Head Start locations in Pasadena and one in Altadena. A total of 724 students will be served this fall at all seven locations. One of the most significant advances for the program this year is the increase in full day full year enrollment. Last year 60 students were placed in the year around enrollment and this year the program is able to serve 220 in this capacity.

Staff with Options are very interested in developing a City-wide recruitment program for all of the child development programs in the City including Pasadena Unified School District, Options Head Start, Options' Family Child Care Home Education Network, Early Head Start and other state and LAUP sponsored programs. They are interested in two key benefits: (1) a quality, educational program, and (2) substantial subsidy (or free) for lower income residents. The primary benefit of this effort would appear in 2014, when it is time to start recruiting for the next school year.

Cliff Marcussen, Executive Director of and founder of Options states:

> "Head Start impacts not just the learning and preparation for school success, but also the health of all family members; supporting the family to obtain job training and jobs, and social services; improving nutrition; and building stronger families. Options Head Start intends to be an integral and involved part of the fabric of services to families in Pasadena and the surrounding communities."

Both the City and Options want to maximize the use of available educational, subsidized spaces and send as many children as possible on to the elementary schools ready to succeed in school. For more information contact Rozanne Adanto at 626 744 6522 or radanto@cityofpasadena.net

REVISED: 06/25/2013

Forestry Operation
Tree Removal SWEET GUM
Sep-2013

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
360	ARROYO BLVD /N	N/A	N/A	CHINESE ELM	21	"	1	**EMERGENCY REMOVAL:** SCAFFOLD FAILURE RESULTING IN VERTICAL TRUNK SPLIT	TREE REMOVAL PENDING
360	ARROYO BLVD /N	N/A	N/A	CHINESE ELM	17	"	1	SCAFFOLD STRUCK BY SEWER TRUCK CREATING TEARDOWN WOUND SPLITTING TRUNK	TREE REMOVAL PENDING
360	ARROYO BLVD /N	N/A	N/A	ITALIAN CYPRESS	81	"	1	70% DEAD TREE, A SCTION OF TREE WAS LOST DURING THE WINDSTORM, BORERS AND TERMITES	TREE REMOVAL PENDING
1730	CASITAS AVE	F	1	KING PALM	4	"	1	DEAD TREE, DROUGHTY AND COMPACTED PARKWAY	TREE REMOVAL PENDING
1730	CASITAS AVE	F	2	KING PALM	4	"	1	DEAD TREE, DROUGHTY AND COMPACTED PARKWAY	TREE REMOVAL PENDING
1434	EL SERENO AVE	S	3	TOMLINSON ASH	27	"	1	HALF OF CANOPY HAS BEEN EXCESSIVELY LINE CLEARED LEAVING TREE OFF BALANCE WITH POOR STRUCTURE	TREE REMOVAL PENDING
1434	EL SERENO AVE	S	4	TOMLINSON ASH	29	"	1	TREE HAS BEEN EXCESSIVELY LINE CLEEARED AND LEFT OFF BALANCE WITH POOR STRUCTURE	TREE REMOVAL PENDING
1117	FOREST AVE	F	1	CAROB	22	"	1	TREE IS IN POOR CONDITION, TERMITES, TRUNK DECAY, HEART ROT, DECAYED CAVITY	TREE REMOVAL PENDING
1121	FOREST AVE	F	2	COAST LIVE OAK	5	"	1	DEAD TREE, WOOD BORERS, SPLITTING BARK	TREE REMOVAL PENDING
632	HOWARD ST /W	F	1	CARROTWOOD	10	"	1	DEAD TREE IS SPLITTING AT LOWER TRUNK, SIDEWALK REPAIRED APPROXIMATELY TWO FEET FROM TRUNK, MINOR VERTICAL SPLITS	TREE REMOVAL PENDING
1591	LAKE AVE /N	S	1	CAMPHOR TREE	1	"	1	DEAD TREE, MULCH AND SOIL BUILD-UP OVER LOWER TRUNK	TREE REMOVAL PENDING
1429	LINCOLN AVE	S	4	CHINESE ELM	21	"	1	LARGE TEARDOWN SCAFFOLD WOUND, TEARDOWN WOUND ON SECONDARY SCAFFOLD WILL LEAVE TREE OFF BALANCE AFTER REMOVED	TREE REMOVAL PENDING
1540	LINCOLN AVE	F	4	COAST LIVE OAK	1	"	1	DEAD TREE DISPLAYS NO EXTERIOR VISIBLE DEFECTS	TREE REMOVAL PENDING
2005	LINCOLN AVE	S	1	CARROTWOOD	16	"	1	DEAD TREE SPLITTING	TREE REMOVAL PENDING
1927	MADISON AVE /N	F	1	CAMPHOR TREE	37	"	1	DEAD TREE WITH OAK ROOT FUNGUS AND SPLITTING BARK	TREE REMOVAL PENDING
379	PENN ST	F	1	COAST LIVE OAK	13	"	1	DEAD TREE WITH MULTIPLE DECAYING TRUNK WOUNDS, TERMITES, STUBS WITH DECAY, ADJACENT VEGETATION GROWTH OBSTRUCTION	TREE REMOVAL PENDING
1001	ROSE BOWL DR	N/A	N/A	COAST LIVE OAK	25	"	1	A SPLIT HAS DEVELOPED AT THE CROTCH WITH INCLUDED BARK, BORERS, PEELING BARK, MECHANICAL WOUNDS	TREE REMOVAL PENDING

REVISED: 06/25/2013

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
511	TOOLEN PL	F	1	CHINESE PISTACHE	3	"	1	DEAD TREE, EXCESSIVE GROUND COVER HAS ENCOMPASSED ROOT CROWN, MINOR TRUNK WOUND JUST ABOVE ROOT CROWN	TREE REMOVAL PENDING
990	ATCHISON ST	F	1	CAMPHOR TREE	39	"	2	99% DEAD TREE, CANOPY REDUCED FOR LINE CLEARANCE, SCAFFOLD DECAY, BARK LOSS	TREE REMOVAL PENDING
1897	CASA GRANDE ST	F	1	CHINESE ELM	19	"	2	STRUCTURE OF CANOPY BEYONE REPAIR AFTER REMOVA OF DAMAGED SCAFFOLD, MINOR TRUNK AND SCAFFOLD SPLITS	TREE REMOVAL PENDING
2129	CASA GRANDE ST	F	1	SAWTOOTH ZELKOVA	4	"	2	DEAD TREE WITH MINOR SPLIT DEVELOPING ON LOWER TRUNK	TREE REMOVAL PENDING
2255	CASA GRANDE ST	F	1	SAWTOOTH ZELKOVA	7	"	2	DEAD TREE WITH A SPLITTING MECHANICAL TRUNK WOUND	TREE REMOVAL PENDING
1094	HOWARD ST /E	F	1	CAMPHOR TREE	1	"	2	DEAD TREE IS GIRDLING AT ROOT CROWN	TREE REMOVAL PENDING
1539	HOWARD ST /E	F	2	CAMPHOR TREE	3	"	2	DEAD TREE WITH WEEDWACKER DAMAGE	TREE REMOVAL PENDING
1701	ORANGE GROVE BLVD /E	S	2	CAMPHOR TREE	1	"	2	DEAD TREE IS BELOW CANOPY OF ADJACENT TREE, NO VISIBLE EXTERIOR DEFECTS	TREE REMOVAL PENDING
1220	SINALOA AVE	F	1	VALLEY OAK	2	"	2	DEAD TREE, HOMEOWNER INDICATED TREE WAS WATERED ON A REGULAR BASIS. THERE ARE NO EXTERIOR DEFECTS	TREE REMOVAL PENDING
1135	WASHINGTON BLVD /E	F	2	QUEENSLAND PITTOSPORUM	1	"	2	DEAD TREE, EXCESSIVE GROUND COVER HAS ENCOMPASSED ROOT CROWN, NO TRUNK TAPER	TREE REMOVAL PENDING
128	FAIR OAKS AVE /N	F	1	CRAPE MYRTLE	3	"	3	DEAD TREE SPLITTING AT CROTCH, BARK LOSS	TREE REMOVAL PENDING
85	HOLLY ST /E	S	7	CRAPE MYRTLE	1	"	3	DEAD TREE, MECHANICAL WOUND AR ROOT CROWN, EXCESSIVE SOIL OVER LOWER TRUNK	TREE REMOVAL PENDING
2805	CALIFORNIA BLVD /E	F	2	HOLLY OAK	10	"	4	DYING TREE, CANOPY 99% CHLOROTIC, PARTIALLY UPROOTED, UNNATURAL LEAN, BROKEN ROOTS	TREE REMOVAL PENDING
3030	COLORADO BLVD /E	S	8	SOUTHERN MAGNOLIA	1	"	4	DEAD TREE, BROKEN ROOTS, POOR ROOT DEVELOPMENT	TREE REMOVAL PENDING
155	DAISY AVE /S	F	1	CHINESE ELM	20	"	4	SPLITTING SCAFFOLD OVER DRIVEWAY, SCAFFOLD STUB FROM PREIVOUS FAILURE WITH DECAY, WEEDWACKER DAMAGE	TREE REMOVAL PENDING
3700	DENAIR ST	S	13	SIBERIAN ELM	21	"	4	DEAD TREE, DECAYING STUBS, TERITES, BORERS, SPLITTING BARK	TREE REMOVAL PENDING
2800	EATON CANYON DR	F	16	COAST LIVE OAK	1	"	4	DEAD TREE, SOIL BUILD-UP LOWER TRUNK COVERING ROOT CROWN	TREE REMOVAL PENDING
2645	MORNINGSIDE ST	F	1	BOTTLE TREE	21	"	4	DEAD TREE WITH SPLITTING BARK AND HARDWOOD	TREE REMOVAL PENDING
2587/2589	MORNINGSIDE ST	F	1	PRIMROSE TREE	6	"	4	DEAD TREE IS OFF BALANCE, NO LEADER, PEELING BARK	TREE REMOVAL PENDING
2240	MOUNTAIN ST /E	F	1	COAST LIVE OAK	1	"	4	DEAD TREE, EXCESSIVE IRRIGATION IN ROOT ZONE, WOOD ROT AT ROOT CROWN	TREE REMOVAL PENDING

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#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
385	ONEIDA DR	F	1	COAST LIVE OAK	15	"	4	99% DEAD TREE, WITH WOOD BORERS, NO OTHER VISIBLE EXTERIOR DEFECTS	TREE REMOVAL PENDING
2410	ORANGE GROVE BLVD /E	F	1	COAST LIVE OAK	4	"	4	DEAD TREE, PARTIAL ROTTING AT BUTTRESS, EXCESSIVE SOIL MOISTURE IN ROOT ZONE	TREE REMOVAL PENDING
3360	PRIMAVERA ST	S	2	SWEET GUM	1	"	4	DEAD TREE IN DROUGHTY SOIL	TREE REMOVAL PENDING
630	RIM RD	F	1	SIBERIAN ELM	33	"	4	POOR APICAL SHOOT DEVELOPMENT, CAVITY WITH DECAY AND HEART ROT, TERMITES AND BORERS.	TREE REMOVAL PENDING
429	SAN GABRIEL BLVD /S	F	3	CHINESE ELM	1	"	4	DEAD TREE, MAIN LEADER FAILURE	TREE REMOVAL PENDING
2925	SIERRA MADRE BLVD /E	S	3	COAST LIVE OAK	4	"	4	DEAD TREE, STREET SIDE SCAFFOLDS HAVE SUFFERED MECHANICAL DAMAGE FROM PASSING VEHICLES	TREE REMOVAL PENDING
77	SIERRA MADRE BLVD /S	F	1	CRAPE MYRTLE	6	"	4	DEAD TREE WITH MECHANICAL DAMAGE TO BUTTRESS, SPLITTING TRUNK	TREE REMOVAL PENDING
785	SIERRA MADRE VILLA AVE	F	1	SWEET GUM	14	"	4	DEAD TREE, LOWER TWO FEET OF TRUNK IS ENCOMPASSED BY SMALL HEDGE	TREE REMOVAL PENDING
1127	VINEDO AVE /N	F	1	COAST LIVE OAK	25	"	4	99% DEAD TREE, SPLITTING BARK, SMALL CAVITY AT LOWER TRUNK WITH DECAYING HARDWOOD	TREE REMOVAL PENDING
708	EL MOLINO AVE /N	F	2	SOUTHERN MAGNOLIA	1	"	5	DEAD TREE DISPLAYS NO EXTERIOR DEFECTS	TREE REMOVAL PENDING
1329	LAKE AVE /N	S	1	QUEENSLAND PITTOSPORUM	1	"	5	VANDALIZED	TREE REMOVAL PENDING
923	MENTOR AVE /N	S	1	COAST LIVE OAK	34	"	5	DEAD TREE WITH CONKS AND EXCESSIVE IRRIGATION IN ROOT ZONE	TREE REMOVAL PENDING
373	ORANGE GROVE BLVD /E	F	1	HOLLY OAK	8	"	5	99% DEAD TREE IN DROUGHTY AND COMPACTED SOIL, UPPER ROOT DEVELOPMENT RESTRICTED BY CONTAINER	TREE REMOVAL PENDING
1192	ORANGE GROVE BLVD /E	F	1	COAST LIVE OAK	23	"	5	DEAD TREE WITH NUMEROUS STUB CUTS, DECAY, WOOD BORERS	TREE REMOVAL PENDING
968	PALM TER	F	2	JAPANESE FLOWERING CHERRY	2	"	5	DEAD TREE, NO VISIBLE EXTERIOR DEFECTS	TREE REMOVAL PENDING
1015	PALM TER	F	1	JAPANESE FLOWERING CHERRY	3	"	5	MAJORITY OF SCAFFOLDS HAVE BEEN REMOVED, MECHANCIAL DAMAGE	TREE REMOVAL PENDING
187	VILLA ST /E	F	2	REDBUD	13	"	5	MINOR SPLITTING AT LOWER TRUNK, INCLUDED BARK.	TREE REMOVAL PENDING
867	WASHINGTON BLVD /E	F	1	QUEENSLAND PITTOSPORUM	1	"	5	DEAD TREE, SHALLOW, BROKEN ROOTS	TREE REMOVAL PENDING
266	BELLEVUE DR /W	F	1	CALIFORNIA FAN PALM	36	"	6	DEAD PALM TREE DISPLAYS NO VISIBLE SIGNS OF A CASUAL AGENT	TREE REMOVAL PENDING
43	DEL MAR BLVD /W	F	1	YEW PINE	1	"	6	DEAD TREE, SOIL BUILD-UP OVER LOWER TRUNK	TREE REMOVAL PENDING
401	FAIR OAKS AVE /S	F	5	CRAPE MYRTLE	3	"	6	DEAD TREE, MECHANICAL DAMAGE TO LOWER TRUNK, BELOW CANOPY OF ADJACENT VEGETATION	TREE REMOVAL PENDING

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#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
1030	LINDA VISTA AVE	S	3	OLIVE	25	"	6	SPLITTING TRUNK, NO CANOPY STRUCTURE, EXTENSIVE BARK LOSS, TERMITES	TREE REMOVAL PENDING
1046	LINDA VISTA AVE	S	3	OLIVE	23	"	6	DIEBACK, DEAD LEADER, DECAYING STUBS AND SCAFFOLDS, TERMITES, CRACKS & SPLITS, GROWTH CONSISTS OF SPROUTS.	TREE REMOVAL PENDING
1150	LINDA VISTA AVE	N/A	N/A	CHINESE ELM	24	"	6	**EMERGENCY REMOVAL:** MAIN LEADER FAILURE AND MULTIPLE SPLITTING SCAFFOLDS OVER HIGH TARGET AREA.	TREE REMOVAL PENDING
1396	LINDA VISTA AVE	S	5	CHINESE ELM	17	"	6	**EMERGENCY REMOVAL:** RECENT SCAFFOLD FAILURE, LARGE TEARDOWN TRUNK WOUND, SPLITTING BRANCHES, HANGERS.	STUMP PENDING
	LOWER ARROYO	N/A	N/A	VARIOUS	N/A	"	6	15 DEAD TREES ADJACENT TO TRAILS OF NO IMMEDIATE PUBLIC SAFETY HAZARD	TREE REMOVAL PENDING
111	ORANGE GROVE BLVD /S	F	10	CALIFORNIA FAN PALM	30	"	6	DEAD PALM TREE HAS SUFFERED A SIGNIFICANT AMOUNT OF BARK LOSS FRO TRUNK AND BEGINNING TO CHECKER. THERE ARE NO PRIMARY CASUAL AGENTS VISIBLE	TREE REMOVAL PENDING
610	ORANGE GROVE BLVD /S	F	1	SOUTHERN MAGNOLIA	30	"	6	**EMERGENCY REMOVAL:** LARGE PORTION OF CANOPY SPLIT OUT AT INCLUDED BARK ATTACHMENT, TREE IS OFF BALANCE, FAILURE POTENTIAL REMAINS AT SECTION OF INCLUDED BARK.	STUMP PENDING
760	ORANGE GROVE BLVD /S	F	3	SOUTHERN MAGNOLIA	17	"	6	99% DEAD TREE, EXCESSIVE IRRIGATION TO LOWER TRUNK, CAVITY AND WOUND WITH TERMITES AND DECAY	TREE REMOVAL PENDING
275	RAYMOND AVE /S	S	3	YEW PINE	1	"	6	DEAD TREE, GIRDLING ROOT CROWN	TREE REMOVAL PENDING
1030	CALIFORNIA BLVD /E	S	8	GUADALUPE PALM	11	"	7	DEAD TREE WITH NO VISIBLE DEFECTS	TREE REMOVAL PENDING
366	HILL AVE /S	S	3	COAST LIVE OAK	3	"	7	DEAD TREE, HOMEOWNER INDICATED TREE UPROOTED DURING WINDSTORM AND DID NOT RECOVER	TREE REMOVAL PENDING
646	MADISON AVE /S	F	1	SOUTHERN MAGNOLIA	12	"	7	TEARDOWN FAILURE SPLIT OUT LARGE PORTION OF LEADER, TREE IS BLEEDING, OFF BALANCE, BEYOND REPAIR	TREE REMOVAL PENDING
844	MARENGO AVE /S	F	1	TULIP TREE	7	"	7	DEAD TREE, WEEDWACKER DAMAGE TO LOWER TRUNK, VERTICAL SPLITS	TREE REMOVAL PENDING
222	OAK AVE /S	F	1	COAST LIVE OAK	28	"	7	DEAD TREE WITH BRANCH AND SCAFFOLD DECAY, WOOD BORERS	TREE REMOVAL PENDING
1762	OAKDALE ST	F	1	COAST LIVE OAK	5	"	7	99% DEAD TREE, SOIL OVER ROOT CROWN AND LOWER TRUNK	TREE REMOVAL PENDING
148	OAKLAND AVE /S	F	1	CAMPHOR TREE	24	"	7	**EMERGENCY REMOVAL:** SCAFFOLD STRUCK BY TRUCK LEAVING DEEP TRUNK WOUND BEYOND REPAIR	TREE REMOVAL PENDING
81	SAN MARINO AVE /S	F	1	BRONZE LOQUAT	4	"	7	DEAD TREE IS VERTICALLY SPLITTING ROOT CROWN TO CROTCH	TREE REMOVAL PENDING
342x	WILSON AVE /S	F	3	COAST LIVE OAK	13	"	7	**EMERGENCY REMOVAL:** SEVERE CRACKING AND SPLITTING, WOOD BORERS, BROKEN EXPOSED SURFACE ROOTS	STUMP PENDING

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#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
2073	PINE CREST DR	N/A	N/A	ITALIAN STONE PINE	30	"	N/A	TREE HAS BEEN DE-BRUSHED TO STUBS	TREE REMOVAL PENDING

August 2013

Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back and featuring milestones met and challenges faced as we work toward a new, improved Rose Bowl Stadium. With the renovations approaching 85% completion, the Rose Bowl Operating Company (RBOC) increasingly will focus on ways to generate the resources necessary to maintain, improve and secure the future of the Stadium. Read the *Rose Bowl Roundup* to learn about the exciting activities at the Rose Bowl Stadium and the people who are making it all happen.

In this issue …

- Forward Progress
- Pavilion recounts stadium history
- Rose Bowl public tour program
- Individual premium seats on sale now
- Bob Hope Airport — official Rose Bowl Stadium airport
- UCLA gets ready for 2013 season — wins first game!
- Rose Bowl cycling event benefits stadium and City of Hope
- Rose Bowl Stadium Legacy Campaign — bricks!
- Rose Bowl Stadium Premium Seating

FACEBOOK TWITTER YOU TUBE

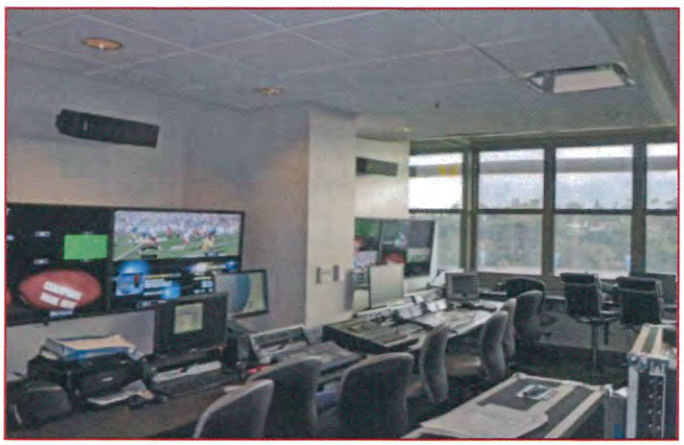
Read on, and be sure to send us your questions and comments.
Send your questions and feedback to Audrey O'Kelley.

ROSE BOWL STADIUM "BRICK" CAMPAIGN

In celebration of the 100th edition of the Rose Bowl Game
Mark your memory at the Rose Bowl Stadium.
MORE

FORWARD PROGRESS

Club lounge (Photo by Carmen Porto)



AV control room (Photo by Bob Snodgrass)

Construction work continues to wind down at the stadium; work was conducted around events. For example, soil testing was done on the *apron* in preparation for construction of the Donor Plaza for the Tournament of Roses and Legacy Brick Campaign. The drilling took a few hours, after which the area was cleaned and patched with little visible indication of the completed work. As always, the flea market had a good August turnout with 15,429 attending.

The A/E Design Team continued its 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. Plans are to resume construction work in 2014 after the Rose Bowl Game and BCS Championship Game.

2014 work plan

- Complete restoration of field wall and historic hedge at east and west sidelines
- Construct two new public restrooms in tunnels 23A and 28A for field-level seating areas
- Modify existing tunnels 7A and 15A for use as field-level exit path
- Construct new south electrical substation and set/connect to 17KV switch and transformer
- Reconfigure maintenance work areas under stadium at south end to accommodate new restroom structures
- Construct new bio swale in parkway

MORE

PAVILION RECOUNTS STADIUM'S STORIED HISTORY

Take a tour and "feel the history"

This month marked a milestone at the stadium's new Pavilion with the placement of historic photos and program covers from major events held at the Rose Bowl Stadium throughout the decades. The addition of these pieces, portray the people and events that define the Rose Bowl Stadium, truly making the stadium a living, breathing museum. The pieces will be placed in all areas of the stadium so that fans and those touring will be able to "feel the history."

The pieces range in size, depending upon the space available in the area in which each will be displayed. The larger pieces will be arrayed throughout the concourse, on walls, ranging 20-40 feet high. For example, in the concourse you'll find the iconic photo *(right)* of Notre Dames' Four Horsemen.

Smaller pieces will be placed in suites and lounges as well. For example, you will find this beautiful program cover from the historic 1942 Rose Bowl Game *(below)*. This game, pitting Duke University Blue Devils against the Oregon State Beavers, is historic for many reasons.

Program cover from the historic 1942 Rose Bowl Game (Photo courtesy of Duke University Archives)

Notre Dame's Four Horseman

On the morning of December 7, 1941 — six days after the two teams were announced — Pearl Harbor was attacked by the Japanese, and the Rose Bowl Game was cancelled as the nation prepared to go to war. But holding on to tradition, Duke offered to host the prestigious game in their home stadium. The Oregon State Beavers, considered the underdog, nevertheless agreed to travel cross-country to fulfill their Rose Bowl dreams in Durham, North Carolina.

The result was what some say is one of the biggest upsets in Rose Bowl history, with Oregon State winning, 20 – 16.

Soon after the game, Oregon State and Duke players and coaches went to war. The bonds established on and off the field surrounding the 28th Rose Bowl Game continued onto the battlefields, with multiple participants crossing paths.

With Duke representing hospitality and a welcoming spirit and Oregon State a never-say-die, beat the odds mentality, the country was given something to embrace as a representation of its own battles.

Be sure to book a tour and "feel the history" of our iconic stadium.

[Source: Information in this article courtesy of Duke Magazine article, "War and Roses" by Michael Penn, November-December 2011]

ROSE BOWL STADIUM LAUNCHES TOUR PROGRAM

For the first time in the iconic stadium's history, guided tours 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.

Rose Bowl TOURS

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**

ROSE BOWL LEGACY CYCLING CHALLENGE SET FOR OCTOBER

Sign up now!

The inaugural Rose Bowl Legacy Cycling Challenge (RBLCC) will take place Sunday, October 20, 2013. There will be three separate rides all beginning beneath the Rose Bowl marquee — a 38 mile, 52 mile or 100 mile course. The routes will go through numerous cities, including a ride up San Gabriel Canyon and back down Glendora Mountain Road on the 100-mile ride.

Proceeds from this event will benefit the City of Hope and the Legacy Campaign on behalf of the Rose Bowl Stadium. The 90 year legacy of the Rose Bowl Stadium is matched by the City of Hope's 100 years of transformational cancer treatment and research. This event will offer the large and enthusiastic San Gabriel Valley cycling community a memorable ride as well as an opportunity to contribute to these two wonderful causes.

The Inaugural Rose Bowl Legacy Cycling Challenge will have a great finish with cyclists riding their bicycles into the Rose Bowl Stadium and across the 50-yard line.

"We are proud to be able to partner with these two notable charities. Having a ride that will end on the Rose Bowl field will be an event that we hope will turn into a wonderful tradition for years to come," said Rose Bowl Stadium general manager Darryl Dunn.

Legacy Campaign Director, Andrea Van de Kamp adds, "We are so pleased to have the Rose Bowl Cycling Challenge, it's a terrific way to contribute to the restoration of our historic stadium." Don't miss your opportunity to contribute.

☛ **SIGN UP NOW**

INDIVIDUAL PREMIUM SEATING FOR 2013 UCLA HOME FOOTBALL

Available now!

A new era opens at college football's most prized and iconic venue

For the first time ever UCLA fans can purchase premium seats on an individual basis. And those of you who've had the opportunity to go inside the beautifully restored Rose Bowl Stadium Pavilion know the quality and comfort to be found there. Sales of individual premium seating come as UCLA prepares for an exciting follow-up to last year's breakout season.

Most Luxury Suites, Loge Boxes and Club Seats are sold on a three-year season ticket basis; however, limited individual game inventory has become available exclusively for this season.

Rose Bowl Roundup

Those purchasing individual Premium Seating will enjoy VIP parking, access to air-conditioned lounges, cushioned outdoor seats in the shade of the Pavilion with more legroom and access to full bars prior to, during and after games.

Be sure to check it out. For information, including pricing, call (626) 585-6800 or click on the link below.

MORE

BOB HOPE AIRPORT

Official airport of the Rose Bowl Stadium

You may remember that in May a long-term marketing deal was announced by IMG College, the official marketing representative of the iconic Rose Bowl Stadium and UCLA Athletics to promote Bob Hope Airport as the Rose Bowl Stadium's "official airport" and sponsor UCLA's intercollegiate athletic teams.

The photo to the right proudly shows the Airport's affiliation with the Rose Bowl Stadium and UCLA, signaling the kick-off of this unique collegiate marketing campaign created by IMG College.

This marketing agreement is innovative. When you view sports games you usually see things like banking, beer, soda and autos being marketed.

"This shows the creativity that people have when they get into a room and discuss sports marketing opportunities," said Paul Engl, general manager for IMG College Los Angeles.

Rose Bowl Stadium General Manager Darryl Dunn looks upon this agreement with optimism.

"This IMG-Airport Authority deal could contribute financially to helping the Rose Bowl because of the possibility of revenue-sharing under the 15-year multi-media rights agreement."

The Burbank-Glendale-Pasadena Airport Authority will spend about $325,000 over the next three years to promote Bob Hope Airport as the "official airport of the Rose Bowl Stadium" and to be a sponsor of UCLA's intercollegiate athletic teams.

UCLA'S TOUGH PRACTICE SESSIONS

Coach Mora gears up for the 2013 season and is rewarded with a 58-20 win over Nevada in season opener

The promise of another exciting UCLA football season is underway. Bruins' quarterback Brett Hundley rushed for a 37-yard TD on UCLA's opening drive. UCLA went on to score on each of their first five drives in the second half Of their season opener.

In preparation for this season, Coach Mora held his standard tough practices in San Bernardino and at home. Making sure his team is fit, knows the plays and keeps the focus during the heat of a tough game.

2012 UCLA - USC game in the Rose Bowl Stadium (Photo by Michael Clayton)

His aim is to create an atmosphere of "chaos" during practice replicating the nonstop play pushes encountered in a tough game. His objective is to put pressure on his team. He even brought referees in to work the practice. The goal: replicate the pressure that players will encounter during a game.

Some practice encounters didn't go so well. Two players who reacted badly during one practice game were ejected and sent to the locker room with a staff member accompanying them to make sure the clash didn't continue there. Mora ranks checking this behavior high on his list. Penalties were a problem last season. During a real game any player's cheap shot could result in ejection from the game. So he replicated that during practice. Mora's goal is to win the games and he wants that to be team members' goal as well.

Fans saw the results during the season opener against Nevada in the Rose Bowl Stadium August 31. The next game will be on the road — Nebraska (September 14, 9 a.m. PT). Then the Bruins return home on September 21 to host New Mexico State (time not yet announced).

For ticket information call 310-UCLA-WIN or click on the link below.

UCLA TICKETS

ROSE BOWL LEGACY

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.

MORE

ROSE BOWL PREMIUM SEATING: AN INVITATION

Pavilion now open for private viewings of Premium Seating options

The promise of another exciting UCLA football season plus comfortable accommodations for Loge, Suites and Club Seats is helping the Legends Sales & Marketing team. The new four-person Loge Boxes are located at midfield and offer private tables with built-in 12-inch LED monitors, all-inclusive upscale food and beverages, direct cash bar access and use of the exclusive indoor Loge Box Lounge.

New Luxury Suites consist of 16- and 24-person private indoor spaces with upscale food and beverages, flat-screen TVs, air conditioning, outdoor cushioned seating with drink rails, and private entrances with elevators and escalators. New Club Seats

include cushioned outdoor seating and access to the 15,000-square-foot Club Lounge and four full direct cash bars. The Legends Sales & Marketing team continues to post new sales of Suites, Loge Boxes and Club Seats. Overall annual revenue of the project is now approaching $6M 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 or click the link below.

☞ **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