

OFFICE OF THE CITY MANAGER

October 10, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Fraud Waste and Abuse Hotline:

The Department of Finance is pleased to announce the rollout of the City's Fraud, Waste and Abuse Hotline. Available at (626) 744-7448, employees and members of the public can leave an anonymous voicemail message to voice their concerns. All reported items will be investigated and referred to the appropriate department. Summary information on the investigations will be presented to the City's Audit Committee and City Manager's Department on an annual basis.

The City of Pasadena is committed to conducting business in an ethical manner and in compliance with the law. To ensure that we maintain and improve the quality and integrity of our services, it is important to provide employees and the public with a mechanism to express concerns such as allegations of violations of City policy, theft, fraud-related incidents, safety issues, or other legal issues. The hotline provides this mechanism and fulfills the recommendations of both the Government Finance Officers Association (GFOA) best practices as well as the recommendations of the Los Angeles Civil Grand Jury. The attached memorandum from Andy Green, Director of Finance, provides additional detailed information on the Fraud Waste and Abuse Hotline.

2. Department of Public Works – Code Compliance Services:

As part of the fiscal year 2013-14 budget, the Department of Public Works added a Senior Code Compliance Officer position to address Pasadena Municipal Code violations that impact operations of the Street Maintenance and Integrated Waste Management Division. Within the public right-of-way, areas of focus will include abandoned items and illegal dumping, illegal franchise haulers, prohibited signs, NPDES (storm water) violations, overgrown vegetation, abandoned shopping carts, and scavenging.

Siobhan Foster, Director of Public Works is pleased to announce that Gevorg Grigoryan recently joined the department as the new Senior Code Compliance Officer. To obtain more information or report a violation, please call (626) 744-7311 or access the Pasadena Citizen Service Center online at <http://cityofpasadena.net/CSC/>.

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3. **Senator Carol Liu and Other Local Dignitaries to Attend a Special Event at Madison Elementary School – Monday, October 14th:**

The City of Pasadena and Pasadena Unified School District are pleased to announce that Madison Elementary School has been chosen as the starting point for Senator Carol Liu's state-wide bus tour highlighting her Pathways to Partnership: Community Schools Strategies in Action.

The event will take place on Monday, October 14, 2013, from 9:30 a.m. to 11:30 a.m. at Madison Elementary School and will include a tour of the Madison Elementary School Healthy Start Center. Mayor Bill Bogaard is scheduled to speak as well as School Board President Renatta Cooper and Superintendent of Schools Jon Gundry. Also scheduled to speak are Mercy Santoro, Director Human Services and Recreation Department and Brian McDonald, Chief Academic Officer, Pasadena Unified School District.

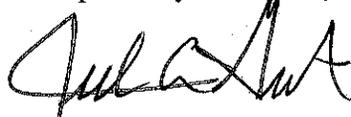
Mercy Santoro is extending a special invitation to anyone who would like to participate and see firsthand the innovations at Madison Elementary School. Following the event, Senator Liu and others will depart on a three day trip, concluding on October 16th, across the state highlighting College & Career opportunities, Health & Social Support Services, Youth Development, Family Engagement and Community Engagement. Visits will include locations in Los Angeles, Bakersfield, Fresno, Redwood City, Oakland and Sacramento. For more information please contact the Human Services and Recreation Administrative Offices at 626-744-4886 or email Lisa Fowler at lfowler@cityofpasadena.net

4. **Latino Heritage Parade & Festival – Saturday, October 19th:**

All are invited to attend the 15th Annual Latino Heritage Parade and *jamaica* (celebration) on Saturday, Oct. 19, 2013. The event is produced by Latino Heritage, a local organization that celebrates the history, arts, and culture of Latinos in the greater Pasadena area. This free, fun-filled, family event co-sponsored by the City of Pasadena begins with a colorful, music-filled parade at 11:00 a.m., followed by the *jamaica* festival from noon to 4:00 p.m.

More than 1,500 children, families and residents are expected to attend the parade and other festivities. The parade begins on Los Robles Avenue, at Howard Street, turns onto Washington Boulevard and ends at La Pintesca Park, 1355 N. Raymond Ave. The post-parade festival is also at La Pintesca Park. The attached memorandum from Mercy Santoro, Director of Human Services and Recreation provides additional detailed information on the day's event.

Respectfully submitted,



JULIE A. GUTIERREZ
Assistant City Manager



DEPARTMENT OF FINANCE

October 9, 2013

TO: Michael Beck
City Manager

FROM: Andrew Green
Director of Finance

RE: Fraud Waste and Abuse Hotline

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The City of Pasadena is committed to conducting business in an ethical manner and in compliance with the law. To ensure that we maintain and improve the quality and integrity of our services, it is important to provide employees and the public with a mechanism to express concerns such as allegations of violations of City policy, theft, fraud-related incidents, safety issues, or other legal issues. The hotline provides this mechanism and fulfills the recommendations of both the Government Finance Officers Association (GFOA) best practices as well as the recommendations of the Los Angeles Civil Grand Jury.

Caller ID has been disabled for the hotline, so callers remain anonymous; however, callers may leave a name and phone number or e-mail if they desire follow-up to ensure that the matter has been documented and reviewed. Callers are encouraged to leave a complete explanation including:

- Date and time of incident
- Suspected person involved
- Description of complaint (what, where, when, how, and who else may be aware of the incident)
- Clear and as much detail as possible of the incident, to assist in the investigation.

The City's Controller will manage reports to the hotline by gathering information from the report and determining appropriate action which could include referral of the incident to the City Attorney's office or to the Human Resources department. Complaints related to customer service will be referred to the appropriate department or to the City's Service Center for a response.

The City followed best practice recommendations of the Government Finance Officers Association (GFOA) in developing the hotline process.



MEMORANDUM – CITY OF PASADENA Human Services and Recreation Department

DATE: October 9, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: **LATINO HERITAGE PARADE & FESTIVAL - SATURDAY, OCT. 19**

All are invited to attend the 15th Annual Latino Heritage Parade and *jamaica* (celebration) on Saturday, Oct. 19, 2013. The event is produced by Latino Heritage, a local organization that celebrates the history, arts, and culture of Latinos in the greater Pasadena area. This free, fun-filled, family event—co-sponsored by the City of Pasadena—begins with a colorful, music-filled parade at 11:00 a.m., followed by the *jamaica* festival from noon to 4:00 p.m.

More than 1,500 children, families and residents are expected to attend the parade and other festivities. The parade begins on Los Robles Avenue, at Howard Street, turns onto Washington Boulevard and ends at La Pintoresca Park, 1355 N. Raymond Ave. The post-parade festival is also at La Pintoresca Park.

This year's theme, "Celebrando los 15" (Celebrating 15), brings to life - with on-site activities and period re-enactors - what life for Latinos was like during 1912-1932 in the greater Pasadena area.

The Honorary Grand Marshal will be Dan Guerrero, producer, writer, author and son of the folk music legend and social activist, Lalo Guerrero. The parade's Community Grand Marshal this year is Alice Mijares; owner of Mijares Restaurant. The recipients of this year's Doña Eulalia Award, which honors Eulalia Pérez de Maríné, are Alex Schultz of the Visual Arts and Design Academy at Pasadena High School and Diane Walker, former Librarian at La Pintoresca Branch Library.

Participating in the parade are Pasadena Unified School District (PUSD) students, community organizations, Folklorico groups, marching bands, equestrians and La Reina de Las Fiestas Patrias and Court. This year, the PUSD All-District Middle School Marching Band also will appear in the Latino Heritage Parade.

Free arts and crafts workshops are being provided by the Armory Center for the Arts, Latino Heritage, Marshall High School Puente students and the City's Human Services and Recreation Department. Food can be purchased from food trucks that will be stationed onsite.

For information about the Latino Heritage organization, visit www.latinoheritagesgv.org. For more information about the City of Pasadena, visit www.cityofpasadena.net.