



OFFICE OF THE CITY MANAGER

October 24, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. 311 Call Center – Update:

Siobhan Foster, Director of Public Works is pleased to announce the “soft launch” of Pasadena’s 311 Call Center on October 28, 2013. The 311 Call Center will serve as the primary point of contact for callers seeking information, services and support from the City. Call Center personnel are trained to handle a wide variety of calls. The 311 Call Center will utilize and manage requests within the Citizen Service Center web and phone application to also offer callers a variety of self service capabilities including initiating a service request or searching the knowledge base. These are available through the following link: <http://www.ci.pasadena.ca.us/CSC/>. The attached memorandum from Siobhan Foster provides additional detailing information on the 311 Call Center project. This includes the project milestones and City extensions that the Call Center will begin answering the week of October 28th.

2. Chromium VI Comments:

The California Department of Public Health (CDPH) officially proposed a new regulation to set the Maximum Contaminant Level (MCL) for hexavalent chromium, or “chrome 6” (Cr6) of 10 micrograms per liter (ppb). Water and Power staff attended a meeting sponsored by CDPH to correct an inaccuracy in information provided on Pasadena’s water. I have attached a memorandum from Phyllis E. Currie, General Manager of Pasadena Water and Power which provides more detail regarding the issues our staff raised at this meeting.

3. Park & 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.

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100 N. Garfield Avenue, Room 231
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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.

4. Fall Holiday Bazaar:

The 4th Annual Holiday Arts & Crafts Bazaar will be presented in the Rotunda area of Pasadena City Hall on Thursday, November 13, 2013, from 10:00 a.m. to 4:00 p.m. This event is sponsored by the Human Services and Recreation Department and features a variety of vendors displaying and selling unique gifts at great prices for friends, family, or that special someone.

According to Mercy Santoro, Director of Human Services and Recreation, some of the local participating businesses include Rhythms of the Village; Laga Designs International, Inc.; and Kaban Azul. In addition to these popular local vendors, talented seniors from the Jackie Robinson Community Center will also be on hand to display their homemade items for sale. Choose from unique jewelry, creative hats, homemade lotions, soaps, quilts, and much more. Proceeds from the event support community projects at the Jackie Robinson Community Center. For more information, please contact Linda Offray at (626) 744-7300 or loffray@cityofpasadena.net.

5. Draft EIR available for Devil's Gate Reservoir Sediment Removal & Management Project:

For several weeks I have provided information on upcoming meetings on this project. On October 23, 2013 the DEIR was made available at various city locations and online. The attached flyer from the Los Angeles County provides more detailed information.

6. Los Angeles Startups In Focus – An In-Depth Look at the LA Startup Ecosystem:

Attached is an article from Be Great Partners, a leading technology incubator in Los Angeles, which talks about the greater Los Angeles becoming a force to be reckoned with in the country's startup ecosystem. Pasadena is mentioned in the article as having launched Innovate Pasadena initiative to increase awareness about and encourage collaboration among is strong startup community that had long operated in a vacuum.

7. Rose Bowl Roundup – October, 2013:

Please find attached the October 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

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: October 23, 2013
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: 311 Call Center - Update

The Department of Public Works is pleased to announce the “soft launch” of Pasadena’s 311 Call Center on October 28, 2013. Milestones for this project include:

Milestone	Date	Complete
Call Center Construction	September 20	√
Customer Service Reps start date	September 30	√
Customer Service Rep training	September 30 – October 25	√
311 Call Center “soft launch”	October 28	
311 Call Center official “go live” date	January 24, 2014	

As part of the “soft launch” of the 311 Call Center during the week of October 28, the Call Center will begin answering the following City extensions (the extensions will remain intact and route into the 311 Call Center):

Extension	Description
x 4000	City of Pasadena main telephone line
x 4087	Department of Public Works telephone line
x 4321	Parks & Natural Resources Division telephone line
x 7622	Graffiti Abatement line

** Additional telephone lines will transitioned to the 311 Call Center over time*

The 311 Call Center will serve as the primary point of contact for callers seeking information, services and support from the City. Call Center personnel are trained to handle a wide variety of calls. The 311 Call Center will utilize and manage requests within the Citizen Service Center web and phone application to also offer callers a variety of self service capabilities including initiating a service request or searching the knowledge base. These are available through the following link: <http://www.ci.pasadena.ca.us/CSC/>.

The 311 Call Center will operate as a “live answer” call center Monday through Friday from 8 a.m. to 5 p.m. After hours, an auto attendant will be available to route callers to a number of departments directly and also provide callers with the option to leave a voicemail message. Call Center personnel will retrieve/act upon messages first thing in

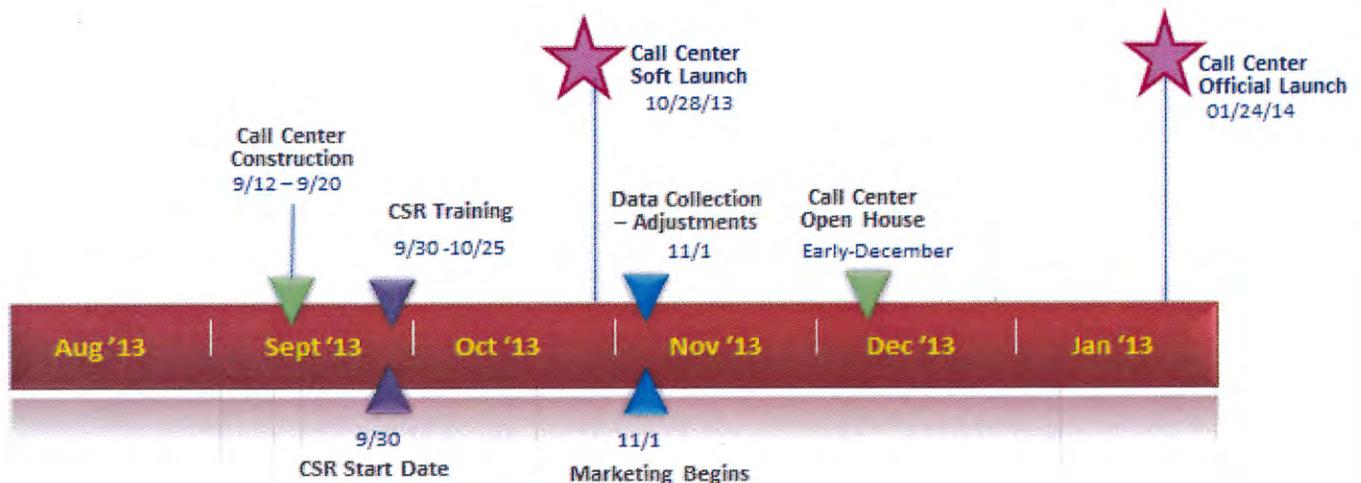
the morning. Data from after-hours calls will be used to determine the need for future 311 Call Center hour extensions including possible 24-hour service.

In addition to assuming the existing City telephone extensions noted above, the 311 Call Center will have the direct dial telephone number of (626) 744-7311. This telephone number will be used on upcoming City marketing materials, including brochures for Christmas tree recycling and e-waste events. This telephone number will be advertised during the “soft launch” period and officially announced during the Mayor’s State of the City Address on January 23, 2014. The 311 Call Center’s official “go live” date is January 24, 2014.

The 311 Call Center is finalizing its official name and logo through a multi-departmental branding effort. In early December, the 311 Call Center will host an open house to allow interested parties to tour the 311 Call Center, meet our staff, and learn more about our operation.

Mandy Templeton, Call Center Manager, also welcomes the opportunity to attend community meetings and begin introducing the 311 Call Center to Pasadena residents. Ms. Templeton is available by telephone at (626) 744-7151 or via e-mail at mtempleton@cityofpasadena.net.

311 Call Center Timeline





PASADENA WATER AND POWER

MEMORANDUM

October 15, 2013

To: Michael Beck
City Manager

From: Phyllis E. Currie
General Manager

Subject: Chromium VI Comments

--CITY_MGR.--

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RCVD

The California Department of Public Health (CDPH) officially proposed a new regulation to set the Maximum Contaminant Level (MCL) for hexavalent chromium, or "chrome 6" (Cr6) of 10 micrograms per liter (ppb). Pasadena Water and Power (PWP) did not submit any written comments as none of our wells has Cr6 above the proposed MCL. We invested our staff time to working on comments submitted by broader organizations, including the Association of California Water Agencies, the Metropolitan Water District of Southern California (MWD), and the California Municipal Utilities Association.

On Friday, October 11, 2013 CDPH held a public hearing to receive oral comments at the MWD's headquarters. PWP staff did attend that meeting and gave oral comments to correct an inaccuracy in information provided in a public report.

Part of the process of determining the MCL is determining the average concentration of Cr6 in the distribution systems of public water systems with detectable amounts of Cr6 in their sources. PWP staff reported at the hearing that CDPH had mis-calculated the average concentration of Cr6 in PWP's water because they did not include MWD water, which is about 50% of PWP's water supply. While all of PWP's wells have some amounts of Cr6, using only PWP well water concentrations results in a calculated average concentration that is too high. This may be an issue for some other public water systems. The average concentration is significant for estimating the impact of the proposed MCL. As reported in the annual water quality report to customers this past June, the average concentration of Cr6 in Pasadena ground water wells is 4.1 ppb.

**Forestry Operation
Tree Removal List
Oct-2013**

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
401-X	CANADA AVE	F	14	SOUTHERN MAGNOLIA	5	"	1	MULCH HAS BUILT UP OVER LOWER TRUNK COVERING TAPER.	TREE REMOVAL PENDING
1588	CASITAS AVE	S	3	CHINESE FLAME TREE	1	"	1	PLANTED SHALLOW, ROOT CROWN ABOVE SOIL GRADE	TREE REMOVAL PENDING
175	DEARBORN ST	F	3	CAROB TREE	26	"	1	90% DEAD TREE, SCAFFOLD WOUNDS WITH TERMITES, HEAVING SOIL	TREE REMOVAL PENDING
1583	FAIR OAKS AVE /N	F	1	BOTTLE TREE	14	"	1	TREE DOWN, FAILURE POINT JUST BELOW BUTTRESS	TREE REMOVAL PENDING
1888	FAIR OAKS AVE /N	F	5	COAST LIVE OAK	5	"	1	DEAD TREE, GROWTH OBSTRUCTED, MINRO CRACKS AND SPLITTING, POOR PRUNING CUTS AT BRANCH TIPS	TREE REMOVAL PENDING
1920	FAIR OAKS AVE /N	F	4	COAST LIVE OAK	N/A		1	DEAD TREE, BRANCHES AND SCAFFOLDS HAVE BEEN BROKEN OFF	TREE REMOVAL PENDING
545	FLOWER ST	F	2	CAMPHOR TREE	25	"	1	DEAD TREE, TREE HAS BEEN ROOT PRUNED FOR DRIVEWAY APPROACH RECONSTRUCTION, STREETSIDE SCAFFOLD MECHANICAL WOUNDS	TREE REMOVAL PENDING
1628	FOREST AVE	F	1	LAVENDAR BLOOM TABEBUIA	1	"	1	POOR LATERAL ROOT DEVELOPMENT, BELOW ROOT BALL	TREE REMOVAL PENDING
1654	FOREST AVE	S	1	SOUTHERN MAGNOLIA	12	"	1	90% DEAD, STUBS WITH DECAY AND TERMITES, PREVIOUS LINE CLEARANCE PRUNING EVENTS	TREE REMOVAL PENDING
1654	FOREST AVE	S	4	SOUTHERN MAGNOLIA	9	"	1	DROUGHTY ROOT ZONE, MINOR WOUNDWOOD DECAY, LOOSE BARK	TREE REMOVAL PENDING
1843	GLEN AVE	F	2	CHINESE PISTACHE	2	"	1	SOIL FUNGUS AT ROOT CROWN	TREE REMOVAL PENDING
441	HAMMOND ST /W	S	1	COAST LIVE OAK	1	"	1	ROOT GIRDLE	TREE REMOVAL PENDING
520	HOWARD ST /W	F	1	CHINESE FLAME TREE	1	"	1	ROOT CROWN BELOW SOIL GRADE	TREE REMOVAL PENDING
1738	LINCOLN AVE	F	2	COAST LIVE OAK	1	"	1	GIRDLED AT CROWN	TREE REMOVAL PENDING
1700	RAYMOND AVE /N	F	3	SOUTHERN LIVE OAK	1	"	1	DEAD TREE, MECHANICAL DAMAGE TO LOWER TRUNK	TREE REMOVAL PENDING
2510	VISTA LAGUNA TER	F	1	CAROB TREE	15	"	1	60% DEAD, MINOR SCAFFOLD DECAY	TREE REMOVAL PENDING
45	WASHINGTON BLVD/ E	N/A	N/A	CHINESE PISTACHE	6	"	1	EMERGENCY REMOVAL: SPLIT SECTION AT LEADER ATTACHMENT, ADJACENT SCAFFOLD HAS SUFFERED PREVIOUS TEARDOWN FAILURE AND WEAKLY ATTACHED.	STUMP PENDING
600	WESTGATE ST	S	1	LAVENDAR BLOOM TABEBUIA	1	"	1	DEAD TREE, SHALLOW, POORLY DEVELOPED ROOT SYSTEM. BELOW CANOPY OF ADJACENT TREES	TREE REMOVAL PENDING
789	ALLEN AVE /N	F	2	COAST LIVE OAK	1	"	2	MECHANICAL DAMAGE TO LOWER TRUNK	TREE REMOVAL PENDING
	ALLEN AVE /N	M	5	LAVENDAR BLOOM TABEBUIA	4	"	2	SPLITTING BARK, MECHANICAL DAMAGE TO LOWER TRUNK, BOWED TRUNK, TREE IS IN POOR CONDITION	TREE REMOVAL PENDING

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
990	ATCHISON ST	F	3	CAMPHOR TREE	34	"	2	90% DEAD TREE, POOR SHOOT GROWTH, ROOT PRUNED FOR CURB REPAIR	TREE REMOVAL PENDING
977	CATALINA AVE /N	F	1	COAST LIVE OAK	4	"	2	CONCRETE BLOCKS COMPRESSING ROOT ZONE, EXCESSIVE TURF AROUND ROOT CROWN	TREE REMOVAL PENDING
1026	ELIZABETH ST	S	3	COAST LIVE OAK	1	"	2	DEAD TREE, MINOR MECHANICAL WOUNDS ON TRUNK, NO OTHER EXTERIOR DEFECTS	TREE REMOVAL PENDING
1450	LAKE AVE /N	S	2	INCENSE CEDAR	1	"	2	DEAD TREE, EXCESSIVE SOIL BUILD UP OVER LOWER TRUNK	TREE REMOVAL PENDING
1705	MOUNTAIN ST /E	F	1	SOUTHERN MAGNOLIA	1	"	2	DEAD TREE, EXCAVATION AROUND ROOT CROWN REVEALED GRIDLING ROOT AND ADEQUATE SOIL MOISTURE IN ROOT ZONE	TREE REMOVAL PENDING
1705	MOUNTAIN ST /E	F	3	SOUTHERN MAGNOLIA	1	"	2	DEAD TREE, SOIL MOISTURE INDICATES TREE IS RECEIVING SUFFICIENT IRRIGATION. APPROX. 2" OF SOIL WAS EXCAVATED FROM AROUND ROOT CROWN. THERE IS NO TRUNK . TAPER	TREE REMOVAL PENDING
1705	MOUNTAIN ST /E	S	2	SOUTHERN MAGNOLIA	1	"	2	DEAD TREE, TREE IS ON REGULAR WATERING CYCLE, EXCESSIVE SOIL HAS BUILT UP OVER ROOT CROWN.	TREE REMOVAL PENDING
407	OAK AVE /N	S	3	SOUTHERN MAGNOLIA	1	"	2	DEAD TREE, DROUGHTY PARKWAY	TREE REMOVAL PENDING
407	OAK AVE /N	S	6	SOUTHERN MAGNOLIA	1	"	2	DEAD TREE, DROUGHTY PARKWAY	TREE REMOVAL PENDING
407	OAK AVE /N	S	7	SOUTHERN MAGNOLIA	1	"	2	DEAD TREE, DROUGHTY PARKWAY	TREE REMOVAL PENDING
1310	ORANGE GROVE BLVD /E	F	3	COAST LIVE OAK	6	"	2	DEAD TREE, EXCESSIVE PARKWAY IRRIGATION	TREE REMOVAL PENDING
1860	PALOMA ST	F	1	JACARANDA	13	"	2	DEAD TREE, CONK PRESENT ON LOWER TRUNK	TREE REMOVAL PENDING
1104	SIERRA BONITA AVE /N	F	1	COAST LIVE OAK	2	"	2	GIRDLING AT ROOT CROWN	TREE REMOVAL PENDING
235	BARTHE DR (BRENNER PARK)	N/A	1	SWEETSHADE TREE	1	"	3	DEAD TREE, NO TRUNK TAPER, BELOW SOIL GRADE	TREE REMOVAL PENDING
235	BARTHE DR (BRENNER PARK)	N/A	2	SWEETSHADE TREE	1	"	3	DEAD TREE, SOIL BUILD UP OVER ROOT CROWN	TREE REMOVAL PENDING
235	BARTHE DR (BRENNER PARK)	N/A	3	SWEETSHADE TREE	1	"	3	DEAD TREE, ROOT CROWN HAS BEEN COVERED WITH SOIL	TREE REMOVAL PENDING
843	BROOKS AVE	F	1	PURPLE-LEAF PLUM	9	"	3	95% DEAD TREE, BORERS, CRACKS & SPLITS THROUGHOUT TREE	TREE REMOVAL PENDING
101	CLAREMONT ST /E	F	6	COAST LIVE OAK	28	"	3	DEAD TREE, COMPACTED ROOT SONE, SPLITTING AND CHECKERING BARK	TREE REMOVAL PENDING
345	COLORADO BLVD /E	F	3	MAIDENHAIR TREE	1	"	3	GIRDLED AT ROOT CROWN	TREE REMOVAL PENDING
385	COLORADO BLVD /E	S	9	ORNAMENTAL PEAR TREE	4	"	3	BROKEN LATERAL ROOT, MINOR SPLITS DEVELOPING IN LOWER TRUNK	TREE REMOVAL PENDING
512	ELDORA RD	F	2	INCENSE CEDAR	1	"	3	DEAD TREE, ROOT CROWN ENCOMPASSED BY SOIL AND TURF	TREE REMOVAL PENDING
1191	FAIR OAKS AVE /N	F	3	COAST LIVE OAK	2	"	3	SOIL BUILD UP OVER ROOT CROWN, NO TRUNK TAPER	TREE REMOVAL PENDING
57	HOLLY ST /E	F	3	LAVENDAR BLOOM TABEBUIA	3	"	3	DEAD TREE, LARGE TRUNK AND SCAFFOLD WOUND, LOOSE, CRACKED AND SPLITTING BARK	TREE REMOVAL PENDING

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
525	JACKSON ST	F	1	COAST LIVE OAK	18	"	3	EMERGENCY REMOVAL: SPLITTING SCAFFOLDS, BORERS, ROOT PRUNED, STONES ENCOMPASSING TRUNK FLARE	TREE REMOVAL PENDING
414	LOS ROBLES AVE /N	F	1	SOUTHERN LIVE OAK	1	"	3	DEAD TREE, ROOT CROWN BELOW SOIL GRADE	TREE REMOVAL PENDING
1100	LOS ROBLES AVE /N	S	1	INCENSE CEDAR	1	"	3	DEAD TREE, ROOT BALL BELOW SOIL GRADE	TREE REMOVAL PENDING
1466	LOS ROBLES AVE /N	S	3	CAMPHOR TREE	1	"	3	DEAD TREE, IRRIGATION WAS DISCONTINUED BY HOMEOWNER, SOIL BECAME DROUGHTY IN ROOT ZONE	TREE REMOVAL PENDING
109	PAINTER ST	F	1	CHINESE ELM	21	"	3	EMERGENCY REMOVAL: TREE HAS SUFFERED SEVERAL WINDSTORM FAILURES, HANGERS AND SPLITTING BRANCHES ON PROPERTY AND STREETSIDE, EXCESSIVE END WEIGHT, MAIN LEADER FAILURE, POOR CANOPY WEIGHT DISTRIBUTION	TREE REMOVAL PENDING
1160	RAYMOND AVE /N	F	1	MESA OAK	1	"	3	DEAD TREE, GIRDLING ROOTS, SHALLOW	TREE REMOVAL PENDING
1221	SUMMIT AVE	F	1	COAST LIVE OAK	2	"	3	DEAD TREE, ROOT CROWN IS BELOW SOIL GRADE, BROKEN ROOTS, SLIGHT LEAN IN DROUGHTY PARKWAY	TREE REMOVAL PENDING
1323	SUNSET AVE	F	1	SOUTHERN LIVE OAK	1	"	3	DEAD TREE, SOIL BUILD UP OVER ROOT CROWN, UNDER CANOPY OF ADJACENT TREES	TREE REMOVAL PENDING
184	ALTADENA DR /S	F	1	SOUTHERN MAGNOLIA	1	"	4	DEAD TREE, NO EXTERIOR VISIBLE DEFECTS	TREE REMOVAL PENDING
1150	BELLA VISTA AVE	F	1	COAST LIVE OAK	17	"	4	DEAD TREE, WOOD BORERS, EXCESSIVE IRRIGATION IN ROOT ZONE	TREE REMOVAL PENDING
3171	CALIFORNIA BLVD	F	1	COAST LIVE OAK	24	"	4	DEAD TREE, BORERS AND TERMITES, SPLITTING BARK, CAVITY, DECAY	TREE REMOVAL PENDING
411	CARMELO AVE	S	1	SOUTHERN MAGNOLIA	1	"	4	DEAD TREE, DROUGHTY PARKWAY	TREE REMOVAL PENDING
2380	CASA GRANDE ST	F	1	CRAPE MYRTLE	8	"	4	90% DEAD, NUMEROUS SPLITS HAVE DEVELOPED IN TRUNK AND CROTCH, TEARDOWN SCAFFOLD WOUNDS, DIEBACK, POOR SHOOT GROWTH.	TREE REMOVAL PENDING
2700	FOOTHILL BLVD /E	F	1	SOUTHERN LIVE OAK	1	"	4	DEAD TREE, SOIL EXTREMELY COMPACTED	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	1	SOUTHERN MAGNOLIA	1	"	4	DEAD TREE IS SHALLOW, ABOVE SOIL GRADE, SOIL LACKS NUTRIENTS, REPLANT WITH ADDITIVES	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	3	SOUTHERN MAGNOLIA	1	"	4	SOIL BUILD UP OVER ROOT CROWN, NO TRUNK TAPER, NUTRIENT DEFICIENT SOIL, REPLANT WITH ADDITIVES	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	5	SOUTHERN MAGNOLIA	1	"	4	TREE DISPLAYS NO CASUAL DEFECTS, SOIL IS MOIST, SITE LACKS NUTRIENTS	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	6	SOUTHERN MAGNOLIA	1	"	4	SOIL CONDITION AT SITE HAS A HISTORY OF FAIL, REPLANT WITH SOIL ADDITIVES	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	7	SOUTHERN MAGNOLIA	1	"	4	ROOT GIRDLE, NUTRIENT DEFICIENT SOIL	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	8	SOUTHERN MAGNOLIA	1	"	4	VANDALIZED	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	9	SOUTHERN MAGNOLIA	1	"	4	GIRDLING ROOTS	TREE REMOVAL PENDING

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
141-X	KINNELOA AVE /S	F	10	SOUTHERN MAGNOLIA	1	"	4	NO EXTERIOR VISIBLE DEFECTS, REPLANT SITE WITH SOIL ADDITIVES	TREE REMOVAL PENDING
141-X	KINNELOA AVE /S	F	11	SOUTHERN MAGNOLIA	1	"	4	TREE IS SHALLOW, ROOTS ABOVE SOIL GRADE	TREE REMOVAL PENDING
2083	LAS LUNAS ST	F	1	COAST LIVE OAK	3	"	4	DEAD TREE, FUNGUS, EXCESSIVE PARKWAY IRRIGATION, MULCH BUILD-UP OVER ROOT CROWN	TREE REMOVAL PENDING
1245	MEDFORD RD	F	1	SILVER MAPLE	18	"	4	EMERGENCY REMOVAL: FUNGUS IN ROOT ZONE, SPLITTING TRUNK ON MULTIPLE SIDES	TREE REMOVAL PENDING
2430	MONTE VISTA ST	S	2	CHINESE ELM	13	"	4	EMERGENCY REMOVAL: MAIN LEADER FAILURE, SPLIT DEVELOPED IN TRUNK	STUMP PENDING
2581	MORNINGSIDE ST	S	2	SOUTHERN MAGNOLIA	15	"	4	DEAD TREE, DECAYING BRANCH AND SCAFFOLD TIPS FROM CROWN REDUCTION, GIRDLING ROOTS, TEARDOWN WOUND, CAVITIES	TREE REMOVAL PENDING
2590	ORANGE GROVE BLVD /E	F	1	HOLLY OAK	18	"	4	DEAD TREE, SIGNS OF MYCELIUM GROWTH BENEATH BARK LAYER	TREE REMOVAL PENDING
3026	ORANGE GROVE BLVD /E (VINA VIEJA PARK)	N/A	1	WESTERN SYCAMORE	2	"	4	DEAD TREE, DRY WITH COMPACTED SOIL CONDITIONS	TREE REMOVAL PENDING
3026	ORANGE GROVE BLVD /E (VINA VIEJA PARK)	N/A	1	JACARANDA	2	"	4	DEAD TREE, DRY WITH COMPACTED SOIL CONDITIONS	TREE REMOVAL PENDING
3026	ORANGE GROVE BLVD /E (VINA VIEJA PARK)	F	8	COAST LIVE OAK	12	"	4	DEAD TREE, POOR TRUNK TAPER, ROOT CROWN IS BELOW SOIL GRADE, MINOR SPLITTING AT INCLUDED BARK ATTACHMENT	TREE REMOVAL PENDING
2575	PALOMA ST (VICTORY PARK)	S	5	COAST LIVE OAK	2	"	4	DEAD TREE, MECHANICAL DAMAGE	TREE REMOVAL PENDING
74	SAN GABRIEL BLVD /S	F	1	CHINESE ELM	28	"	4	LARGE SCAFFOLD TEARDOWN WOUND. TREE WILL BE OFF BALANCE UPON REMOVAL OF SCAFFOLD WITH CANOPY WEIGHT DISTRIBUTION TO ONE SIIDE	TREE REMOVAL PENDING
3165	SAN PASQUAL ST	F	2	OLEANDER	35	"	4	DEAD TREE, TERMITES, BORERS, SCALES, PEELING BARK, CRACK & SPLITS	TREE REMOVAL PENDING
540	SIERRA MADRE BLVD /N	F	2	CAROB TREE	15	"	4	DEAD TREE, CRACKED AND SPLITTING TRUNK, CONKS	TREE REMOVAL PENDING
463	VINEYARD PL	F	1	SWEETGUM	12	"	4	DEAD TREE, TRUNK CAVITY WITH DECAY, DECAYED STUB, CONKS	TREE REMOVAL PENDING
795	BOYLSTON ST	F	1	BRISBANE BOX	1	"	5	DEAD TREE, WEEDWACKER DAMAGE, TURF GROETH HAS ENCOMPASSED ROOT CROWN	TREE REMOVAL PENDING
210	HUDSON AVE /N	F	2	MESA OAK	8	"	5	45-DEGREE LEAN OVER THE STREET, NUMEROUS TRUNK WOUNDS FROM VEHICLE STRIKES, LESS THAN 6 FT OF CLEARANCE FROM CURBSIDE	TREE REMOVAL PENDING
64	MAR VISTA AVE	F	6	OLEANDER	21	"	5	DEAD TREE, CROWN REDUCED, DECAYED BRANCHES	TREE REMOVAL PENDING
650	MAR VISTA AVE	F	1	COAST LIVE OAK	3	"	5	DEAD TREE, BROKEN ROOTS, STUBS, CRACKS & SPLITS, TREE IS UNSTABLE IN GROUND	TREE REMOVAL PENDING

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
275	MAR VISTA AVE	F	2	JACARANDA	33	"	5	DEAD TREE, CONKS, TERMITES, DECAYED TEARDOWN WOUNDS, CRACKED AND PEELING BARK	TREE REMOVAL PENDING
458	MENTOR AVE/ N	F	1	CORK OAK	1	"	5	SCAFFOLDS HAVE BEEN VANDALIZED, ROOT CROWN BELOW SOIL GRADE	TREE REMOVAL PENDING
458	MENTOR AVE/ N	F	2	CORK OAK	4	"	5	BOTTLENECKED TRUNK, GIRDLED, MECHANICAL DAMAGE, SCAFFOLDS AND BRANCHES VANDALIZED	TREE REMOVAL PENDING
235	VILLA ST /E	F	1	REDBUD	1	"	5	DEAD TREE, ROOT GIRDLING AT CROWN	TREE REMOVAL PENDING
363	VILLA ST /E	N/A	N/A	QUEENSLAND PITTOSPORUM	64		5	EMERGENCY REMOVAL: SINGLE TRUNK FAILURE OF A MULTI-TRUNK TREE AT INCLUDED BARK ATTACHMENT. TRUNK IS SPLITTING AT OPPOSITE SIDE OF FAILURE	STUMP PENDING
1029	VILLA ST /E	F	1	SOUTHERN LIVE OAK	1	"	5	DEAD TREE, ROOT CROWN BELOW SOIL GRADE	TREE REMOVAL PENDING
1109	VILLA ST /E	F	1	SOUTHERN LIVE OAK	1	"	5	DEAD TREE, NO VISIBLE CASUAL AGENTS	TREE REMOVAL PENDING
700	WASHINGTON BLVD /E (WASHINGTON PARK)	N/A	N/A	CAROLINA LAUREL CHERRY	13	"	5	DEAD TREE WITH WOOD BORERS, BLEEDING, SPLITS	TREE REMOVAL PENDING
711-X	ARROYO BLVD /S	N/A	N/A	ARROYO WILLOW	34	"	6	DEAD TREE, BUTTRESS AND ROOT DECAY, CAVITIES, TERMITES	TREE REMOVAL PENDING
649-X	ARROYO BLVD /S	F	1	COAST LIVE OAK	1	"	6	DEAD TREE, CONSTRUCTION EQUIPMENT HAS BEEN SET UP ON MULTIPLE SIDES OF THE TREE DIRECTLY OVER ROOT ZONE, SOIL HAS BECOME COMPACTED	TREE REMOVAL PENDING
1240	CHARLES ST	F	1	JACARANDA	16	"	6	DEAD TREE, RECENT CONSTRUCTION AND SOIL DISTURBANCE IN ROOT ZONE, POOR TRUNK TAPER	TREE REMOVAL PENDING
411	GORDON TER	F	2	CAMPHOR TREE	27	"	6	99% DEAD, PRUNED CURBSIDE, BRANCH AND SCAFFOLD DECAY	TREE REMOVAL PENDING
680	LINDA VISTA AVE	F	2	SIBERIAN ELM	20	"	6	90% DEAD TREE, SCAFFOLD AND BRANCH DECAY, POOR SHOOT GROWTH	TREE REMOVAL PENDING
960	LINDA VISTA AVE	F	1	SIBERIAN ELM	30	"	6	CAVITY DECAY, SURFACE ROOT DECAY, GIRDLING ROOTS	TREE REMOVAL PENDING
123	LOS ROBLES AVE /S	F	1	ORNAMENTAL PEAR TREE TREE	14	"	6	CONSTRUCTION DAMAGE TO TRUNK, MULTIPLE SCAFFOLDS HAVE BEEN REMOVED TO STUBS, TORN BARK, STUB CUTS THROUGHOUT CANOPY. TREE IS IN POOR CONDITION.	TREE REMOVAL PENDING
251	ORANGE GROVE BLVD /S	F	5	SOUTHERN MAGNOLIA	3	"	6	ROOT CROWN HAS BEEN COVERED WITH SOIL	TREE REMOVAL PENDING
275	RAYMOND AVE /S (CENTRAL PARK)	N/A	N/A	WINDMILL PALM	5	"	6	DEAD TREE, CONSTRUCTION ACTIVITY CURRENTLY UNDER WAY IN THE VICINITY OF TREE. THERE ARE NO EXTERIOR VISIBLE DEFECTS	TREE REMOVAL PENDING
1880	COLORADO BLVD /E	F	1	LAVENDAR BLOOM TABEBUIA	1	"	7	VANDALIZED	TREE REMOVAL PENDING
296	EL MOLINO AVE /S	F	1	COAST LIVE OAK	4	"	7	DEAD TREE, BORERS, TRUNK SPLITTING	TREE REMOVAL PENDING

#	Address	Sites		Species	Dbh		District	Condition	Comments/Actions
709	EUCLID AVE /S	F	2	CAMPHOR TREE	43	"	7	ROOT PRUNED FOR SIDEWALK RECONSTRUCTION, DIEBACK, CROWN REDUCED FOR LINE CLEARANCE	TREE REMOVAL PENDING
1345	GREEN ST /E	F	1	INDIAN LAUREL FIG	28	"	7	EMERGENCY REMOVAL: ROOT PRUNED, HORIZONTAL SPLIT IN SCAFFOLD, VERTICAL SPLITTING AT TEARDOWN FAILURE, SUPERFICIAL SPLITTING IN AN ADDITIONAL SCAFFOLD WITH WOUND	TREE REMOVAL PENDING
760	HOLLADAY RD	F	1	OLEANDER	13	"	7	SPLITTING TRUNK, PEELING BARK, WEEDWACKER DAMAGE, MULTIPLE PRUNING EVENTS RESULTING IN WEAKLY ATTACHED SPROUT GROWTH	TREE REMOVAL PENDING
760	HOLLADAY RD	F	3	OLEANDER	14	"	7	DECAYING BRANCH TIPS WITH TERMITES, ILLEGAL PRUNING BY LANDSCAPER HAS LEFT POOR PRUNING CUTS AND STUBS THROUGHOUT ENTIRE TREE	TREE REMOVAL PENDING
181	LAKE AVE /S	S	1	GRAPE MYRTLE	5	"	7	DEAD TREE, MECHANICAL DAMAGE AND SPLITTING TRUNK	TREE REMOVAL PENDING
168	LOS ROBLES AVE /S	S	2	GRAPE MYRTLE	3	"	7	DEAD TREE, WEEDWACKER DAMAGE TO LOWER TRUNK	TREE REMOVAL PENDING
168	LOS ROBLES AVE /S	S	5	GRAPE MYRTLE	2	"	7	DEAD TREE, WEEDWACKER DAMAGE TO LOWER TRUNK	TREE REMOVAL PENDING
1000	LOS ROBLES AVE /S	F	1	CORK OAK	2	"	7	CONTAINER OR BARRIER RESTRICTING ROOT DEVELOPMENT, SIDEWALK SIDE BRANCHES EXCESSIVELY PRUNED.	TREE REMOVAL PENDING
343	PARKWOOD AVE /S	F	1	CAMPHOR TREE	41	"	7	DYING TREE, ROOT PRUNED FOR CURB & GUTTER REPAIR, SIDEWALK WAS ROOT PRUNED IN THE PAST, VERTICAL SPLIT HAS DEVELOPED IN LOWER TRUNK, POOR SHOOT GROWTH	TREE REMOVAL PENDING
211	ROOSEVELT AVE /S	F	1	CAMPHOR TREE	34	"	7	90% DEAD, ROOT PRUNED FOR SIDEWALK RECONSTRUCTION	TREE REMOVAL PENDING
1679	ROSE VILLA ST	F	1	SOUTHERN MAGNOLIA	15	"	7	DEAD TREE WITH DECAY, TERMITES, STUBS, CONKS	TREE REMOVAL PENDING
2089	ROSE VILLA ST	R	4	HOLLY OAK	13	"	7	DEAD TREE, MECHANICAL TRUNK WOUND, CAVITIES, TERMITES	TREE REMOVAL PENDING
1505	SAN PASQUAL ST	S	3	CAMPHOR TREE	17	"	7	DEAD TREE DISPLAYS NO EXTERIOR DEFECTS OR CAUSAL AGENTS	TREE REMOVAL PENDING
1775	SAN PASQUAL ST	F	1	CAMPHOR TREE	6	"	7	MAIN LEADER FAILURE, TREE IS OFF BALANCE	TREE REMOVAL PENDING
1345	WENTWORTH AVE (MEDIAN)	M	2	COAST LIVE OAK	3	"	7	ROOT GIRDLE, BORERS, DEVELOPING SPLITS	TREE REMOVAL PENDING

Devil's Gate Reservoir Sediment Removal and Management Project



LOS ANGELES COUNTY FLOOD CONTROL DISTRICT

NOTICE OF AVAILABILITY/NOTICE OF COMPLETION OF THE DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE DEVIL'S GATE RESERVOIR SEDIMENT REMOVAL AND MANAGEMENT PROJECT (SCH #2011091084) AND NOTICE OF PUBLIC MEETINGS

- To:** Responsible and Trustee Agencies, Organizations, and Interested Parties
- Subject:** Notice of Availability/Notice of Completion of a Draft Environmental Impact Report (DEIR) and Notice of Public Meetings
- Project Title:** Devil's Gate Reservoir Sediment Removal and Management Project
- Lead Agency:** Los Angeles County Flood Control District (LACFCD)
- Project Location:** The Devil's Gate Reservoir Sediment Removal and Management Project is located in the City of Pasadena, in Los Angeles County (cross streets: Oak Grove Drive and Windsor Drive). The City of La Cañada Flintridge lies west of the Proposed Project site, and the unincorporated community of Altadena lies east of the Proposed Project site.
- Project Description:** The Proposed Project will remove sediment from Devil's Gate Reservoir to restore capacity and to protect the dam and its valves to reduce the risk of flooding in the communities located downstream. This effort will include removal of approximately 2.9 million cubic yards of existing excess sediment in the reservoir in addition to any additional sediment that accumulates during construction. Sediment removal activities are expected to occur over the course of approximately 5 years beginning Summer 2015. Reservoir management is expected to start after 2020. The purpose of the proposed annual reservoir management is to reduce buildup of sediment in the management area and eliminate or substantially reduce the occurrence of another large-scale sediment removal project in the future.
- Potential Environmental Impacts:** LACFCD has prepared a DEIR that describes the potential environmental impacts of the Proposed Project. The DEIR identifies the potential for significant effects to: Aesthetics, Air Quality, Biological Resources, Cultural Resources, Land Use/Planning, Noise, and Transportation/Traffic.
- Public Review Period:** The DEIR is being made available for public review for an extended 75-day review period between October 23, 2013, and January 6, 2014.



Devil's Gate Reservoir Sediment Removal and Management Project



Document Availability: Hardcopies of the DEIR are available for public review during regular business hours at the locations listed below:

- Linda Vista Library, 1281 Bryant Street, Pasadena, CA
- Pasadena Central Library, 285 East Walnut Street, Pasadena, CA
- San Rafael Branch Library, 1240 Nithsdale Road, Pasadena, CA
- Altadena Library District, 600 East Mariposa Street, Altadena, CA
- Bob Lucas Memorial Library, 2659 Lincoln Avenue, Altadena, CA
- La Cañada Flintridge Library, 4545 North Oakwood Avenue, La Cañada Flintridge, CA
- Irwindale Public Library, 5050 Irwindale Avenue, Irwindale, CA
- Sun Valley Library, 7935 Vineland Avenue, Sun Valley, CA
- County of Los Angeles Department of Public Works, 900 South Fremont Avenue, Alhambra, CA
 - Available at the Water Resources Division's 2nd Floor Public Counter

The DEIR can also be viewed online at <http://www.LASedimentManagement.com/DevilsGate>

Responses and Comments:

LACFCD will hold three public meetings to present the project and its DEIR:

Wednesday, November 6, 2013

6:00 p.m. – 8:00 p.m.

Rose Bowl Stadium

Visitors' Locker Room

1001 Rose Bowl Drive

Pasadena, CA 91103

(Park in Lot F, enter at Gate A)

Thursday, November 14, 2013

6:30 p.m. – 8:30 p.m.

Jackson Elementary School

Auditorium

593 West Woodbury Road

Altadena, CA 91001

(Park in rear lot or on Spaulding Place)

Saturday, November 16, 2013

2:00 p.m. – 4:00 p.m.

Community Center

of La Cañada Flintridge

4469 Chevy Chase Drive

La Cañada Flintridge, CA 91011

(Park in Center/Pre-School Lot)

Comments on the DEIR should be sent to LACFCD no later than 75 days after the posting of this notice, which will occur on **Wednesday October 23, 2013**. Accordingly, correspondence should be postmarked by **Monday, January 6, 2014**. Comments should include "Devil's Gate Reservoir Sediment Removal and Management Project" in the subject line and the name of a contact person. Comments can be submitted in the following ways:

Mail

County of Los Angeles
Department of Public Works
Water Resources Division
Attn: Reservoir Cleanouts Program
P.O. Box 1460
Alhambra, CA 91802-1460

Email

reservoircleanouts@dpw.lacounty.gov

Fax

(626) 979-5436



Upon 72 hours' notice, Public Works can provide program information and publications in alternate formats or make other accommodations for people with disabilities. In addition, program documents are available at our main office in Alhambra (900 S. Fremont Ave.), which is accessible to individuals with disabilities. To request accommodations ONLY or for more Americans with Disabilities Act information, please contact our departmental Americans with Disabilities Act Coordinator at (626) 458-4081 or by TDD (626) 282-7829, Monday through Thursday, from 7:00 a.m. to 5:30 p.m.



SEMI-ANNUAL L.A. STARTUP INDUSTRY REPORT 2013



Los Angeles Startups In Focus
An In-Depth Look at the LA Startup Ecosystem

Brought to you by BeGreat.co

Executive Summary

While the definition of a “startup” varies from source to source, even among the startups themselves, one thing is for sure: Los Angeles is becoming a force to be reckoned with in the country’s startup ecosystem.

In fact, the city's startup ecosystem is making waves on a global scale and ranks only two behind Silicon Valley, according to a recent report from Startup Genome. Based on levels of funding, startup numbers, company performance, entrepreneur demographics and more, the report ranked Los Angeles third among 20 international startup ecosystems. Silicon Valley obviously came in first; Tel Aviv was No. 2.

Greater Los Angeles’ startup ecosystem, which spans from Ventura to Pasadena to San Clemente, is increasingly stealing the spotlight from Hollywood’s historical dominance. Experts and participants in the space attribute this growth to a confluence of events:

- High unemployment during and following the recession
- A greater offering of university entrepreneurship programs
- Second- and third-generation LA entrepreneurs staying active, and most importantly, staying put

In the past few years in particular, startup activity in Los Angeles gained increasing momentum thanks to an influx of technical talent, capital, accelerators and incubators. At least 36.1 percent of LA accelerators and incubators operating today opened in 2011 and 2012 alone.

In the first half of 2013, opening of new accelerators, incubators and co-working spaces has slowed, but overall startup activity across all key sectors remains high.

According to startup community website Built in LA, 94 new startups launched from January to June, with LA startups as a whole raising about \$500 million in funding. Nine companies were acquired during that time, collectively earning more than \$153 million from exits.

Among the greater ecosystem’s hot sectors in 2013 are digital media, software and IT, and consumer products and services, which is consistent with 2012.

On a regional level, though, some sectors are more popular than others. While Downtown LA is known for apparel and cleantech, for example, Orange County excels in the life sciences, including biotech and medical devices.

Although Silicon Beach and Orange County remain the LA startup ecosystem’s overall leaders, other lesser-known regions have been budding with activity over the past year and particularly in the first half of 2013. Pasadena launched the Innovate Pasadena initiative to increase awareness about and encourage collaboration among its strong startup community that had long operated in a vacuum. Meanwhile, Downtown LA is currently building its massive La Kretz Innovation Campus to house the two-year-old LA Cleantech Incubator.

Despite the strong startup ecosystems in Silicon Valley and in New York City on the East Coast, an estimated 800 startups make their home in Los Angeles because the city offers them something other ecosystems don’t. There are key financial advantages as well as a number of economic and cultural trends linking startups with educators, investors, entrepreneurs and more.

“But people’s awareness is what’s really growing,” says entrepreneur Matthew Goldman. “Los Angeles may be 30 years behind Silicon Valley, but it’s going to catch up over time.”

#3

Los Angeles ranked No. 3 top global startup ecosystem

36.1%

of LA startup accelerators and incubators opened in 2011 and 2012 alone

94

new startups launched from January to June 2013

\$500

million raised in funding in 2013, collective \$153 million in exits

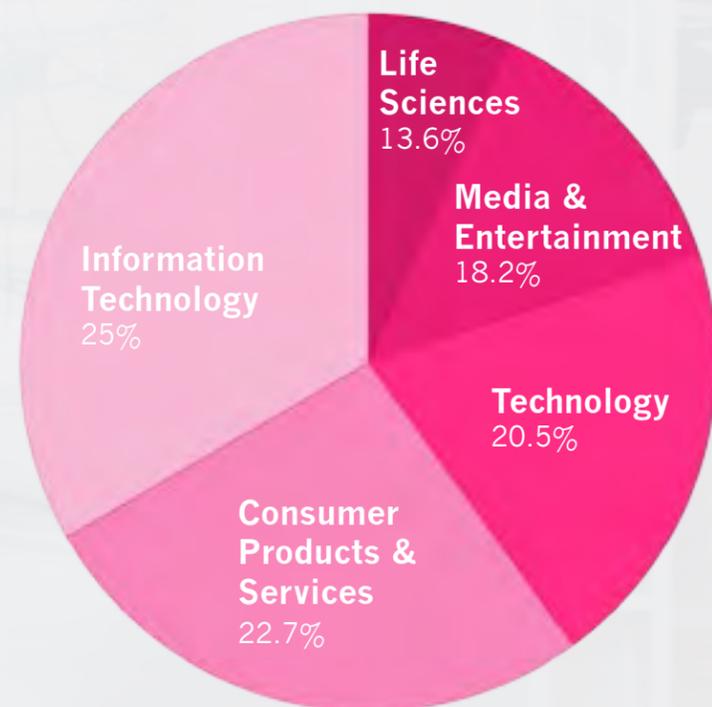
L.A. Startup Ecosystem by the Numbers

Startups* 797
VCs & Angels 50
Accelerators & Incubators 47
Co-Working Spaces 36

*Source: Represent.la

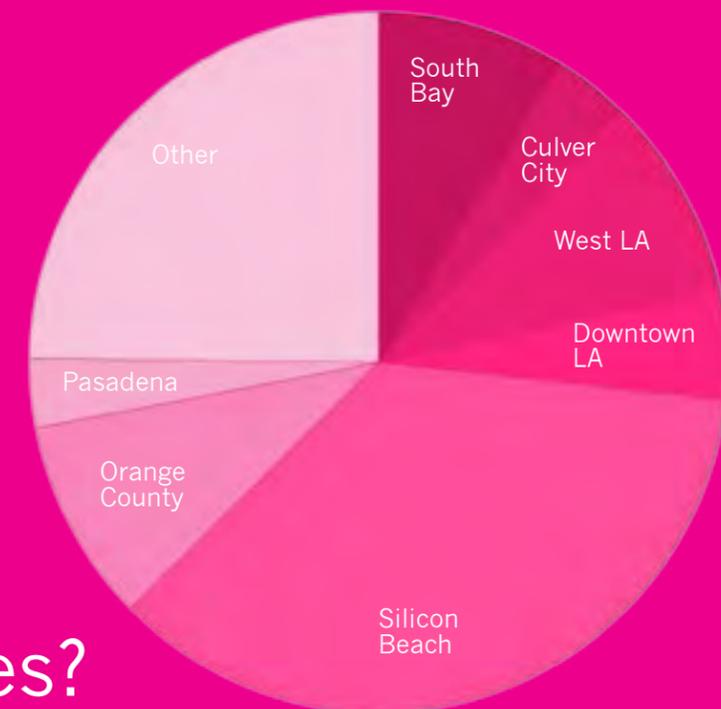
Where LA Invests

Focus	Share* (%)
IT	25.0
Digital Media/Multimedia	29.5
Software	25.0
Internet	20.5
SaaS & Cloud Technology	9.1
Consumer Products & Services	22.7
E-commerce	9.1
Technology	20.5
Mobile/Wireless	20.5
Energy	15.9
Communications/Telecomm	15.9
Clean/Green Tech	9.1
Semiconductors	6.8
Hardware	6.8
Sustainability	6.8
Water	4.5
Media & Entertainment	18.2
Life Sciences	13.6
Medical Devices	13.6
Biotech	13.6
Healthcare	9.1
Optics	4.5
Business Products & Services	6.8
Financial Services	18.2
Advertising & Marketing	11.2



*Total surpasses 100 because most firms focus on multiple sectors

Where Are The Startups In Los Angeles?



Market	Share of Total LA Startups	Key Sectors	Notable Startups
Pasadena	3.2%	Business Products & Services, Research, Sciences, Engineering	OpenX, Wallaby Financial, Uber Media
OC	9.4%	Biotech, Medical Devices, Pharmaceuticals, Gaming, Business Products & Services	Specific Media, AnyMeeting, Local.com
Silicon Beach	35.9%	IT, Software, Mobile, Internet, Digital Media, Consumer Products & Services	Lettuce, ShoeDazzle, Riot Games, Demand Media, Surf Air, SnapChat
Downtown	5.1%	Fashion/Apparel, Green & Clean Tech	Milk & Honey, Make.tv, MySocialCloud.com, 20Jeans
West LA	9.4%		Pagewoo, Engplug, SocialTagg
Culver City	3.5%		Maker Studios, Steelhouse, Wittlebee
South Bay	8.7%		JustFab, Echograph, Sometrics

Outside of the key markets studied, the remaining share of startups is dispersed throughout the greater Los Angeles area, from Ventura in the northwest to Pomona in the northeast to San Clemente in the south.

LA's Local Universities Supply Startup Talent

Schools Entrepreneurship Program/Division

Art Center College of Design
Cal Poly Pomona

The Design Accelerator
Poly Founders
Jet Propulsion Laboratory
Center for Entrepreneurship and Growth
Institute for Entrepreneurship, Small Business
Development & Global Logistics

California Institute of Technology
California Lutheran University
California State University - Dominguez Hills

Society for Innovation and Entrepreneurship
eVillage, Leatherby Center Student Incubator,
K5 Launch

California State University - Long Beach
Chapman University

Claremont McKenna College
El Camino College
Harvey Mudd College
Loyola Marymount University

Center for Innovation and Entrepreneurship
Youth Entrepreneurial Program
HMC Entrepreneurial Network
LMU CBA Business Incubator, Fred Kiesner
Center for Entrepreneurship

Marymount California University
Occidental College
Pepperdine
Pomona College

Enactus
Oxypreneurship
Graziadio School of Business & Management
Pomona Ventures

University of California - Los Angeles

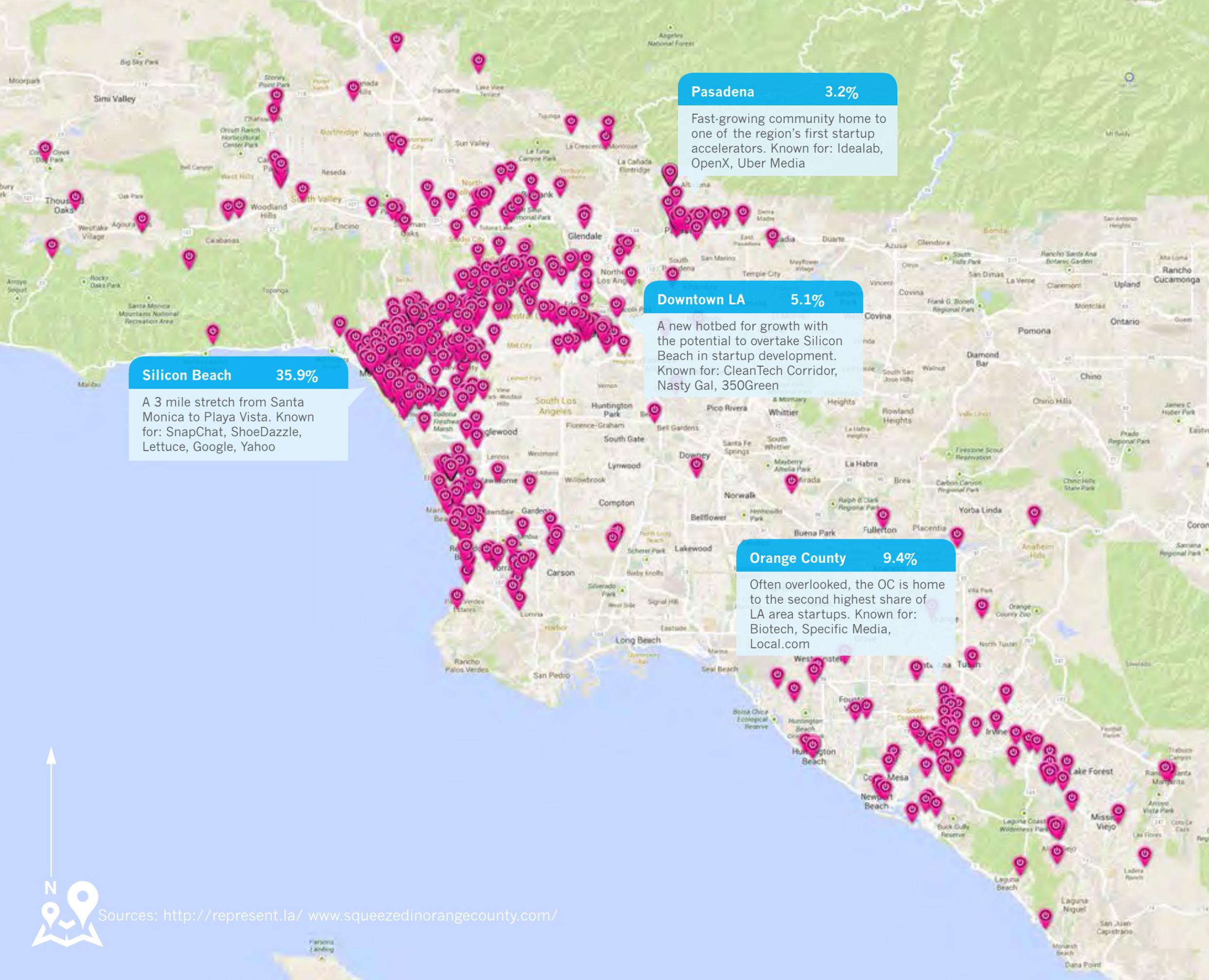
Harold & Pauline Price Center for
Entrepreneurial Studies,
UCLA California NanoSystems Institute,
Startup UCLA

University of Southern California

Viterbi Innovation Institute, Annenberg
Innovation Lab, Lloyd Greif Center for
Entrepreneurial Studies



Los Angeles Startups on the Map



Startup Activity in Greater Los Angeles

Although startup activity is spread throughout greater Los Angeles, activity has traditionally centered in these four hotspots. These four areas contain roughly 53.6% of startup activity with the following breakdown.

Silicon Beach	35.9%
Orange County	9.4%
Downtown LA	5.1%
Pasadena	3.2%

Los Angeles is seeing rapid growth and will very likely have a different makeup by the end of 2013.



Sources: <http://represent.la/> www.squeezedinorangecounty.com/

Silicon Beach

Nearly 40 Percent of Startups Call this Tech-Centric Beach Community Home

The fact that the three-mile stretch from Santa Monica to Playa Vista is being referred to as “Silicon Beach” speaks volumes to the region’s influence in Los Angeles’ greater startup ecosystem. The buzzing beachside startup community houses more than 35 percent of greater Los Angeles’ startups, with a majority operating in the tech space, particularly software and mobile technologies.

In addition to the significant share of new players, the region that’s being touted as Southern California’s Silicon Valley is home to a number of big names in the tech space, too. Yahoo, Google, eHarmony and Hulu all have offices in the area, and slightly smaller Riot Games (League of Legends creator) and Demand Media (parent of eHow) are based in Santa Monica. On an even smaller scale, Silicon Beach is home to popular new startups Snapchat, Surf Air, Instacart and Lettuce.

The region also has the majority of greater Los Angeles’ co-working spaces and incubator/accelerators, with at least one-quarter of each. Well-known MuckerLab, Science Inc., LaunchPad and NextSpace are all based in either Santa Monica or Venice Beach.

Mobile messaging company Mogreet is also based in Santa Monica, but co-founder and CEO James Citron didn’t have the myriad incubator programs available to him when he got started in 2006 (most launched in 2011 and 2012). At that time, Silicon Beach was barely a blip on the startup radar: “The number of startups was much smaller, and you could probably count on two hands the ones that were really going to make an impact,” Citron says. But to him and co-founder Norm Schifman, locating here was a no-brainer; they knew they’d be better off among the region’s community of talented content creators than up north in Silicon Valley.

“Our technology-qualified workforce, creative workspaces and leading broadband infrastructure will keep our economy well-positioned for future growth.”

–Santa Monica Mayor Richard Bloom

QUICK STATS

Share of total LA startups: 35.9%

Key Sectors: IT, Software, Mobile, Internet, Digital Media, Consumer Products & Services

Notable Startups: ShoeDazzle, Riot Games, Demand Media, Surf Air, SnapChat, Lettuce

Startup: Mogreet
Launched: January 2006
Founder: Norm Schifman, James Citron
Sector: Advertising, marketing
M&A Activity: April 2013 by Payvia

Before texting was even a thing, James Citron knew it was going to be the communication platform of the future. In 2004, travels through China and Europe, where texting was the only form of digital communication, opened his eyes to the potential for mobile messaging. Combined with the power of advertising, “Companies could really harness the power of the medium,” he explained. So he and his business partner Norm Schifman set forth in 2006 to help companies do just that, launching Mogreet to connect the texting masses with advertisers looking to reach those consumers.

Fast-forward to today, when more than three-quarters of American cell phone owners use text messaging, and the founders’ leap of faith has proven to pay off. “Two-thirds of MMS video goes through Mogreet,” Citron says, “And we’re now the largest mobile company in Los Angeles.” In April, the Santa Monica-based startup announced an acquisition by leading mobile payments company Payvia, which is also headquartered in Silicon Beach. “It’s very exciting for our team,” he says, “But it’s also great for Southern California. It’s a stamp of credibility that creates a ripple effect to other companies in the greater ecosystem.” Like any humble entrepreneur, Citron deflects any congratulations, attributing the company’s success to his “incredibly talented team” and a strong startup community.

Orange County

Strong Education and Networking Infrastructure
Connect this Key Market

Despite Orange County being home to the second-highest share of startups, many entrepreneurs and startups based there will agree that Orange County's role in the greater Los Angeles startup ecosystem is often overlooked.

More specifically, startups that aren't part of the region's biotech and medical devices sectors are even "harder to find," points out Robert Botch, managing partner at Tidepool Partners in Newport Beach. "You just have to know which rock to turn over." He points to the lesser-known gaming startup community, as well as the lean toward enterprise products and services instead of the more consumer-centric products that come out of Los Angeles proper, particularly Silicon Beach.

Orange County's share of co-working spaces – at nearly 20 percent – is relatively comparable to Silicon Beach and Downtown LA, but where Orange County leads the pack is in its share of funding. Of the greater

Los Angeles area, Orange County is home to nearly 30 percent of seed and early stage investors, with offices of big names like Tech Coast Angels and Shea Ventures. Silicon Beach has about 18 percent.

Most Los Angeles investment firms – about 25 percent – are actually in the subsector of West Los Angeles that includes Beverly Hills, Century City, Westwood and Brentwood (the latter two cities also house a decent number of startups).

Orange County also has a great education and networking infrastructure in place for its startups, says Jeff Brannon, managing director at Metrix Capital Group in Anaheim Hills. In addition to regular panels and VC pitch events across the greater county, Chapman University in Orange fosters entrepreneurship in various programs through its eVillage, Leatherby Center Student Incubator and a partnership with local accelerator K5Launch.

"The beauty of building startups is that they proliferate and then attract more talent to the local area."

–Simon Arkell, CEO & co-founder, Predixion Software

QUICK STATS

Share of total LA startups: 9.4%

Key Sectors: Biotech, Medical Devices, Pharmaceuticals, Gaming, Enterprise Products & Services

Notable Startups: Specific Media, AnyMeeting, Local.com

Startup: Predixion Software
Launched: October 2009
Founder: Simon Arkell, Steve DeSantis
Sector: Financial services
Investors: Accenture, GE Ventures, DJF Frontier, EMC, Miramar Venture Partners, Palomar Ventures, Frost Venture Partners

Simon Arkell was actually in the private equity space when he decided to launch his San Juan Capistrano-based predictive analytics solutions company, Predixion Software. Although witnessing his friend grow and then sell a company to Microsoft for \$300 million acted as a bit of a catalyst, Arkell was primarily inspired to revolutionize the data analytics space with an innovative, end-to-end analytics solution for the average person.

It's safe to say he and his team have been successful, with 2013 being a particularly momentous year. Predixion Software grew its team from 30 employees in January to 50 in June and brought in 30 percent more revenue in the first quarter of 2013 alone than in the entire year of 2012. And the company closed the first half of the year with \$20 million in Series C financing, a portion of which is from two new strategic partners, Accenture and GE Ventures.

Arkell believes VC funding in the region has withered away in the traditional sense in the past few years as investors finished the life cycles of their funds and ceased investing. So it's "exciting to be growing a venture-backed company in Orange County," he says. "I would love to see more of this type of model, creating an ecosystem of venture-backed companies."

Downtown LA

An Up-and-Coming Market Determined to Bring Cleantech to the Masses

Long in a state of development, downtown Los Angeles is finally making a name for itself in the greater startup ecosystem, albeit with a still-small 5.1 percent share of startups. The urban community's fashion and garment districts play host to a number of apparel brands and websites, offering them easy access to supply and expertise.

In more recent years, downtown has also become known for its focus on green and clean technologies; the city's aptly named Cleantech Corridor is a four-mile strip between the Los Angeles River and Alameda Street located in the popular arts district. In 2011, the city of Los Angeles launched the LA Cleantech Incubator as one of many components of then-Mayor Villaraigosa's Green LA Plan. Since then, LACI has built a portfolio of 15 companies focused on boosting sustainability in Los Angeles.

Although the program and its participation haven't grown to the level originally forecast, according to Nate Redmond, managing partner at Rustic Canyon

Partners, 2013 has been particularly noteworthy. First, LACI celebrated its first portfolio company exit. In May, electric vehicle charging station operator 350Green, which was the first startup to join the incubator, announced that it had been acquired by Miami-based Car Charging Group for \$5.2 million. Second, construction commenced in June on LACI's La Kretz Innovation Campus, which will include a new 30,000-square-foot facility for the incubator, a full-scale Cleantech Manufacturing Center and various other facilities.

In addition to influence from the fashion and cleantech sectors, downtown's startup scene has support from nearby USC, particularly the Marshall School of Business' Lloyd Greif Center for Entrepreneurial Studies. "USC is trying really hard to put something in place that can support entrepreneurial activity within reach of its students," Redmond says. "So as more young creative people locate down there and the area's schools get more involved, you're going to see more happening."

"Downtown LA is seeing a resurgence, so as it becomes a great place to live, people will want to build companies there, too."

–Nate Redmond, managing partner, Rustic Canyon Partners

QUICK STATS

Share of total LA startups: 5.1%

Key Sectors: Fashion/Apparel, Green & Cleantech

Notable Startups: Nasty Gal, 20Jeans, 350Green, tCalifornia Lithium Battery

Startup: Milk & Honey
Launched: January 2011
Founder: Ilissa & Dori Howard
Sector: Fashion/apparel, e-commerce
Celebrity Partnerships: Molly Sims, Malin Akerman, Kathy Lee Gifford, Kate Mara

Although neither Ilissa nor Dori Howard had experience in e-commerce – or in launching a business for that matter – they were inspired by the massive growth they were seeing in the space. So in 2011, they founded Milk & Honey, a women's online shoe store that lets the shopper design her own pumps, flats, boots and more.

After graduating from Launchpad LA's accelerator program (based in Santa Monica), the creative energy from the art, garment and fashion districts brought the sisters and their venture to Downtown Los Angeles. "The excitement of the fashion district – watching dress racks being pulled down the streets and women in heels carrying bolts of fabric – all plays into the weird and inspiring energy that is downtown LA," says Dori. They also couldn't "argue with rent at \$1 per square foot compared to Santa Monica prices at \$3 to \$4 and New York City prices at \$30."

Milk & Honey is one of several newer fashion/apparel e-commerce companies in the downtown area, including startups Nasty Gal, The Daily Look and 20Jeans. "We are slowly turning into a real force," Dori says, "One that will grow with time as more apparel entrepreneurs learn of the urban area's potential." Although the successful brand could potentially afford Santa Monica rent prices today – since launching, sales have more than doubled and the business is profitable – Dori says, "We're staying put!"

Pasadena

Distance from Silicon Beach Acts as Catalyst for Budding Startup Community

Far from the buzz of Silicon Beach is the relatively newer startup community of Pasadena. Although one of LA's first accelerators, Idealab, is headquartered in Pasadena – serial entrepreneur Bill Gross founded it way back in 1996 – the city's startup community is still in its infancy.

This year more than ever, though, it is becoming a key player in the greater LA startup ecosystem due in large part to efforts by Gross and several other local entrepreneurs, experts and investors as part of Innovate Pasadena.

“It wasn't until I launched my own company that the need for support and a greater startup community in Pasadena became more apparent,” says VC turned entrepreneur Andy Wilson. He was spending at least three hours a day on the road several days a week trying to attend as many events and presentations in Santa Monica as possible. But that got old really fast.

“Spending that much time on the road and at events

while you're trying to start a company just doesn't work,” Wilson says. “Pasadena has a lot of players, but we were all kind of working in a vacuum. I realized if I dedicated all the time I did on the road to connecting those players, I could effectively instigate something. So the distance from Santa Monica became a catalyst to create our own community.”

Pasadena only houses about 3.2% of greater Los Angeles' startups and doesn't have the representation from co-working spaces that Silicon Beach and other startup regions do, but its movers and shakers are determined to change all that. Innovate Pasadena's launch event at the end of June received 700 RSVPs – 200 more than it could actually host – which was a true testament to the city's potential. Although only a handful of seed and early stage VCs are based in Pasadena, that number is also anticipated to grow in the coming years as startup numbers climb. “Capital shows up where the opportunities are,” assures Wilson, “So that will come.”

“We're sitting on a treasure trove of geeky, techy people that just aren't yet connected.” –Andy Wilson, co-chair Innovate Pasadena, founder Rexter

QUICK STATS

Share of total LA startups: 3.2%

Key Sectors: Business Products & Services, Research, Sciences, Engineering

Notable Startups: OpenX, Idealab, Central Desktop, Uber Media

Company: Wallaby Financial
Launched: January 2012
Founder: Matthew Goldman, Todd Zino
Sector: Financial services
Investors: Founders Fund, WI Harper Group, Karlin Ventures, MuckerLab, Quotidian Ventures, Lion Wells Capital, SLP Ventures

The inspiration for Wallaby Financial came every time co-founder and CEO Matthew Goldman pulled out his wallet. Each time it came to pay, whether buying groceries or settling a hotel bill on a work trip, he had to closely evaluate which credit card to use and the associated rewards memberships. “There's always the best way to pay out of all of your choices,” Goldman explains, “But you really need to have a helpful hand guiding your choice.” So Goldman teamed up with would-be CTO and launched Wallaby Financial to be that guiding hand for consumers. Its offering of personal finance and purchasing tools – smartphone and web apps and The Wallaby Card – helps people optimize their credit card use based on credit limit, statement due dates, linked bonuses, rewards programs and other offers.

Although Wallaby Financial has only been around since January 2012, Goldman has been in tech his entire life, so he's seen firsthand the expansion occurring in Los Angeles. “If you started a tech company here a couple years ago, people would give you a look,” he says. “But now the conversations happening are why a person should be in Los Angeles if they're launching a startup.” Like most veterans in the city's startup scene, he attributes a lot of the change to recent growth in its accelerator and seed funding infrastructure. In fact, Wallaby was in the first graduating class (April 2012) at Santa Monica's Muckerlab accelerator.

LA's Investors

Digital Media, Software and Mobile Tech Secure Most Investor Dollars

Investors, startups and industry experts alike will agree that one of the main reasons Los Angeles' startup scene lingers in the shadows of big sister Silicon Valley is the lack of local early stages investors – at all stages, really.

Los Angeles needs “additional funding and infrastructure at the very earliest stages of venture formation,” reports Santa Monica-based accelerator MuckerLab. “It only has about one-tenth of the venture capital investment as compared to Silicon Valley.”

With the startup movement gaining traction, though, VCs have been paying closer attention. In the two years since he launched his successful brand of co-working spaces Real Office Centers, serial entrepreneur Ron McElroy has noticed an increase in venture capital firms, family funds, private investors and accelerators

that are focusing on Los Angeles for investment opportunities. Investments in ROC-based companies are estimated at \$50,000 to \$200,000 in 2013, an impressive increase from \$25,000 to \$50,000 in 2012.

On the whole, the average investment into a startup for an LA-area venture capital or angel firm is about \$4.07 million, ranging from \$25,000 to \$30 million. In total, startup online community Built in LA estimates that Los Angeles startups have already raised \$500 million in the first half of 2013, well on their way to surpass the estimated \$871 million raised in 2012. Of the about 50 angel and VC firms in greater Los Angeles, the majority are actually located in Orange County at nearly 30 percent, followed by West Los Angeles (which excludes Santa Monica) at 25 percent. Tech continues to be the area where most funding

**Los Angeles
at a Glance**

\$4.07 million Average Investment
\$1.32 billion Average Value

“For all the press that New York City gets, Los Angeles is actually returning at a higher level.”
–Nate Redmond, managing partner, Rustic Canyon Partners

goes, but in particular, Los Angeles firms are investing highly in digital media, software and mobile technologies. Fashion (within the greater consumer products category), media and entertainment, which rank high by nature, also see a fair share of investment dollars. The tech focus dominates Silicon Beach and West LA too, but across other regions, there is much more diversification: Orange County is known for its focus on biotech and medical devices, albeit with a sprinkling of gaming startups; Downtown LA houses both fashion and green technologies; and Pasadena is a

hub for B2B and professional services and research.

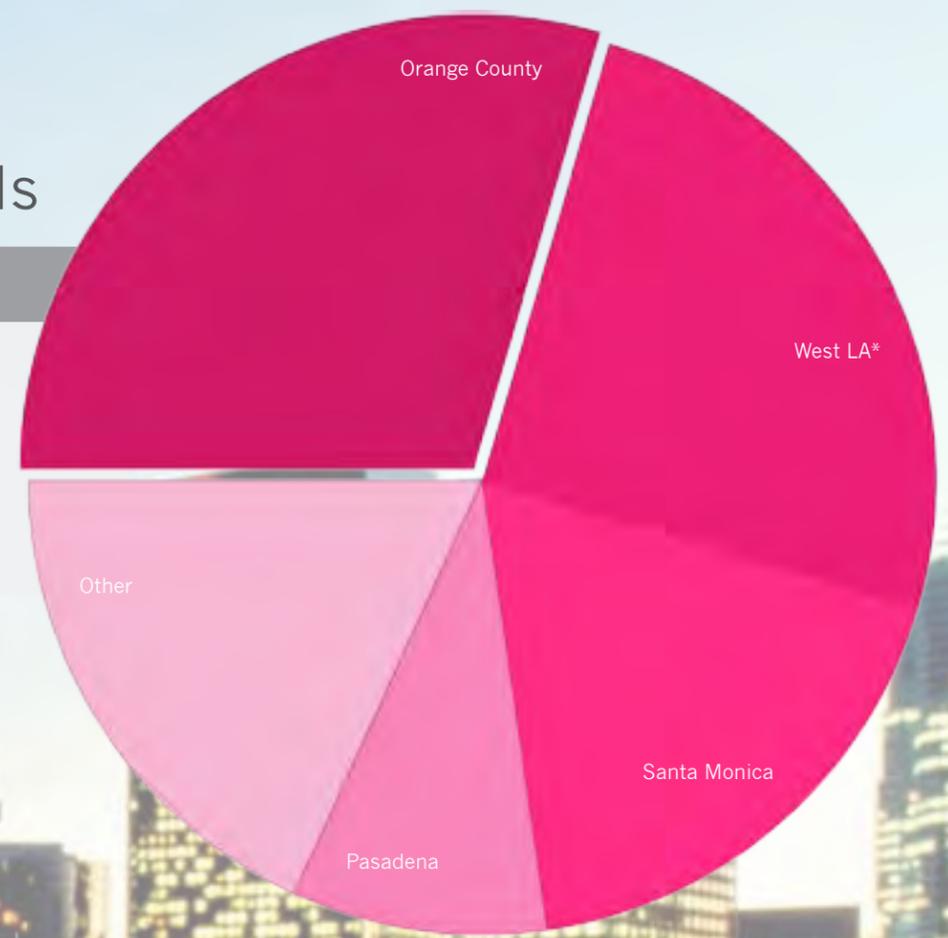
Each startup hotspot has its own flavor, explains Andy Wilson, a VC turned entrepreneur based out of Pasadena. “It’s like a mosaic, with each tile having its own detail. But when you put it all together as greater LA, you have to integrate the tiles into a bigger mosaic.”

Focus	Share* (%)
IT	25.0
Digital Media/Multimedia	29.5
Software	25.0
Internet	20.5
SaaS & Cloud Technology	9.1
Consumer Products & Services	22.7
E-commerce	9.1
Technology	20.5
Mobile/Wireless	20.5
Energy	15.9
Communications/Telecomm	15.9
Clean/Green Tech	9.1
Semiconductors	6.8
Hardware	6.8
Sustainability	6.8
Water	4.5
Media & Entertainment	18.2
Life Sciences	13.6
Medical Devices	13.6
Biotech	13.6
Healthcare	9.1
Optics	4.5
Business Products & Services	6.8
Financial Services	18.2
Advertising & Marketing	11.2

Where the Money Is

Region	Share (%)
Orange County	29.5
West LA*	25.0
Silicon Beach	18.2
Pasadena	9.1

*Includes Beverly Hills, Century City, Westwood, Brentwood



SPOTLIGHT

Company: Tech Coast Angels
LA Locations: Los Angeles, Orange County

Notable Startups: MindBody Software, H2O Audio, SodaHead, Vokle

With offices stretching from San Diego up to the Central Coast and east through the Inland Empire, Tech Coast Angels has a significant presence in Los Angeles' startup ecosystem. What's more, the investment firm has invested more than \$120 million in more than 200 companies since its inception in 1997, including noteworthy Green Dot Corporation. TCA members make average investments of about \$250,000 to \$300,000 across a variety of sectors, including hardware, digital media and biotech, in startups that are beyond the "idea on a napkin" stage, says Michael Green, president of TCA's Los Angeles network.

firsthand the rapid expansion in the LA startup ecosystem. Recognizing that growth and the need for early stage funding, TCA launched Screening2Deal in February of this year, a program that would speed up the application process to help a startup get funded in 30 days. The program was also part of the company's move to help debunk the myth that angel investors are "old and slow."

During his time in the investment space and particularly with TCA, Green has seen

With all the movement and excitement, any player in LA's startup ecosystem could easily get left behind if they don't adapt. "The past two years have been tremendous with all these accelerators and events and entrepreneurs," Green says. "It's been a confluence of events – quite the renaissance for startups."

*Total surpasses 100 because most firms focus on multiple sectors

LA's Accelerators & Incubators

Launching Companies, Launching the Entire Ecosystem

Another point that players in LA's startup scene agree on is the region's exemplary accelerator and incubator infrastructure, a more recent trend that has kick-started much of Los Angeles' recent startup activity.

Although Pasadena-based Idealab and the Business Technology Center of Los Angeles County have both been around since 1996 and 1998, respectively, the majority of accelerators and incubators in greater Los Angeles are all relatively new.

Matthew Goldman remembers around the time he launched his consumer financial services company in January of last year, one of his colleagues was going to start an accelerator. "Then within six weeks there were several more," he says. "It was an idea whose time had come."

At least 21.3 percent of today's 47 accelerators and incubators were already in existence before 2012, but then at least 19.1 percent opened in 2011, alone; 17.0 percent launched in 2012.



Although expansion has slowed further in 2013, primarily due to saturation in key startup markets, a few opened their doors in the first half of the year, including the Ventura BioCenter and the South Bay Entrepreneurial Center. These two are also examples of organizations catering to less saturated markets. Mirroring the breakdown of investors, accelerators and incubators are concentrated in Orange County, Silicon Beach, West LA and Pasadena.

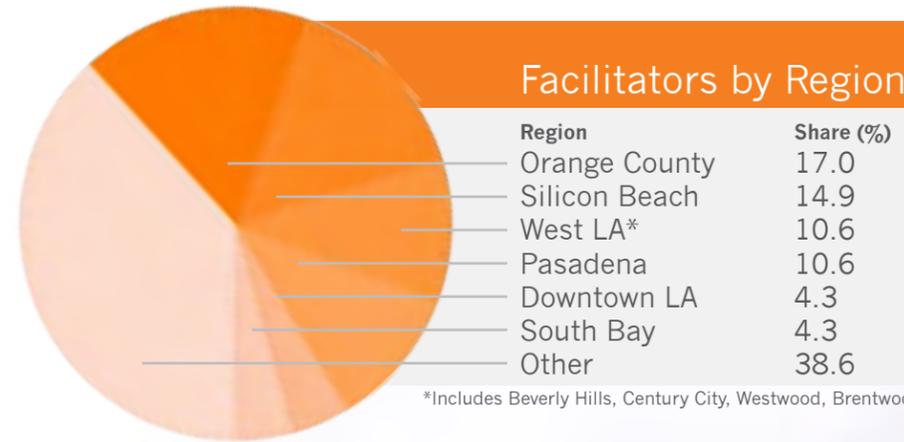
Despite the high concentrations in these key markets, activity and tenancies remain high as entrepreneurs and startups increasingly seek out the educational, collaborative and supportive environments that these organizations offer.

Ron McElroy, who founded a brand of similar collaborative startup environments, confirms this sentiment: "The natural collisions between community members foster an exchange of ideas or better ways to solve problems, be it writing code, developing creative solutions or merging job opportunities or companies."

45% of LA's Startup Facilitators Open In The Past Three Years

Launch Year	Share of 2013 total* (%)
Pre-2011	21.3
2011	19.1
2012	17.0
2013	8.5

*Years for remaining share were unavailable



"More than 75 percent of incubated businesses are still in business after five years versus less than 20 percent without incubation." –South Bay Entrepreneurial Center



SPOTLIGHT

Company: Idealab
Founder: Bill Gross
Headquartered: Pasadena

Notable Alumni: Picasa, CitySearch, eToys, Overture

Truly the first of them all, Idealab launched in 1996 under founder Bill Gross' vision to help create pioneering technology companies. In addition to funding, Idealab offers its participating startups office space, mentorship, marketing and branding services, financial and HR advice and more. To date, it's helped build about 100 companies and has seen 30 exits.

UberMedia, he launched a new mobile ad platform in May of this year that targets app users based on their location and social media data. Also this year, Idealab accepted a new accelerator into its own program. The Design Accelerator, created in a partnership between Caltech and the Art Center College of Design in June, is housed in Idealab and focuses on early stage design and technology businesses.

Many of the ideas and startups that have cycled through Idealab are Gross' own. Evolution Robotics, his venture in personal robotics, was acquired by iRobot for \$74 million in 2012. And under his mobile ad firm

"Idealab continues to be a strong and vocal supporter of entrepreneurs and startups," says managing director Tom McGovern. "We're excited to see the additional attention being paid to [those] in the greater LA area."

LA's Co-Working Spaces

Concept in High Demand, Though New Entrant Numbers Slow

A concept still in its infancy by startup standards, co-working spaces have become the home base of choice for many Los Angeles startups in recent years. Conceived from the ideas that two (or more) heads are better than one and that some small businesses and professionals just don't have the finances to sink into traditional commercial office space, co-working spaces provide tenants flexible terms (from daily to yearly), tools and resources (e.g. desks, internet and conference rooms) and a community, from the entrepreneur at the other end of the table to mentoring from experts and consultants.

Although experts trace the concept of co-working spaces back to San Francisco in 2005, it took a few years before the first facilities opened in Los Angeles and at least six years before the concept picked up traction. Of the city's 36 spaces today, 22.2 percent opened in 2008 to 2010, compared to 27.8 percent in 2012 alone.

After two strong years, growth in the number of new co-working space has tapered off quite a bit. In fact, by year-end 2013 it is not even anticipated to reach half the number that launched just last year. At least two factors are responsible for the slowdown: saturation in the city's key startup markets, particularly Silicon Beach, and an improving economy that allows small businesses to afford pricier, longer-term leases in traditional office buildings.

To no surprise, Santa Monica and Venice together house the greatest share of co-working spaces, with Nextspace, Real Office Centers and Cross Campus making the biggest waves. The region's myriad startups and entrepreneurs keep vacancies low at its eight co-working spaces. And regular networking events, conferences, launch parties, mentoring sessions and pitch opportunities at the facilities bring in an equally high number of startups and entrepreneurs from other cities.

In fact, the 2013 Silicon Beach Fest, which held daily activities at most of the co-working spaces, hosted about 3,000 people from around the country June 19 to 23, according to festival director Kevin Winston, up from 2,000 in its inaugural year in 2012.

Another region making a name for itself in the co-working space arena – and one that isn't as close to its saturation point – is Downtown Los Angeles. With office, studio and meeting spaces less accessible in the dense, urban region, startups are increasingly looking to co-working facilities. Although downtown only launched one space in the first half of this year, the fact that most in the region have been around for at least two years speaks to its potential.

Coworking by Region

Region	Share (%)
Silicon Beach	22.2
Orange County	19.4
Downtown	19.4
Pasadena	5.6
South Bay	4.3
Other	27.8



Over 50% of LA's Co-Working Spaces Open In The Last 2.5 Years

Launch Year	Share of 2013 total* (%)
2008	5.6
2009	8.3
2010	8.3
2011	16.7
2012	27.8
2013	5.6

*Years for remaining share were unavailable



SPOTLIGHT

Company: Real Office Centers
Founder: Ron McElroy
LA Locations: Newport Beach, Irvine, Santa Monica

Notable Tenants: Uber, Business Rockstars Radio, Klick Communications, SimplyHired

After years of professional surfing, Ron McElroy hung up his wetsuit and entered the real estate space. And then in 2011, he launched what would become a powerful name and tool in Southern California's startup scene. The initial inspiration for Newport Beach-based Real Office Centers' co-working spaces came from the neglect McElroy saw in the commercial office space arena. He saw a need not only for facilities that had the tools and resources that many entrepreneurs and small businesses don't have within reach but also those that inspired creativity and encouraged collaboration. So from 2011 to October to 2012, he launched six co-working spaces stretching from downtown San Diego to downtown Santa Monica.

Although the serial entrepreneur and his team haven't launched any new locations yet this year, ROC continues to grow like crazy. Construction on the new 44,260-square-foot Santa Monica location wrapped up in the first half of this year, allowing more than 80 companies to call the old Google building "home" by June, up from about 30 in January. From January to June, total tenants across his facilities (excluding those in La Jolla and San Diego) expanded from 200 to 275. McElroy has his sights set on up-and-coming startup hotspot Pasadena as well as Hawaii, New York and Mexico City.



Outlook

Although the steam behind Los Angeles' startup ecosystem has been pushing it along at a fast pace in the past few years, the growth is coming off years of slow movement and the city still has a lot of potential.

The leading markets have plenty of accelerators, incubators and co-working spaces, so ideally proven brands explore untapped markets. Be Great Partners itself is headed in that direction, with plans for nine Be Great Lab co-working spaces in the works. While some are planned for the key startup markets of Santa Monica, Pasadena and Downtown LA, some are planned for more underrepresented areas in the space, including Sherman Oaks and Century City.

Funding is also key, and the region can always use more of it at all stages. As Andy Wilson of Innovate Pasadena said, "Capital shows up where the opportunities are," so investors will come to the startups as activity picks up.

While the influx of technical talent, incubation programs and capital have been big for small businesses, investors and entrepreneurs alike say the big deals and exits are what will really put Los Angeles on the map.

"What happens in the later-stage deals is what's going to be big," says Michael Green of Tech Coast Angels. "What will send LA soaring is a big exit where you have a significant number of people making money – that would really help. There's already a lot of activity and a lot of excitement, so time will tell what cream rises to the top."

The local industry has already been headed down that path for the past few years, according to estimates from the LA Mayor's Council on Innovation and Industry.

From 2009 to 2012, the number of mergers and acquisitions in Southern California as a whole has increased from 63 in 2009 to about 170 in 2012, representing strong growth of 28.2 percent per year on average, including a 56 percent spike in 2012. Similar is anticipated for 2013 and the coming year, with Pasadena-based OpenX being a prime contender.

"In the next 12 months, we'll see a few high-profile exits and IPOs," forecasts Matthew Goldman of Wallaby Financial. "Game-changing events like those can catalyze an entire region, significantly growing the number of startups and the local talent pool. And as a Southern California entrepreneur, that's what I want to see."

Credits

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Brought to you by BeGreat.co

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About Be Great Partners

Be Great Partners (BGP), a leading technology incubator in Los Angeles, has an active \$6-million fund to expand Los Angeles' startup ecosystem and bring the most talented tech startups and continued long-term job growth to Los Angeles, specifically its Miracle Mile. The company is seeking big-data projects to invest average capital ranging from \$25,000 to \$50,000, while providing the startups with strong mentorship, world-class facilities and a team of 25 innovative developers. Be Great Partners works directly with entrepreneurs to develop their project's full potential. For more information please visit BeGreatPartners.com.

About this Report

The research and writing of this report was contracted by Be Great Partners to a private, unbiased third party. Research was conducted over a three-week period in September 2013 and included numerous in-person interviews, comparative studies with existing sources and extensive qualitative and quantitative research. Unless otherwise noted, all data are estimates.

Sources include but are not limited to:

Built In LA	LATimes.com
CrunchBase	Represent.LA
Entrepreneur.com	StartupNation.com
FindTheBest	SoCalTech.com
Forbes.com	Silicon Valley
LA Mayor's Council on Innovation and Industry	Business Journal
	SeedTable
	Startup California





October 2013



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back to feature milestones met and challenges we face as we work toward a new, improved Rose Bowl Stadium. Find out about the exciting activities at the stadium and those who are making it all happen.

In this issue ...

- ❖ Forward progress
- ❖ Local hire
- ❖ Good news!
- ❖ Rose Bowl governance
- ❖ Conservancy report for Pasadena's Central Arroyo
- ❖ Rose Bowl Stadium neighbor: Kidspace hosts Pumpkin Festival
- ❖ Rose Bowl Stadium tours — Emily Kain
- ❖ Former UCLA coaching-great Terry Donahue honored
- ❖ Rose Bowl Stadium Legacy Campaign — Commemorative bricks on sale!
- ❖ Rose Bowl Stadium Premium Seating
- ❖ UCLA's winning ways end at Stanford
- ❖ Friday night football ... November 15

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

ROSE BOWL STADIUM "BRICK" CAMPAIGN

In celebration of the 100th edition of the Rose Bowl Game



Donor Plaza rendering



Mark your memory at the
Rose Bowl Stadium.

[BUY A BRICK: MORE](#)

Rose Bowl Roundup

FORWARD PROGRESS

Work continues at the Rose Bowl. The first phase of the signage and graphic packages were installed within the Pavilion in time for the first home UCLA game. The Terry Donahue Pavilion signage was installed on the new building on both the field and concourse sides in time for the scheduled unveiling on October 11.

Own a photo in the famed Stadium Pavilion

People seeking a way to contribute to the renovation and upkeep of the Rose Bowl Stadium can now purchase a historic photo and have a donor recognition plaque installed beside the historic photo.

For more, call Megan Bowen, Legacy Connections, at (626) 397-4147 or send an email to: mbowen@rosebowllegacy.com.



Wrong Way Riegels, University of California, Berkley: Roy "Wrong Way" Riegels' wrong-way run in the 1929 Rose Bowl Game against Georgia Tech is often cited as the worst blunder in the history of college football.



New tunnel signage is scheduled to be installed in mid-December in time for the Rose Bowl Game. The donor recognition plaques for former UCLA Coach Terry Donahue were installed within the elevator lobby for the unveiling during the UCLA-Cal game on October 12. Phase 4 construction bids were released in September, and general contractors attended a mandatory pre-bid walk and conference with subcontractors. This conference was chaired by Bernard|Barton Mallow, with Parsons, Clarence Broussard and Rose Bowl Operating Company (RBOC) staff. Bids are due on October 24 and are expected to be awarded during the RBOC's November board meeting.

LOCAL BUSINESS PARTICIPATION AND LOCAL HIRING

A total of 237 Pasadena residents have worked on the project, a substantial increase over the original goal of 100. Total certified wages paid thus far to workers is \$2,388,277. This is 10.2% versus the original project goal of 15%. Contractors have reported \$4,027,683 in local subcontracting. In addition, the RBOC staff reports a total of \$6,511,501 in local business project expenditures.

GOOD NEWS! EVENT PROCEEDS EXCEED EXPECTATIONS

At the October RBOC board meeting Darryl Dunn, general manager, informed the Board that proceeds from the Live Nation concert and the first UCLA games (revenue for parking, food and beverage) exceeded expectations.

Rose Bowl Roundup

ROSE BOWL GOVERNANCE

At the October RBOC meeting, a [governance report](#) developed by the City Manager's office was presented. The report provided background on the origins of the RBOC, as well as expectations and results of the organization since its inception in the mid 1990s. In addition, it included recommendations relating to the RBOC, Pasadena Center Operating Company and Pasadena Community Access Corporation.

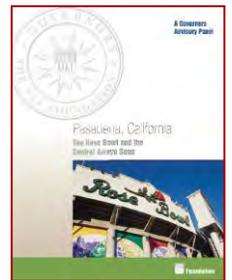
The governance agreement and the conservancy issue the City is working on could be addressed by City Council or one its sub-committees in the coming weeks.



A CONSERVANCY IN PASADENA'S CENTRAL ARROYO

Report by USC Sol Price School of Public Policy Capstone Team

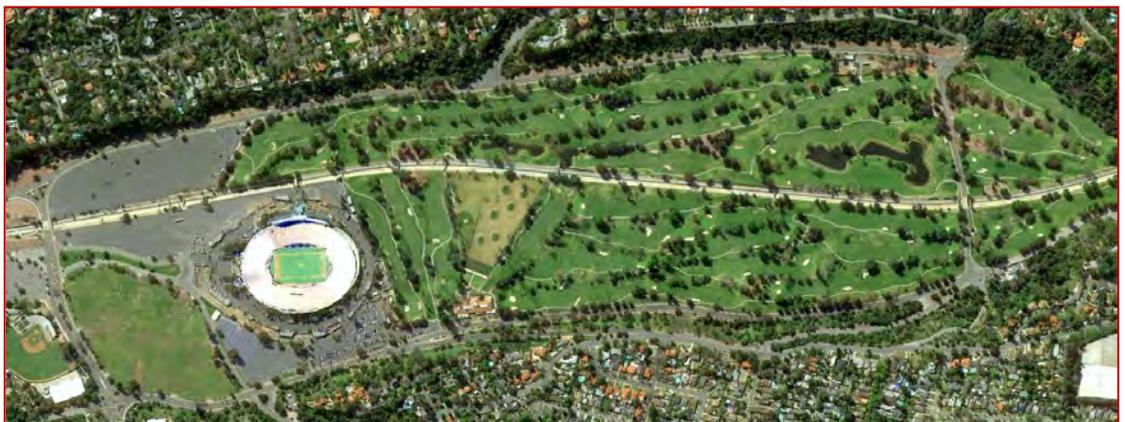
In 2012, the Urban Land Institute visited the Central Arroyo. The Institute subsequently delivered a report that explored ways to make the Central Arroyo Seco self-sustaining. After reviewing the report the city council asked staff to examine the conservancy model further. The City of Pasadena called upon the USC Capstone team to research conservancy models and their implications for Pasadena's Central Arroyo. Upon concluding its research, the team presented five key findings:



- Definition & activities:** It defined a conservancy as a private, nonprofit support entity that raises funds for targeted capital improvements and assists with park management and community engagement. Conservancies also serve as an advocate for the park and most become part of the master plan process. The team found that most all conservancies eventually take on the daily maintenance and operations of the park.
- Formation processes:** Conservancies share several commonalities. They are founded by private citizens who are concerned about the long term viability of the parkland. First, citizens see the degradation of park environment and manmade infrastructures. Seeing this, stakeholders form a coalition and debate solutions for this situation in the "court of public opinion." This yields an understanding of the specifics of the problem and the alternatives they begin to define how to implement their solution, the formation of a conservancy.
- Organizational structures:** After researching how conservancies are typically formed, the team looked at the various organizational structures and board composition.
- Funding & relationships:** Of the conservancies studied, the largest funding sources were private, mostly from individual and corporate donors. Many were founded by groups of private citizens who wanted to see their neighborhood park restored and maintained. Grants from foundations and government were also funding sources.
- Event Policies:** Generally conservancies increase the number of events and users; city permits are required for most events; and cities maintain control over type and number of events. Most conservancies are not land managers and, therefore, cities have the ultimate control over number and type of events.

 FOR ULI REPORT

*The Central Arroyo
(Google Earth)*



Rose Bowl Roundup

A ROSE BOWL NEIGHBOR

Kidspace Children's Museum hosts 19th annual Pumpkin Festival

"Pumpkin Festival is the perfect way to kick off the fall season," said festival co chair Emily Viola. And no wonder, with all the fun, food and music offered by the Museum.

The festival was held over two days, Saturday and Sunday, at Brookside Park. Festival admission was free, and the festival offered complimentary live musical performances, crafts, promotions at the Radio Disney tent and photo opportunities at the pumpkin patch. Many other attractions included bouncers, pony rides, a petting zoo, games and many other attractions. Children played carnival games, made fall crafts, had their faces painted, and selected their pumpkins from a charming pumpkin patch.

The Pumpkin Festival is organized by the museum's volunteer support group, Circle of Friends, and offers even the youngest children a fun and safe way to celebrate fall. The spirit of inclusivity and outreach is a major part of the Pumpkin Festival. Thanks to the generous support of Kidspace donors, more than 350 scholarship children from family-focused charities were given tickets to enjoy the entire event for free.

With so much to see and do families spent the whole day celebrating fall. So, if you missed it this year be sure to attend next fall to enjoy great family fun offered by this worthy organization.

 [MORE](#)



ABOVE AND ABOVE RIGHT: Along with the wonderful games, rides, food, and performances participants were able to enjoy fall themed crafts.



RIGHT: Members of the Los Angeles Children's Orchestra prepare to perform for the festival crowd.

Rose Bowl Roundup

ROSE BOWL TOUR GUESTS SHOW THEIR APPRECIATION

Tour, learn and feel the history

By Emily Kain, manager
Tour Sales and Operations

Tours at the Rose Bowl Stadium, which have been underway now for just shy of four months, have been well received. Our behind-the-scenes tour not only shows off the historic sites throughout the stadium, but it also reminds guests of the impact the Rose Bowl has had on college football history. Most gratifying, those who've taken the tour have taken the time to let the tour staff know just how memorable the experience was.



One guest wrote: "The tour this morning was fantastic. We have so much history here at the Rose Bowl in SoCal that's known throughout the world. When I mention it to others I meet, I always tell them how wonderful it is that we have the opportunity to come to the beautiful Rose Bowl Stadium."

Another wrote: "My brother and I had the opportunity to take a tour of the Rose Bowl. We have an interest in sport stadiums and have taken tours of approximately eight or nine other stadiums in our travels. We both agree that the tour of the Rose Bowl was the best because of their tour guides."



A tour group in the stadium stands
(Photo by Carmen Porto)

TOUR INFORMATION

- ❖ Thursday-Sunday, 10 a.m. - Noon;
2 p.m. - 4 p.m.
- ❖ Adult: \$17.50
- ❖ Kids (5-12) / Senior (65+) / Military with ID:
\$14.50
- ❖ Exceptions: no tours on days of UCLA home games or Flea Market

Our goal is to make sure that the tours of the Rose Bowl Stadium will continue to show the world what an amazing piece of history we have here.

I'd like to invite you to take a tour. Why not make the next get-together with friends or family your tour of the Rose Bowl Stadium. This is an auspicious year for the stadium and the Tournament of Roses with the 100th Rose Bowl Game coming up.



Tickets are available on Ticketmaster.com or at the stadium's tour ticket booth, located outside of Gate B. Also, be sure to check out the stadium website at RoseBowlStadium.com, or call me at (626) 275-2714 for more information.

[MORE](#)

Tour guide Amy Borton prepares to take a group of visitors into tunnel 27 and onto the Rose Bowl turf.

FORMER UCLA COACH TERRY DONAHUE HONORED

Rose Bowl Press Box Pavilion renamed the Terry Donahue Pavilion



Few would disagree that Terry Donahue was a great coach. Donahue compiled a 151-74-8 record as UCLA's head coach from 1976-1995. Donahue has accrued many honors including Rose Bowl (1997) and Sun Bowl (2005) Halls of Fame. In 2008, he was named the Edward A. Dickson (UCLA) Alumnus of the Year for "Outstanding achievement in his professional field, in service to his community, in public service and in service to the University." Donahue, a 2002 inductee into the College Football Hall of Fame, is the most successful football coach in UCLA football and Pac-12 Conference history.



Terry Donahue and friends celebrate at Pavilion dedication. (Photos courtesy of Rose Bowl Stadium)

Terry Donahue's exemplification of excellence, character and integrity was recognized at a dedication ceremony on October 12 when the Rose Bowl press box was renamed the Terry Donahue Pavilion.

Donahue was emotional at the official dedication, stating as he accepted this honor, "My family and I are deeply moved by such a tribute. I feel a tremendous sense of humility, pride and gratitude to so many players, coaches and friends for making this a reality."

There is more to Coach Donahue's legacy than his winning record and UCLA Athletic Director Dan Guerrero said it best, "Those accomplishments, however, pale in comparison to Terry's character and integrity. He is a tremendous ambassador for the program, the athletic department, the university and

Rose Bowl Roundup

the game of football in general, and I cannot think of a person more deserving of this honor than TD."

In the beginning

Donahue's legacy to the university began as a student-athlete in the 1960s and was later cemented as a head coach. As a 195-pound defensive lineman on the 1965 UCLA team that upset heavily-favored USC, then took down top-ranked Michigan State in the 1966 Rose Bowl game, Donahue was the personification of the "gutty little Bruin."

After graduation, Donahue returned to the program under Pepper Rodgers and served as an assistant under Dick Vermeil on the 1976 Rose Bowl championship team that beat Ohio State. He succeeded Vermeil that same year, beginning a 20-year stint in which Donahue made UCLA into a consistent college football power.

Donahue became the first coach to win a bowl game in seven consecutive seasons and had an 8-4-1 overall career record in bowl games, including victories in four consecutive New Year's Day bowls. Included in that record were three Rose Bowls (1983, 1984 and 1986), emblematic of three of the five Pac-10 Conference titles Donahue won or shared.

Donahue owns the most conference wins of any coach in Pac-10 history (98) and the most wins in UCLA history (151). He also edged out cross-town rival USC for bragging rights courtesy of a 10-9-1 record. Under Donahue's tutelage, UCLA produced 34 first-team All-Americans and had 14 players selected in the first round of the NFL draft.

Now Donahue's name will grace the newly renovated Pavilion at the Rose Bowl. And, as fans enter to watch Coach Jim Mora's team on the gridiron they will be reminded of what these two coaches share: a belief that the Bruins must never settle for average and, in fact, always strive to be special.

ROSE BOWL LEGACY "BRICK" CAMPAIGN

The Rose Bowl Stadium's front door gets some sprucing up for the 100th Game

The long-awaited Rose Bowl Brick Campaign is up and running. Fans and community members now have an opportunity to make their mark at our iconic stadium ... literally. They can inscribe their brick with a personal message in remembrance of a person, event or game, a special memory, and feel the pride. Each personalized brick will be incorporated into the iconic plaza in front of Gate A, leading to the main entrance of the stadium.



Premium 8" x 8" legacy bricks (\$425—\$350) take center stage, as they will create the iconic rose pattern. The 4" x 8" (\$100) bricks will make up the plaza bands surrounding the rose design. Premium rose brick options also include a keepsake replica brick. Replica bricks are made of the same material and inscribed with the same personal message as the installed stadium brick (premium replicas will be rose red). Become part of history "one brick at a time" to ensure the Rose Bowl's future for generations to come.

[MORE](#)

ROSE BOWL PREMIUM SEATING

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

The Legends Global Sales team continues to post new sales of Rose Bowl Stadium Suites, Loge Boxes and Club Seats. For the October 12th UCLA vs CAL football game, the newly named Terry Donahue Pavilion was full to capacity with 54 Suites, 48 Loge Boxes and 1,199 Club Seats filled to watch the UCLA Bruins beat the California Golden Bears 37-10.



Overall annual revenue of the project continues to approach \$7 million as the Legends team has now sold approximately 80% of the available premium inventory.

Rose Bowl Roundup

Excitement continues to grow around the 100th Rose Bowl Game on January 1, 2014 and the final BCS National Championship Game on January 6, 2014. This will potentially be the final time that both the Rose Bowl Game and College Football Championship Game will be played in the same venue the same year. Rose Bowl Premium Seats offer an opportunity to see both of these world class events in the best Southern California sports experience.

New Club Seats include cushioned outdoor seating and access to the 15,000-square-foot Club Lounge and four full direct cash bars. 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.

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

BRUIN FOOTBALL UPDATE:

UCLA defeats Utah, 34-27, and California, 37-10, but stalls at Stanford, losing 24-10

The Stanford game was a big one for the Bruins, who lost twice to them last season and has not beaten them since 2008. Unfortunately, they didn't turn it around this time.

The week before, with Coach Mora's laser focus on "the game at hand," the Bruins defeated California 37-10. That was an auspicious night at the Rose Bowl Stadium honoring UCLA coaching great Terry Donahue, in whose name the newly renovated Pavilion is named. Donahue, who led UCLA to three Rose Bowl wins in the 1980s, is a fan of Jim Mora's coaching.

The Bruins went into the Cal game after winning a 34-27 victory over Utah in an October snowy Pac-12 opener at Rice-Eccles Stadium in Utah. UCLA lost two key offensive players in that game.

Tackle Torian White suffered a broken bone and a torn ligament in his right leg. He will be out for the season. Running back Jordan James's ankle injury kept him out of the October 12 California game. Nevertheless, the Bruins managed a victory over California on Saturday that moved them up to No. 9 in the Associated Press poll. Quarterback Brett Hundley had 410 yards passing against Cal; his three touchdown passes gave him 41, tying him with Troy Aikman on the UCLA all-time list.

Unfortunately, Hundley couldn't match that performance at Stanford; even though Stanford had dropped to No. 13 after being upset by Utah, 27-21. Right out of the gate UCLA was plagued by penalties. Stanford played a physical ground game and their defense was dominant, stopping Quarterback Brett Hundley in his tracks.

The Bruins travel to Eugene, Oregon to play The Ducks Saturday, October 26.

Rose Bowl Roundup

HEADS UP!

UCLA vs. UNIVERSITY OF WASHINGTON: FRIDAY NIGHT, NOV. 15

The UCLA Bruins take on the University of Washington at the Rose Bowl on Friday night, November 15 at 7 p.m. (PT). Those who will attend the game and area neighbors should anticipate heavy traffic throughout the area and it is strongly recommended that everyone plan ahead to avoid delays. Game attendees should consider carpooling or using designated shuttle buses to alleviate congestion, reduce travel times and potentially take more than 8,000 cars off the roadways.

Parking is on a first-come first-parked basis. General parking is located north of the Rose Bowl Stadium on Brookside Golf Course. All general parking lots open at Noon and parking passes will be sold on game day for \$25. Overnight parking, except for RVs, is prohibited. Parking lots close 90 minutes after the game concludes.

[!\[\]\(7f05b059bc0583c5dd3385c0ccddbce0_img.jpg\) 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

[!\[\]\(842b9a660eb497650bab4e1dbd552bfc_img.jpg\) MORE INFORMATION](#)

[!\[\]\(4c004fe1308bd1c1ed3931e371f29946_img.jpg\) SEND YOUR QUESTIONS AND FEEDBACK](#)



Honoring the Past ~ Preparing for the Future

FUND RAISERS, LTD. 2013 HOLIDAY TIMELINE 100th ROSE BOWL GAME LEGACY BRICK PROGRAM



HANUKKAH: (begins 11/27 thru 12/05)

KEEPSAKE REPLICA BRICKS <i>(engrave and ship in time for holidays)</i>	
09/16	Sales Cut-Off date with NO Rush Fees
09/23	Sales Cut-Off date with \$25 Rush Fee + S&H
10/28	Sales Cut-Off date with \$35 Rush Fee + Expedited S&H
*KEEPSAKE CERTIFICATES <i>(merge, print & mail in time for holidays)</i>	
11/11	Sales Cut-Off date with NO Rush Fees
11/18	Sales Cut-Off date with applicable Rush Fee + Expedited S&H
<i>*Replicas will ship within our standard 10-12 week production timeframe</i>	
*GIFT CERTIFICATES <i>(merge, print & mail in time for holidays)</i>	
11/18	Sales Cut-Off date with NO Rush Fees
11/22	Sales Cut-Off date with applicable Rush Fees
<i>*Inscription approval process is not required for gift certificates</i>	



(REVISED) CHRISTMAS: (12/25)

KEEPSAKE REPLICA BRICKS <i>(engrave and ship in time for holidays)</i>	
10/20	Sales Cut-Off date with NO Rush Fees
11/04	Sales Cut-Off date with \$25 Rush Fee + S&H
11/25	Sales Cut-Off date with \$35 Rush Fee + Expedited S&H
*KEEPSAKE CERTIFICATES <i>(merge, print & mail in time for holidays)</i>	
12/02	Sales Cut-Off date with NO Rush Fees
12/09	Sales Cut-Off date with applicable Rush Fee + Expedited S&H
<i>*Replicas will ship within our standard 10-12 week production timeframe</i>	
*GIFT CERTIFICATES <i>(merge, print & mail in time for holidays)</i>	
12/09	Sales Cut-Off date with NO Rush Fees
12/16	Sales Cut-Off date with applicable Rush Fee + Expedited S&H
<i>*Inscription approval process is not required for gift certificates</i>	

*Fund Raisers, Ltd. has no control over shipping delays due to weather and/or circumstances beyond our control.
UPS does not guarantee ground transit times between the dates of 12/10 – 12/23.
During the winter holidays, expedited shipments may have a 90-minute delay for delivery.*