



OFFICE OF THE CITY MANAGER

February 20, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Message from the City Manager:**

One of the principle goals for local government is to provide for the safety of our public, so when we are faced as a community and as an organization with the realization that two young lives were cut short by senseless violence, our sorrow and frustration is immense. On behalf of the City, I want to express our sincere condolences to the families and loved ones of the two young people who lost their lives this week in Pasadena. Our thoughts and prayers go out to their families during this difficult time. The violence in our country, particularly gun violence, continues to extract a heavy toll on the victims, their families and the neighborhoods where these crimes occur.

Pasadena is a remarkably safe community and when these incidents occur, we put the full resources of our Police Department to investigate these heinous crimes and to bring those responsible to justice. In fact, one person has already been arrested as the sole suspect in one of the shootings. Detectives, meanwhile, continue to search for those responsible in the second shooting. Unfortunately, as the causes are many, there are no easy solutions to stopping crime and gun violence from happening. As a society and as a nation we must work together to reduce the incidents of violence. The City will continue our efforts, locally, to help prevent tragedies like these from occurring and we ask all citizens to consider what they might do to assist in reducing crime and gun violence.

City Hall

100 N. Garfield Avenue, Room S228

Mailing Address: P.O. Box 7115 • Pasadena 91109-7215

(626) 744-4333 • Fax (626) 744-4774

mbeck@cityofpasadena.net

2. Washington Park – Enhancement Project:

Siobhan Foster, Director of Public Works is excited to announce the completion of the Washington Park Sports Field Improvements and installation of a new walkway as part of the CIP -“Citywide Sports Field Improvements.” This represents the culmination of a successful partnership with the Pasadena Community Foundation (PCF), Washington Square Neighborhood Association, and Friends of Washington Park. The City funded the \$50,000 field renovation project and the northern portion of the walkway including benches and a drinking fountain was funded through a \$19,000 PCF grant spearheaded by the Washington Square Neighborhood Association and Friends of Washington Park.

Construction of the field and park improvements began in October 2013. Project construction and turf establishment necessitated field closure for several months. The project enhanced the playable surface and improved the field to City standards. The attached memorandum provides additional information on the specific project components and photos of the softball field renovation and walkway and bench installation.

3. Pasadena Police Calls for Service Report – January 2014:

Attached is the Preliminary Monthly Statistical Report for the month of January 2014 from Phillip L. Sanchez, Chief of Police. This report is based on report calls for service rather than the uniform crime reporting (UCR) stats. The report reflects specific call types that resulted in a report/arrest disposition sorted by Service Area and Council District.

4. PWP’s “Your Water: The Big Picture” Event:

Please join Pasadena Water and Power at the, “Your Water: The Big Picture” event on February 26, 2014, to learn about the challenges of resolving California's long term water supply issues and what we can do to help! According to Phyllis Currie, General Manager, Water and Power, the event will feature water industry experts and is free of charge. Refreshments will be served, a rain barrel will be raffled, and each attendee will leave with a free water conservation kit. Join PWP staff for an educational and eventful evening. Register for this free event at PWPweb.com or call (626) 744-3715. Attached for your information, is the “Your Water: The Big Picture” event advertisement.

5. PWP Announces New Scholarship for High School Seniors:

Pasadena Water and Power (PWP) is committed to investing in the education of the City’s youth and is pleased to announce a new scholarship for high school seniors. According to Phyllis Currie, General Manager, Water and Power, PWP is offering up to \$5,000 in college scholarships to Pasadena Unified School District high school seniors who can devise creative new ways to promote water conservation and renewable energy. Two scholarships will be awarded, first place prize will be \$5,000 and the second place prize will be \$1,000.

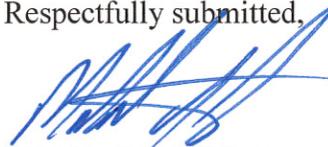
The scholarship applications are due April 18, 2014 and awardees will be notified via email by April 28, 2014. PWP will present the winning students with their awards at Pasadena’s

annual Earth and Arts Festival on May 3, 2014 at Memorial Park. Attached for your information is the PWP Educational Scholarship Advertisement.

6. **Rose Bowl Roundup – February 2014:**

Please find attached the February 2014 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. The Roundup features the milestones met and challenges faced in working toward a new, improved Rose Bowl Stadium for our city. The Roundup will keep you up to date on this plus the many exciting events that will be hosted by the stadium in 2014.

Respectfully submitted,



MICHAEL J. BECK
City Manager

MJB/dc

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: February 20, 2014
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Washington Park – Enhancement Project

The Department of Public Works is excited to announce the completion of the Washington Park's Sports Field Improvements and installation of a new walkway as part of the CIP - "Citywide Sports Field Improvements," the culmination of a successful partnership with the Pasadena Community Foundation (PCF), Washington Square Neighborhood Association, and Friends of Washington Park. The City funded the \$50,000 field renovation project and the northern portion of the walkway including benches and a drinking fountain was funded through an \$19,000 PCF grant spearheaded by the Washington Square Neighborhood Association and Friends of Washington Park.

Construction of the field and park improvements began in October 2013. Project construction and turf establishment necessitated field closure for several months. The project enhanced the playable surface and improved the field to City standards. Specific project components included:

- Removal and replacement of existing turf
- Fine grading of the softball field for improved playability
- Reconstruction of backstop

A new walkway was also constructed along the eastern edge of the park from the picnic structure to the baseball backstop in the southeast corner. New benches and drinking fountains were installed along the northern portion of the walkway. The northern portion of the walkway connects the adjacent senior housing development to the park, and the southern portion of the walkway leads to the renovated softball field. The recent enhancements complement the security/walkway lighting project completed last year.

Attachment:

Washington Park –Softball Field Renovation & Walkway Photographs

Washington Park – Softball Field Renovation



Washington Park – Walkway & Bench Installation





PASADENA POLICE DEPARTMENT

PRELIMINARY - Monthly Statistical Report

January 2014

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

Offense	Service Area					
	1	2	3	4	5	
Homicide						
Rape			1			1
Robbery	2	5	1	3	4	15
ADW	1	9			1	11
Assault	3	8	1	2	11	25
Assault DV	1	5	1		3	10
Burglary Commercial	6	5	7	12	12	42
Burglary Other	2	1	1	1	2	7
Burglary Residential	3	14	9	7		33
Burglary Vehicle	14	8	4	9	7	42
Theft	38	23	32	25	43	161
<i>Recovered Vehicle</i>	3	3		1		7
Stolen Vehicle	4	2	6	3	3	18
	74	80	63	62	86	365

Offense	Council Districts							
	1	2	3	4	5	6	7	
Homicide								0
Rape		1						1
Robbery		1	6	3	1	3	1	15
ADW	5		1		3	1	1	11
Assault	4	1	7	2	4	6	1	25
Assault DV		1	4		3	1	1	10
Burglary Commercial	1	5	13	12	1	7	3	42
Burglary Other	1	1		1		3	1	7
Burglary Residential	7	4	4	8	5	2	3	33
Burglary Vehicle	6	1	10	9	2	6	8	42
Theft	8	15	31	28	12	29	38	161
<i>Recovered Vehicle</i>	3			1		2	1	7
Stolen Vehicle	1	2		3	4	5	3	18
	33	32	76	66	35	63	60	365

**Totals do not include recovered vehicles

INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Combined Service Areas and Council District - January 2014																						
Council District	West			Northwest				Central				East			Midtown							
	1	6	7	1	3	5	2	4	5	7	4	1	3	5	6	7						
Homicide																						
Rape							1				1								1			
Robbery		1	1	2		4	1	5	1			1	3	3		2		2	4	15		
ADW			1	1	5	1	3	9									1		1	11		
Assault	1	2		3	3	1	4	8	1			1	2	2		6		4	1	11	25	
Assault DV			1	1		3	2	5	1			1				1	1	1		3	10	
Burglary Commercial		6		6		4	1	5	5		2	7	12	12	1	9		1	1	12	42	
Burglary Other		2		2	1			1	1			1	1	1				1	1	2	7	
Burglary Residential	1	2		3	6	4	4	14	4	1	1	3	9	7	7						33	
Burglary Vehicle	5	5	4	14	1	6	1	8	1		1	2	4	9	9		4		1	2	7	42
Theft	3	17	18	38	5	13	5	23	15	3	4	10	32	25	25		18	3	12	10	43	161
Recovered Vehicle		2	1	3	3			3						1	1							7
Stolen Vehicle		4		4	1		1	2	2		2	2	6	3	3			1	1	1	3	18
	10	39	25	74	22	36	22	80	32	4	8	19	63	62	62	1	40	5	24	16	86	365

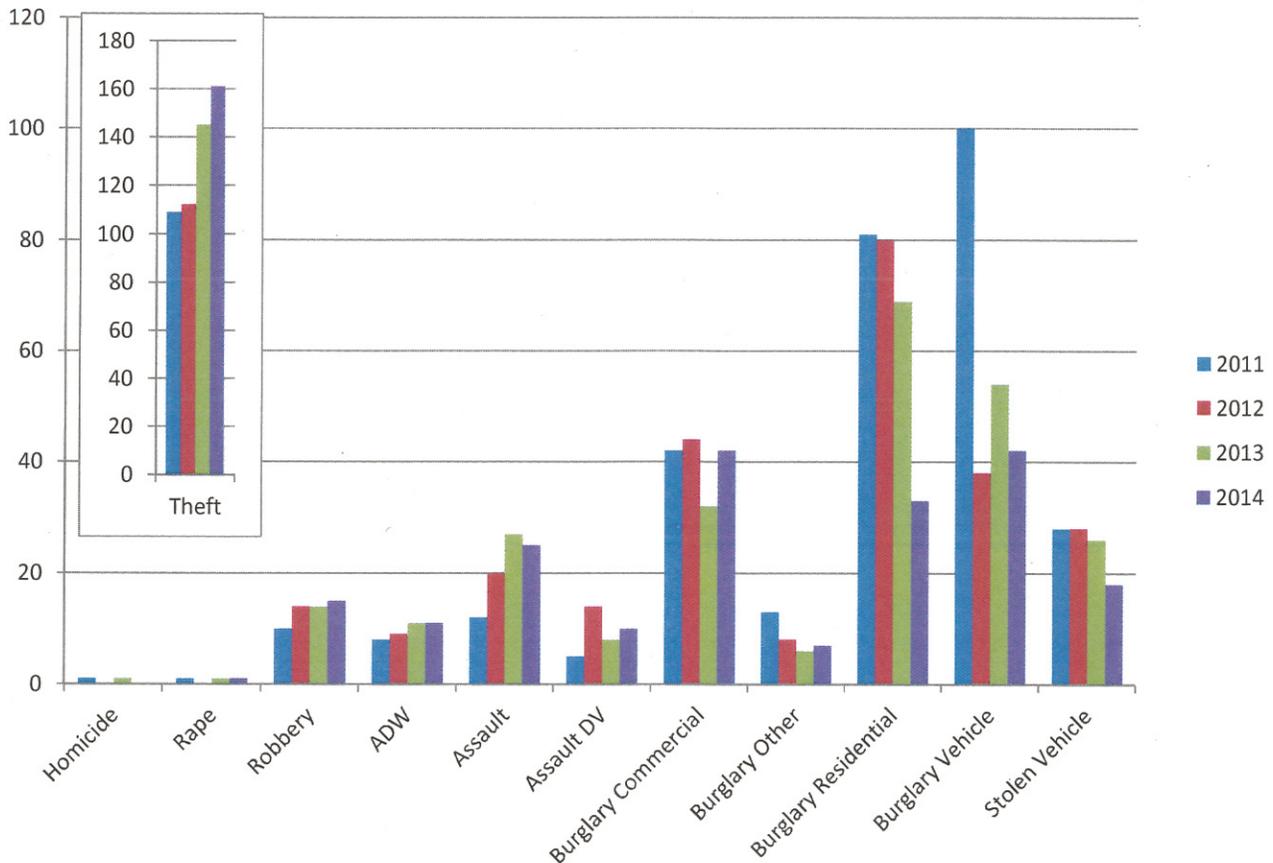
** Totals do not include Recovered Vehicles

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FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

January 2011 - January 2014

	2011	2012	2013	2014	Change from 2013
Homicide	1		1		-100%
Rape	1		1	1	0%
Robbery	10	14	14	15	7%
ADW	8	9	11	11	0%
Assault	12	20	27	25	-7%
Assault DV	5	14	8	10	25%
Burglary Commercial	42	44	32	42	31%
Burglary Other	13	8	6	7	17%
Burglary Residential	81	80	69	33	-52%
Burglary Vehicle	100	38	54	42	-22%
Theft	109	112	145	161	11%
Recovered Vehicle	6	19	2	7	250%
Stolen Vehicle	28	28	26	18	-31%
	410	367	394	365	-7%



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



“YOUR WATER” THE BIG PICTURE

Wednesday, February 26, 2014
6:30pm • Pasadena Convention Center

Build your own free conservation kit, enter a raffle to win a rain barrel, and learn about life's most precious resource at the Your Water: The Big Picture event.

Our panel of experts will focus on where our water comes from, the challenges of resolving California's long term water issues, and Pasadena's strategy to achieve local sustainability through water conservation and recycled water.

Featured Speakers:

Roger Patterson

Metropolitan Water District

Doug Obegi

Natural Resources Defense Council

Dan Rodrigo

CDM Smith



PASADENA
Water & Power
SERVING THE COMMUNITY SINCE 1906

Register for this free event at PWPweb.com

For more information, please call (626) 744-3715

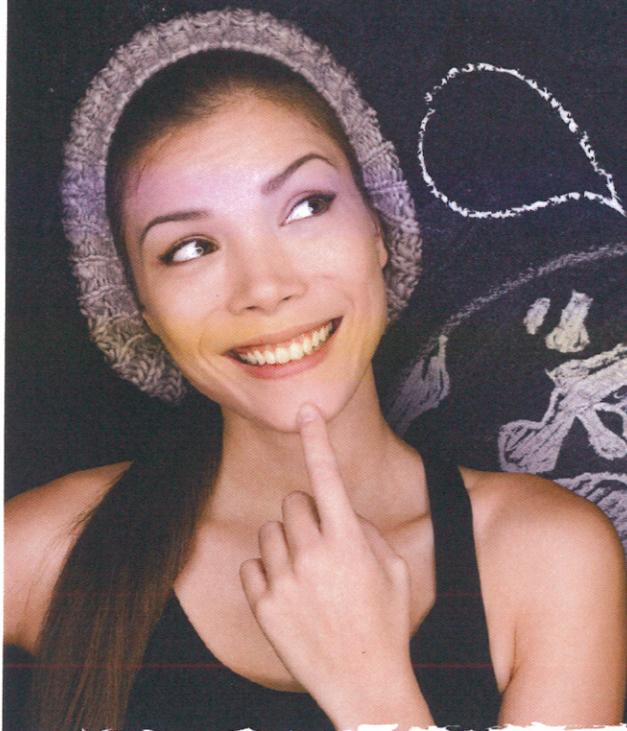


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Follow us on Twitter:
[@PWPNews](https://twitter.com/PWPNews)

PASADENA WATER AND POWER EDUCATIONAL SCHOLARSHIP



**QUALIFYING STUDENTS
CAN WIN UP TO
\$5,000 FOR COLLEGE!**

**Pasadena Water and Power is pleased
to announce a new scholarship for
PUSD high school seniors.**



Download our application from
PWPweb.com/Scholarship
and apply for our scholarship today!
Deadline to apply is April 18, 2014.



Scan this code to download
the application with your phone!

**To be eligible for scholarship consideration,
students must meet all of the following requirements:**

- Be a Pasadena Unified School District High School senior
- Complete the scholarship application and include a typed statement of 500 words answering either of the following two questions:
 - **Proposed topic A:** Water scarcity is a major issue and topic of concern. How can Pasadena Water and Power do a better job of communicating the importance of water conservation to young adults?
 - **Proposed topic B:** Renewable energy sources such as solar and wind power are going to play an important role in our future. What type of energy source do you feel is best for our environment?



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For more information, please visit PWPweb.com/Scholarship
or call us at (626) 744-6970.

Para información en Español llame al 626-744-6970.



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[@PWPNews](https://twitter.com/PWPNews)



February 2014



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back featuring the milestones met and challenges we face as we work toward a new, improved Rose Bowl Stadium for our city. The *Roundup* will keep you up to date on this plus the many exciting events that will be hosted by the stadium in 2014.

THE ROSE BOWL STADIUM
Rose Bowl
 THE GREAT 100 YEARS
 THE GREAT 100 YEARS

SATURDAY, MARCH 1, 2014

**We have created our Legacy...
 Now you create yours!**

We do not want any of you to miss out on the initial brick installation this summer.
 Bricks must be purchased by **March 1st** to be installed this summer.
 Create your own legacy with an engraved brick with your own personalized message.
 Order your brick today!

CUSTOMIZE YOUR BRICK TODAY

Deadline: Saturday, March 1st, 2014 Visit: www.rosebowlbricks.com

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- ❖ City Council approves 18 events for 2014; no NFL
- ❖ Rose Bowl Operating Company governance
- ❖ Rose Bowl Stadium Legacy Campaign — bricks on sale!
- ❖ Rose Bowl Stadium Tours — become a docent
- ❖ Rose Bowl Stadium Premium Seating

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[YOU TUBE](#)

Read on, and be sure to send us your questions and comments.

Send your questions and feedback to [Audrey O'Kelley](#).

Rose Bowl Roundup

FORWARD PROGRESS

2014 renovations underway while Stadium books revenue-producing events

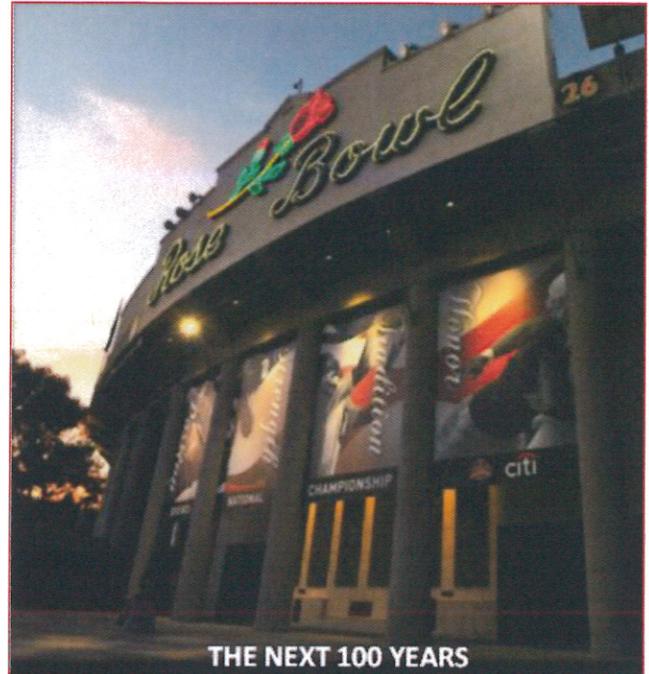
Eighty percent of the Rose Bowl Stadium renovation is completed with \$13 million worth of projects now underway to further improve the stadium.

Most evident is the work now underway to revamp stadium entrance. This and other construction is slated to be completed by the end of the summer. Final construction projects for 2014 were outlined in the January *Rose Bowl Roundup*, so check it out.

Despite the construction another successful flea market was held this month on a pleasant 67 degree day with over 17,000 people attending.

A combination of unique objects and antiques at bargain prices contributes to the flea market's popularity. Bargain hunters from all over come looking.

[INSIDE TIP: People can pay a special VIP admission price to enter and get a preview before the flea market opens to the general public.]



The crowd streams into the Rose Bowl Olde Tyme Flea Market (Courtesy of Pasadena Museum of History, Pasadena Star News Collection)

The flea market has been a Pasadena mainstay for decades. R. G. Canning Attractions produces the Rose Bowl Flea Market.

The flea market welcomes over 2,500 vendors and around 15 thousand shoppers every month with the stadium reaping about \$1 million annually.

The market even enjoys the patronage of celebrity shoppers like Clint Eastwood, Whoopi Goldberg, George Hamilton, Ashley Olsen, Madonna, Cher, and Gwen Stefani.

The next flea market will be held March 9, so, why not attend and find that special treasure you've been looking for?

Rose Bowl Roundup

STADIUM REVENUE TREND POINTS TO A ROSY FUTURE

The “Plan B” Rose Bowl Stadium renovation, launched in 2010, was rolled out on the national stage this January as the Stadium played host for two of the biggest college football games in the nation.

An outstanding 100th Rose Bowl Game and the Bowl Championship Game generated an estimated \$6 million in revenues. These showcase events also have generated interest in the stadium as fans, teams, guests and dignitaries raved about the improvements.

With revenues trending up for the Rose Bowl this year, the goal of the RBOC and stadium staff is to transform trend into certainty by booking strong revenue-producing events annually.

Chief Revenue Officer Jens Weiden is encouraged. “In addition to the \$6 million in 2014 game revenues, the improvements promise to make the Rose Bowl economically viable in the future. For example, we have the three-day booking of boy-band One Direction in September, and we’re going to host another concert or two in August. These concerts could yield in excess of \$1million.”

- Premium seating revenues are projected at more than \$7 million this fiscal year, up from \$2.1 million last year.
- UCLA football revenues are projected to be \$5 million this fiscal year. This is a huge jump from the \$1.9 million in 2013.
- Revenues from large non-football events are projected at \$1 million this fiscal year and \$2 million next year.

If revenues can be increased and sustained, the Rose Bowl Stadium appears to be moving into a rosy future.

WHERE WE ARE: ON A STRONG REVENUE PATH

Receiving “overwhelming demand” from fans of the hot new boy-band One Direction, [Live Nation](#) has added an unprecedented third concert in September.

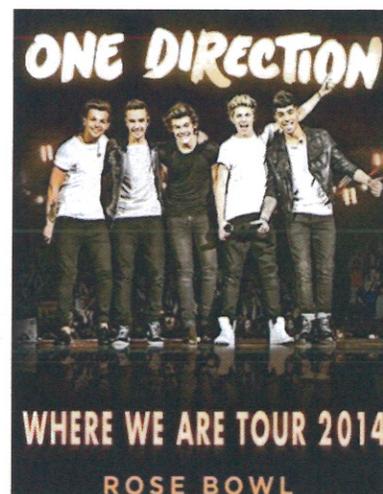
Rich Best, executive vice president of Booking for Live Nation/Southern California-Las Vegas “likes” the Rose Bowl because it can accommodate large scale concerts that call for the infrastructure and expertise that the Rose Bowl is known for in the live-event industry.



With that in mind, Live Nation is booking another concert at the stadium for August.

The One Direction concerts, on Sept. 11-13, are expected to generate significant revenue for the stadium.

Tickets for the Sept. 11 show went on sale Feb. 8 at 10 a.m. at [livenation.com](#).



CITY COUNCIL APPROVES DISPLACEMENT EVENTS; CHARTS NEW DIRECTION FOR THE ROSE BOWL STADIUM

On Feb. 10, the Pasadena City Council approved holding 18 events at the Rose Bowl Stadium in 2014. A temporary National Football League team will not be coming here in 2014. Good news all around!

By taking the controversial NFL off the table, Rose Bowl neighbors who were against this option are reassured ... temporarily. However, with the addition of money-making events, such as the Live Nation concerts, the controversial NFL alternative could be dropped entirely.

Rose Bowl Roundup

In addition to the UCLA season, City Council approved the three-night One Direction concert in September, another two-night Live Nation concert in August, an international soccer game, the annual July Fourth AmericaFest and the Autism Speaks walk.

With the exception of Americafest, all these events project attendance of up to 60,000. The council also approved an 18th event if it comes to fruition (*See below chart*). And though many Rose Bowl neighbors support concerts and other events over the NFL, Linda Vista~Annandale Neighborhood Association President Nina Chomsky expressed concern that more events should merit additional environmental study.

2014 Rose Bowl Stadium “displacement” events schedule

Rose Bowl Game	January 1 2014
BCS Game.....	January 6
Autism Speaks.....	Saturday, April 27
Americafest.....	Friday, July 4
International Soccer	Wednesday, July 23
Live Nation Concert	Thursday, August 7
Live Nation Concert	Friday, August 8
One Direction	Thursday, Sept 11
One Direction	Friday, Sept 12
One Direction	Saturday, Sept 13
UCLA vs Memphis.....	Saturday, Sept 6
UCLA vs Utah.....	Saturday, Oct 4
UCLA vs Oregon.....	Saturday, Oct 11
UCLA vs Arizona	Saturday, Nov 1
UCLA vs USC	Saturday, Nov 22
UCAL vs Stanford.....	Saturday, Nov 28

Note: there could be a Pac 12 Championship game held Saturday, December 6, if UCLA holds the best record in the Pac 12 Conference and wins Pac 12 South Division

RBOC GOVERNANCE

On February 3 the City Council voted to revise its contract with the RBOC (Rose Bowl Operating Company) and pushed for a thorough and timely study of all the activities in the central Arroyo. The Rose Bowl Stadium has operated under a contract, approved in 1995, between the City of Pasadena and the RBOC.

In January of last year, City Council commissioned a review of the RBOC, after approving an additional \$30 million in city-backed debt for increased costs of the Rose Bowl renovation.

While noting that stadium operations had improved since the creation of the RBOC, Assistant City Manager Steve Mermell suggested contract amendments to increase oversight of operations and improve communications between the RBOC and City Council.

Among the recommendations for the new RBOC contract are providing monthly reports to the council and developing a new policy for managing large capital projects. This would provide an opportunity for the Council to more easily keep abreast of the RBOC's financial performance and provide greater transparency in the financial operations of the operating company. Rose Bowl CEO and General Manager Darryl Dunn concurred that updating the operating agreement was a good idea, since he already provides the information to the RBOC board and would not find it difficult to make reports available to the Council as well.

The Council also directed staff to update the contracts with the Pasadena Center Operating Company (PCOC,) whose debt is backed by the City of Pasadena, and the Pasadena Community Access Corporation (PCAC). Regarding the management of the central arroyo, the city council and the RBOC agreed to initiate a study that would be funded jointly by the two bodies.



Rose Bowl Roundup

LEGACY COMMEMORATIVE BRICKS MARCH 1 DEADLINE

Become part of history "one brick at a time" to ensure the Rose Bowl's future for generations to come!

The Legacy Campaign team is letting the people of Pasadena know that the beautiful plaza, now under construction, is where they can have a commemorative brick. You might have seen Legacy Rose Bowl Brick table at the State of the City address in January.

And the Old Pasadena Management District (OPMD) has been very supportive in publicizing the campaign in its publications and in the two district parking garages where you can see huge ad displays. This month the OPMD invited the Legacy Team to their weekly Farmers' Market held every Sunday.



Purchase your brick: March 1 is the deadline to purchase bricks in time for installation for 2014 football season.



Those who stopped at the Legacy Brick tables were enthusiastic about purchasing a brick to be placed outside Gate A at the stadium. The first installation of commemorative bricks is slated for this July. Bricks can still be purchased after this date but will not be installed until next year (2015).

Each personalized brick of varying size and finishes will be incorporated into the iconic plaza in front of Gate A, leading to the main entrance of the stadium pictured here. It is a mosaic Tournament Rose design and plaza. Premium 8" x 8" legacy bricks (\$425—\$350) take center stage as they will create the iconic rose pattern. 4" x 8" (\$100) bricks will make up the plaza bands surrounding the rose. Brick purchases are tax deductible.

[Details](#)

ROSE BOWL STADIUM TOURS

Take a tour; lead a tour

The Rose Bowl Stadium is seeking volunteer docents for our Tour Program! If you have a passion for Pasadena, history or sports, we'd love you to join us. Please send an email to tours@RoseBowlStadium.com or call (626)275-2714 for more information.

Also, be sure to stop by to see the new renovations taking place, slated to be completed by August!

Rose Bowl Stadium Public Tour hours are Thursday through Sunday at 10:30 a.m. to 12:30 p.m. The tour ticket booth, located outside of Gate B, is open from 10 a.m. to 12:30 p.m. Pre-booked, private tours continue to be offered seven days a week. Tours will not be conducted on flea-market Sundays.

[Details](#)

For more information or to book your tour, contact Emily Kain at (626)275-2714.



Rose Bowl Roundup

ROSE BOWL STADIUM PREMIUM SEATING

2014 Premium Seating at the Rose Bowl Stadium will have one of the best schedules in college football with UCLA home games against Oregon, Stanford and USC! And don't miss the first year of the College Football Playoffs with the Rose Bowl Game also being a new semifinal playoff game with two of the top four teams in the country!



Make sure to grab your Premium Seating for the One Direction concerts September 11-13. Premium Seating gives you the best seats at the Rose Bowl Stadium with luxury amenities for the biggest events in the country. Inventory is limited so call today!

[Details](#)



2014 BCS, another landmark event for the Rose Bowl Stadium (Photo credit: Kayla Kilpatrick)

ROSE BOWL RENOVATION & IMPROVEMENT PROJECT OBJECTIVES

1. Improve public safety
2. Enhance the fan experience
3. Maintain the Rose Bowl's National Historic Landmark status
4. Develop long-term revenue streams
5. Improve stadium operations

[MORE INFORMATION SEND YOUR QUESTIONS AND FEEDBACK](#)



Honoring the Past ~ Preparing for the Future