



April 3, 2014

To the Honorable City Council
of the City of Pasadena

Councilmembers:

SPECIAL NEWSLETTER

A Message from Mayor Bill Bogaard and City Manager, Michael Beck:

By now, we are sure most of you have heard the sad news regarding the passing of former Pasadena Councilmember Sid Tyler. His sudden death has left many throughout our City and at City Hall with a profound sense of loss as Mr. Tyler was one of the most admired and respected citizens of Pasadena.

Mr. Sidney F. Tyler was an important member of the Pasadena community for more than 45 years. He served on the City Council from 1997 to 2009; his steadfast advocacy for Pasadena's Urban Forest was well known and he helped shape what Pasadena is today. He was a mentor, friend and colleague to all who came to know him.

After graduating from Harvard, Mr. Tyler served with honor in the U.S. Marine Corps and subsequently pursued a distinguished career in the private sector as a senior finance executive in health services. Throughout the years, he devoted countless hours giving back to the community he loved, serving on many boards for community organizations, foundations, museums and his church.

As a City Councilmember, he was instrumental in shaping the City's decision to retain our electric utility during deregulation. He provided valuable oversight and leadership with the Fire and Police Retirement System and was a passionate voice for the City's role as an environmental leader. His financial acumen in the private sector provided the City solid fiscal leadership and accountability.

Above all, he was humble and self-effacing about his many accomplishments and how important he was to Pasadena. He was as quick to pick up a piece of discarded paper from the sidewalk as he was to roll up his sleeves to help on the bigger, more complicated challenges our City faced. He leaves behind a legacy of community and public service accomplishments and he will be truly missed.

We hope you will keep Mr. Tyler's family—his wife Betsey, their four children and eight grandchildren—in your thoughts and prayers during this time. As your schedule permits, you are also welcome to attend the funeral service being planned for 2 p.m., Saturday, April 12, at All Saints Episcopal Church. A further celebration of his life will follow at 3 p.m. in the City Hall Courtyard.

Thank you.



BILL BOGAARD
Mayor



MICHAEL J. BECK
City Manager



OFFICE OF THE CITY MANAGER

April 3, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Customer Alert: Caller ID Scam:**

Phyllis Currie, General Manager Pasadena Water and Power (PWP) is warning customers of a scammer posing as a PWP employee, and using a PWP phone number as the caller ID. Under the guise of collecting on customer accounts, scammers are asking for payment, or the customer's power will be turned off. The scammer's caller ID is appearing as a legitimate PWP phone number.

Caller ID "spoofing" is a technique used by criminals to falsify the telephone number and/or name that appears on the person's Caller ID, so it appears as if the calls are coming from another source, such as PWP. Outgoing PWP credit related calls will begin with the PWP employee identifying themselves, and always include account holder verification.

Customers that have any concerns about a caller may:

- Request their name, identification, employer name, and a call back number.
- Call PWP at (626) 744-4405 to verify the legitimacy of the caller
- Call the Pasadena Police Department at (626) 744-4241 to report suspicious or fraudulent activity

PWP has posted a customer advisory notice on the www.PWPweb.com homepage and via social media. For more tips, customers may visit www.PWPweb.com/FraudProtection.

2. **California Climate Credit:**

The State of California's Cap-and-Trade program creates carbon allowances each year and issues them to utilities to offset the cost of programs to reduce carbon emissions. Investor-owned utilities have imposed rate increases on their customers to cover their costs of

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participating in this mandatory Cap-and Trade program. Recently, the California Public Utilities Commission released a letter to all residential and small commercial customers of California investor owned utilities advising them to look for a credit on their April electric bills identified as the "California Climate Credit." This credit will be applied to residential customer bills in April and October and as a monthly credit to commercial customers. The intent of the credits is to partially offset the rate increases that have been imposed by these investor-owned utilities on their customers.

According to Phyllis Currie, General Manager Water & Power, PWP has not previously imposed rate increases to directly offset cap-and-trade program expenses, and therefore our customers will not be receiving a bill credit. Instead, PWP is passing along the same benefit to its customers by incorporating the value of excess emission allowances received from the state in the total energy costs. This benefit has already been incorporated into projected increase to the energy charge that was recently discussed during the City Council workshop and has had the effect of offsetting what might otherwise have been a larger increase. This approach provides a more direct method of passing any advantage from the Cap-and-Trade program to customers and ensuring that the purpose of the program to reduce greenhouse gas emissions is integrated in PWP's resource portfolio.

For those who are interested in learning more about the California Climate Credit, please see the Energy Upgrade California website for more information: <http://www.energyupgradeca.org/en/learn/what-is-california-climate-credit>.

3. Update on Hot Meal Program at Villa-Parke:

I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation, which provides an update on the Hot Meal Program at Villa-Parke. Department staff is currently working with the United Pasadena Food Bank program to relocate the privately run, free food distribution event from the City's Villa-Parke Community Center to a nearby location.

4. Pasadena Police Calls for Service Report – February 2014:

Attached is the Preliminary Monthly Statistical Report for the month of February 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.

5. Spring Festival & Egg Hunt at Victory Park:

The Human Services and Recreation Department will hold its Annual Breakfast with the Bunny and Spring Festival on Saturday, April 12, 2014. The fun begins at Victory Park, 2575 Paloma Street. Breakfast with the Bunny is from 9:00am – 11:00am. Breakfast includes 3 pancakes, choice of bacon or sausage, choice of fruit, and juice. Tickets are \$5 per person.

After breakfast, hop over to the Spring Festival which runs from 12:00 pm – 3:00pm. There will be a wide variety of activities such as face painting, live entertainment, balloon animals, trackless train, food vendors, pictures with the Bunny and more. Attached is a

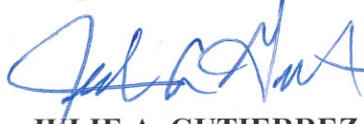
memorandum from Mercy Santoro, Director of Human Services and Recreation with additional information for this event.

6. New Summertime Venue for the Pasadena Certified Farmer's Market:

Mercy Santoro, Director of Human Services and Recreation is pleased to announce the opening of the Centennial Square Summer Farmer's Market. Each year the Pasadena Certified Farmer's Market selects a summer location to expand its offerings of healthy, delicious, and locally grown food.

Every Wednesday, from 3:00 to 7:00 p.m. from April 16, 2014, through October 2, 2014, the Market will be open to the public in Centennial Square located in front of City Hall on Garfield Avenue and Holly Street. Summer highlights include fresh fruit, vegetables, flowers, eggs honey, bread, cheese, food artisan and more. In addition to supporting local growers and bringing fresh goods to families, the Pasadena Certified Farmers' Market also supports programs for youth within the Human Services and Recreation Department.

Respectfully submitted,



JULIE A. GUTIERREZ
City Manager

JAG/dc
/attachment



**MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department**

DATE: April 3, 2014
TO: Michael Beck, City Manager
FROM: Mercy Santoro, Director – Human Services & Recreation Department
SUBJECT: Update on Hot Meal Program at Villa-Parke

The Human Services and Recreation Department is currently working with the United Pasadena Food Bank program to relocate the privately run, free food distribution event from the City's Villa-Parke Community Center to a nearby location.

The Department notified Mr. Robin Salzer in late February that the City needs the program to relocate because the high volume of people who attend to receive the free hot meals is impacting the limited space and resources of the Villa-Parke Community Center, which is already running at capacity with City athletic, recreational and family events. The end date for the free hot meals program was scheduled effective April 10, 2014.

The City congratulates Mr. Salzer and the United Pasadena Food Bank on the success of the weekly free food giveaway. We embrace his efforts, but the event needs a better space to continue to be successful.

It is important to note that since this is not an official City-run program, the City is not canceling the free meal giveaway. We are, however, asking for the cooperation and understanding of Mr. Salzer and the United Pasadena Food Bank to relocate. The City is helping to reach out to several nearby locations and has found a site to continue to partner with Mr. Salzer in achieving his organization's mission. Details have not yet been finalized.

We also continue to work with him on his other weekly hot meal event at the Jackie Robinson Center, which is not affected by the decision to re-locate the free food distribution event at Villa-Parke Community Center.

For more information, contact Horace Wormely, Deputy Director Human Services and Recreation, at 626.744.4386.



PASADENA POLICE DEPARTMENT

PRELIMINARY - Monthly Statistical Report

March 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	2				1	3
Robbery	1	3		1	1	6
ADW	3	8			1	12
Assault	1	2	2	3	8	16
Assault DV		7		2		9
Burglary Commercial	10	3	5	8	13	39
Burglary Other			1	3	4	8
Burglary Residential	10	10	14	4	3	41
Burglary Vehicle	16	2	9	5	8	40
Theft	38	27	21	23	49	158
<i>Recovered Vehicle</i>	1	2		1		4
Stolen Vehicle	3	6	1	2	3	15
	84	68	53	51	91	347

Offense	Council Districts							
	1	2	3	4	5	6	7	
Homicide								
Rape	1		1			1		3
Robbery			2	1	2	1		6
ADW	3		3		2	4		12
Assault	1	1	3	3	2	4	2	16
Assault DV	5		2	2				9
Burglary Commercial	2	4	12	9	2	9	1	39
Burglary Other		1	2	3		2		8
Burglary Residential	4	10	3	5	5	8	6	41
Burglary Vehicle	3	4	4	7	3	12	7	40
Theft	11	9	29	24	17	37	31	158
<i>Recovered Vehicle</i>			1	1	1	1		4
Stolen Vehicle	2		2	2	4	3	2	15
	32	29	63	56	37	81	49	347

**Totals do not include recovered vehicles

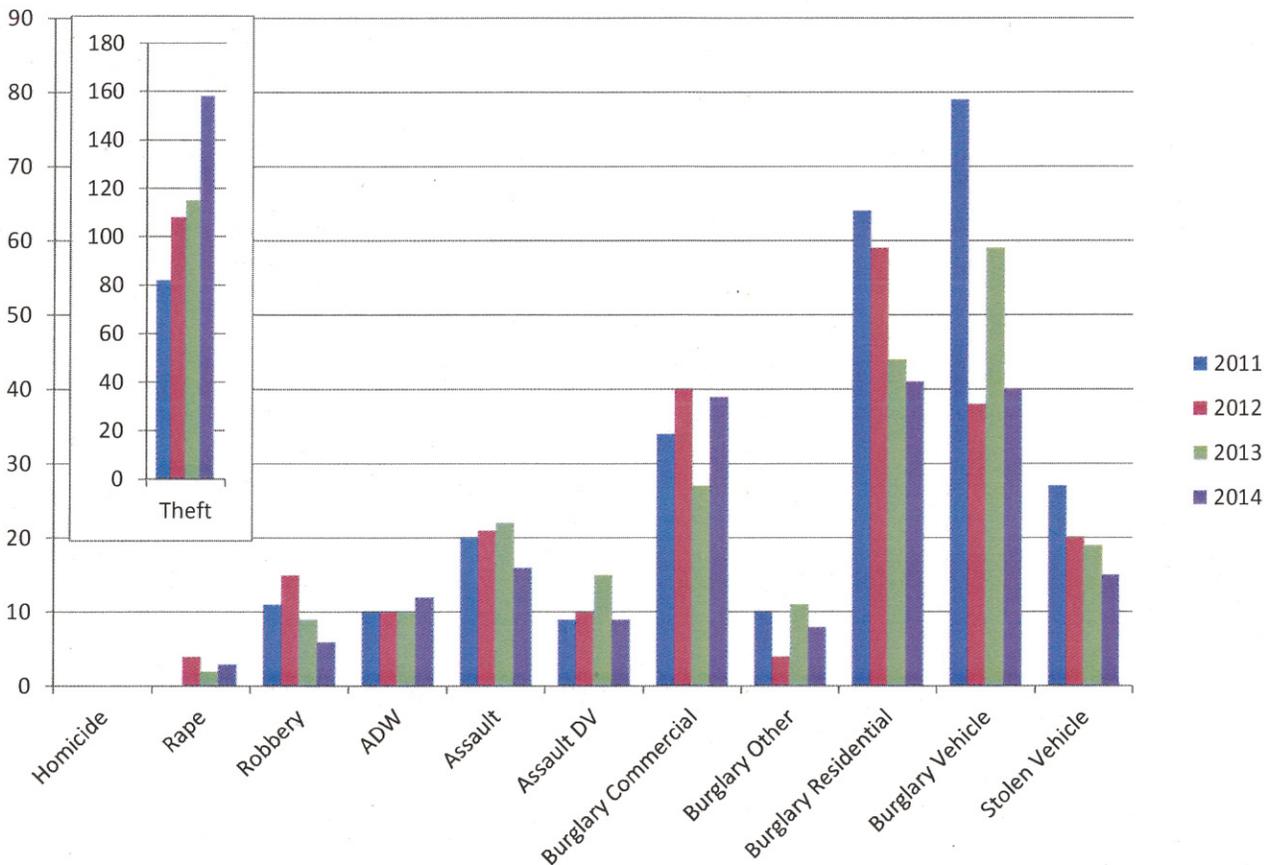
INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Mar 2011 - Mar 2014

	2011	2012	2013	2014	Change from 2013
Homicide					N/C
Rape		4	2	3	50%
Robbery	11	15	9	6	-33%
ADW	10	10	10	12	20%
Assault	20	21	22	16	-27%
Assault DV	9	10	15	9	-40%
Burglary Commercial	34	40	27	39	44%
Burglary Other	10	4	11	8	-27%
Burglary Residential	64	59	44	41	-7%
Burglary Vehicle	79	38	59	40	-32%
Theft	82	108	115	158	37%
Recovered Vehicle	8	9	7	4	-43%
Stolen Vehicle	27	20	19	15	-21%
	346	329	333	347	4%



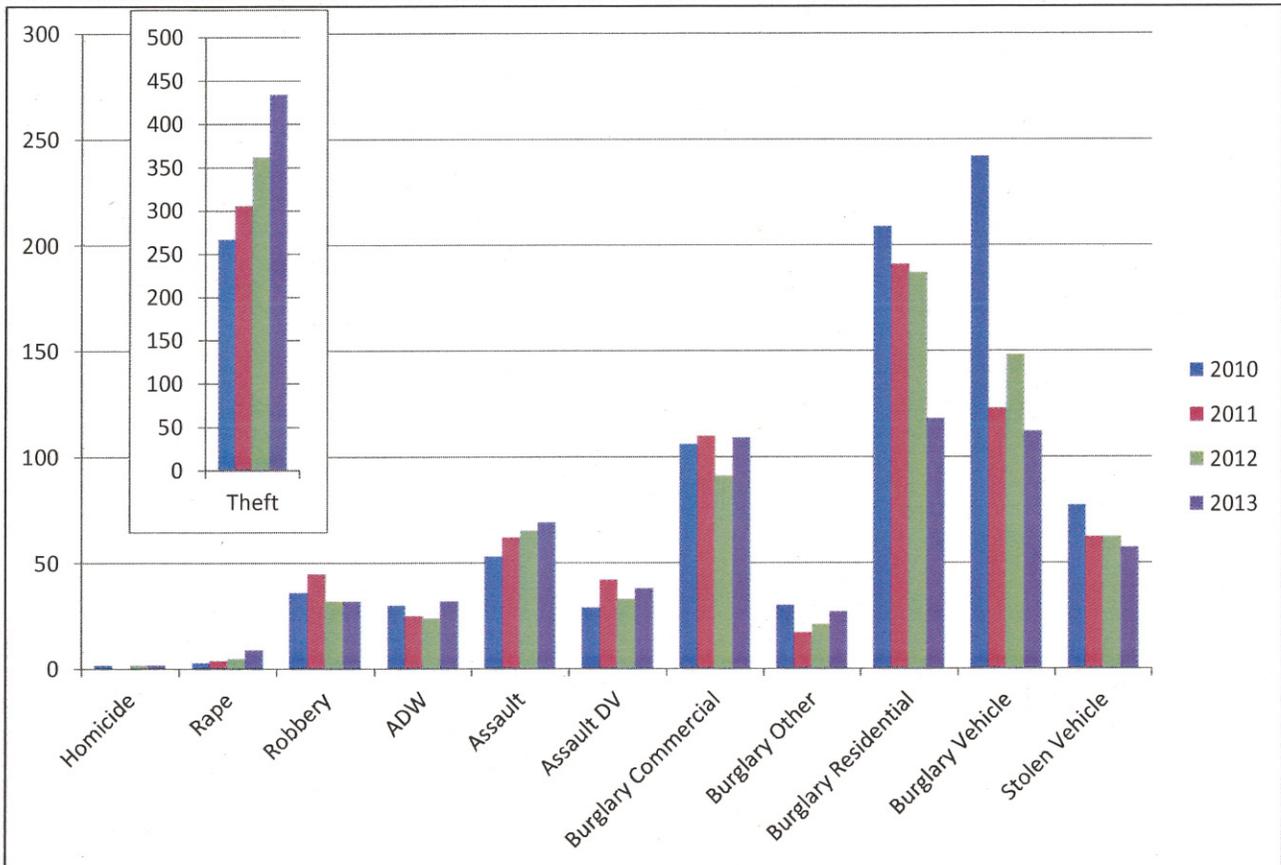
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FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Year to Date through March

	2011	2012	2013	2014	Change from 2013
Homicide	2		2	2	0%
Rape	3	4	5	9	80%
Robbery	36	45	32	32	0%
ADW	30	25	24	32	33%
Assault	53	62	65	69	6%
Assault DV	29	42	33	38	15%
Burglary Commercial	106	110	91	109	20%
Burglary Other	30	17	21	27	29%
Burglary Residential	209	191	187	118	-37%
Burglary Vehicle	242	123	148	112	-24%
Theft	267	306	362	434	20%
Recovered Vehicles	22	32	14	25	79%
Stolen Vehicle	77	62	62	57	-8%
Total	1084	987	1032	1039	1%



INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION



MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: April 2, 2014

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: Spring Festival & Egg Hunt at Victory Park

The Human Services and Recreation Department will hold its Annual Breakfast with the Bunny and Spring Festival on Saturday, April 12, 2014, at Victory Park, 2575 Paloma Street. Breakfast with the Bunny is from 9:00 a.m. to 11:00 a.m. Breakfast includes 3 pancakes, choice of bacon or sausage, choice of fruit, and juice. Tickets are \$5 per person. After breakfast, community members can come have an EGG-CELLENT time at our Annual Spring Festival & Egg Hunt which runs from 12:00 noon until 3:00 p.m. There will be a wide variety of activities such as face painting, live entertainment, balloon animals, trackless train, food vendors, pictures with the Bunny and more! In one of Pasadena's largest egg hunts, children can hip-hop their way through a field of over 15,000 eggs in search of the lucky GOLDEN EGG! These special golden eggs are redeemable for a gift basket full of goodies. The first hunt begins at 12:30 p.m. for ages 0-5 and 1:30 p.m. for ages 6-12. Registration is not required for participation in the egg hunt. Admission to this event is free! However there is a nominal fee for rides and food from vendors. Additional activities and support for this event are provided by:

Pasadena Police Department
Pasadena Public Library
Armory Center for the Arts
Southern California Children's Museum
Pasadena Fire Department
Pasadena Christian Church
Options – A Childcare and Human Services Agency
Pasadena Federal Credit Union

For more information about this event please contact Victory Park Center at 626.744.7500. For more information about the City of Pasadena, go online to www.cityofpasadena.net.