



OFFICE OF THE CITY MANAGER

May 22, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Devil's Gate Reservoir Sediment Removal & Management Project Working Group – Final Recommendation:**

The attached memorandum from Siobhan Foster, Director of Public Works, outlines actions taken to date in regard to the Draft Environmental Impact Report for the Devil's Gate Sediment Removal Project. Specifically, the memo highlights the work of the Devil's Gate Reservoir Sediment Removal and Management Project Working Group whose final recommendations were presented to the City Council on May 12th.

2. **Affordable Housing Industry Recognizes James Wong:**

On May 6, 2014, Jim Wong, Senior Project Manager, was recognized as one of two Bright Lights from a public agency by the Southern California Association of Nonprofit Housing (SCANPH). SCANPH is the affordable housing industry's trade association for the Southern California region of Los Angeles, Orange, Ventura, Riverside, and San Bernardino counties. Jim was recognized because he has, in his own quiet, steady, and humble way, been a key person for affordable housing in Pasadena. Without him, Pasadena would not be the affordable housing leader it is. Jim arranges financing for projects, closes development deals, administers the inclusionary housing ordinance, creates first time homebuyer loans, and clears away obstacles paving the way for new affordable housing. Please join me in congratulating Jim Wong for this well-deserved honor.

3. **Community/EIR Scoping Meetings for the Rose Bowl Music Festival:**

The public is invited to attend meetings either June 12 or June 14 to provide comments regarding a draft Environmental Impact Report for the proposed Rose Bowl Music Festival.

City Hall

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The meetings are planned for 6:30 p.m., Thursday, June 12 and 10 a.m., Saturday, June 14 and will be held at the Rose Bowl Stadium. The Rose Bowl Operating Company is exploring the potential of hosting an annual musical festival, which could begin as early as June 2015. The attached memorandum from Vince Bertoni, Director of Planning and Community Development, provides additional details.

4. L.A. Parent Magazine – Cover Photo & Article:

The May 2014 issue of *L.A. Parent* magazine features our own Pasadena Fire Department Fire Engineer Christina Terrazas and her beautiful daughter, Malia on the cover and story inside.

The May 2014 issue highlighted “Moms to Celebrate” (in keeping with Mother’s Day celebrations), and included very positive profiles on hard-working moms throughout Los Angeles County such as Fire Engineer Terrazas, only the second woman in the history of the Pasadena Fire Department to hold that rank.

Great recognition for her and the Fire Department and thanks go to Fire Engineer Terrazas and Lisa Derderian, Fire PIO, for working with *L.A. Parent* magazine.

The cover and article are attached for additional details.

5. Foothill Workforce Investment Board’s HomeGoods Recruitment and Hiring Event:

The Foothill Workforce Investment Board (FWIB) hosted a hiring recruitment for a new HomeGoods store in the Hastings Ranch Area at 3803 East Foothill Boulevard, Pasadena. The recruitment began on April 14th and ended April 25th. The attached memorandum from William Huang, Director of Housing and Career Services, provides additional details on the event.

6. Rose Bowl Roundup – May 2014:

Please find attached the May 2014 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. The Roundup features the milestones met and updates on the renovation projects and the many exciting events that will be hosted by the stadium in 2014.

Respectfully submitted,



STEVE MERMELL
Assistant City Manager

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS**

DATE: May 21, 2014
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Devil's Gate Reservoir Sediment Removal & Management Project Working Group – Final Recommendation

On December 16, 2013, the Department of Public Works presented to the City Council draft comments to Los Angeles County's Draft Environmental Impact Report (DEIR) for the Devil's Gate Reservoir Sediment Removal and Management Project. The draft comments were prepared by the Departments of, Fire, Human Services and Recreation, Planning and Community Development, Police, Public Health, Public Works, Transportation, and Pasadena Water and Power.

The City Council authorized the Mayor to send a letter to Los Angeles County on behalf of the City of Pasadena transmitting the comments to the Devil's Gate Reservoir Sediment Removal and Management Project DEIR. Mayor Bogaard transmitted the City's official comments to Los Angeles County on January 16, 2014, prior to the closure of the public comment period on January 21, 2014. The transmittal letter and comments are available on the City's website at <http://www.cityofpasadena.net/PublicWorks/Devils-Gate-Reservoir-Sediment-Removal/>.

On December 16, 2013, the City Council also directed the City Manager to establish a special Pasadena working group comprised of City staff, the special consultant, and knowledgeable community members to develop a preferred plan for the sediment removal project. The Devil's Gate Reservoir Sediment Removal and Management Project Working Group, convened by City Manager Beck, began meeting in late-February 2014 and completed its work with the submission of its Final Recommendation on May 1, 2014.

The Working Group was comprised of individuals with the background and expertise necessary to lead this critical initiative, which will shape the future of Hahamongna Watershed Park (HWP) and our community. Participants included:

Participant	Affiliation
Don Bremner	Sierra Club
Tim Brick	Arroyo Seco Foundation
Gretchen Brickson	Community Member
Nina Chomsky	Friends of Hahamongna
Henreen Nunley	Community Member

Participant	Affiliation
Dr. Seema Shah-Fairbank, Chair	Assistant Professor & RBF Fellow, California State Polytechnic University, Pomona, Civil Engineering Department

Dr. Shah-Fairbank, civil engineering professor with experience with hydrology, hydraulics and environmental engineering was the Working Group Chair. Advisors to the Working Group included:

Dr. Norman Brooks	Irvine Professor of Environmental & Civil Engineering Emeritus, California Institute of Technology
Michael "Mickey" Long	Former Natural Areas Administrator of LA County's 19 Natural Areas & Nature Centers & Supervisor of Eaton Canyon Natural Area Park & Nature Center

To facilitate timely review of the Project, the Working Group focused its efforts on the following Project components:

1. Hydrology, hydraulics & sediment behind Devil's Gate Dam;
2. Hydraulics downstream of Devils Gate Dam;
3. Wildlife & habitat within HWP;
4. Lowering neighborhood impacts;
5. Recreational impacts; and
6. Long-term maintenance plan.

Highlights of the Working Group's Final Recommendation include the following:

Desired target sediment capacity in Hahamongna basin	2.5 million cubic yards (mcy)
Existing sediment capacity in basin	1.4 mcy
Amount to be removed to reach desired capacity	1.1 mcy
Maximum amount to remove each year until target goal is achieved	220,000 cy
Additional amount to remove after heavy inflow during first five years	100,000 cy

Los Angeles County personnel also provided ongoing support to the Working Group by attending meetings, answering technical questions, and making background resources available for review. One such example of information sharing includes the newly prepared Frequently Asked Questions (FAQs) for the Devil's Gate Reservoir Sediment Removal and Management Project, which is available on the County's website at <http://dpw.lacounty.gov/wrd/Projects/DevilGate/faq.pdf>.

On May 12, 2014, the City Council authorized the City Manager to send a letter to Los Angeles County on behalf of the City of Pasadena transmitting the findings of the Devil's Gate Reservoir Sediment Removal and Management Project Working Group for the purpose of assisting the County in identifying a responsible Project design and sediment management program that conforms to the limitations and responsibilities of the

Easement, reflects the configuration, aesthetics, habitat restoration, and vegetation management described in the Hahamongna Watershed Park Master Plan (HWPMP), and is only as impactful as necessary to preserve and maintain the Reservoir for water conservation and flood control purposes. The City's transmittal letter and Working Group Final Recommendation sent to Los Angeles County on May 15, 2014 is attached.

City staff will be meeting with Los Angeles County representatives to discuss the Working Group Final recommendation later this month. Upcoming project milestones include response to comments preparation, public meeting, and Final EIR publication anticipated in fall 2014. The project schedule is available on the County's website at http://dpw.lacounty.gov/wrd/Projects/DevilGate/display.cfm?Project=EIR_Process.

Attachment: May 15, 2014 Letter to Los Angeles County Re: City of Pasadena Recommendations of County of Los Angeles Draft Environmental Impact Report and Proposed Alternatives for the Devil's Gate Reservoir Sediment Removal Project



OFFICE OF THE CITY MANAGER

May 15, 2014

Gail Farber
Director
Los Angeles County Department of Public Works
P.O. Box 1460
Alhambra, CA 91802-1460

Re: City of Pasadena Recommendations on County of Los Angeles Draft Environmental Impact Report and Proposed Alternatives for the Devil's Gate Reservoir Sediment Removal and Management Project

Dear Ms. Farber:

On Behalf of the City of Pasadena, I present to you further comments and recommendations on the proposed Devil's Gate Reservoir Sediment Removal and Management Project (Project). The City assembled a Working Group to assist the County of Los Angeles in identifying a responsible Project design and sediment management program that conforms to the limitations and responsibilities of the Easement granted by the City to the County in 1919 and expanded in 1965, reflects the configuration, aesthetics, habitat restoration, and vegetation management described in the Hahamongna Watershed Park Master Plan adopted by the Pasadena City Council in 2003, and is only as impactful as necessary to preserve and maintain the Reservoir for water conservation and flood control purposes.

The Working Group was comprised of community members and City staff with various backgrounds and expertise necessary to analyze the Project and corresponding impacts. The Project will shape the future of Hahamongna Watershed Park and the Pasadena community. To facilitate the thorough review of most acute aspects of the Project, the Working Group focused its efforts, including consultation with technical advisors, on the following project components: hydrology, hydraulics and existing sediment behind Devil's Gate Reservoir; hydraulics

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downstream of the Reservoir; wildlife and habitat within Hahamongna Watershed Park; neighborhood and recreational impacts from the removal or flooding; and a long-term sediment management plan. Highlights of the Working Group's final recommendation include:

Item	Quantity
Desired target sediment capacity in Hahamongna basin	2.5 million cubic yards (mcy)
Existing sediment capacity in basin	1.4 mcy
Amount to be removed to reach desired capacity	1.1 mcy
Project duration	5 years
Maximum amount to remove each year until target goal is achieved	220,000 cy
Additional amount to remove after heavy inflow during first five years	100,000 cy

The Final Recommendation of The Devil's Gate Dam Sediment Working Group Report is attached for your information and review. The Pasadena City Council received a full presentation on the Final Recommendation at its regular meeting on Monday, May 12, 2014. The City Council endorsed the Final Recommendation and its dissemination to the County.

The City of Pasadena is most appreciative of the support Los Angeles County staff members provided to the Working Group and City staff, especially Christopher Stone, Keith Lilley, and Ken Zimmer. We look forward to a continued working partnership with County staff to identify the least impactful Project, that provides adequate flood protection in the most environmentally responsible and respectful manner resulting in as little impact to Hahamongna Watershed Park and adjacent neighborhoods as possible. The Working Group's Final Recommendation proposes such a project alternative, which the City of Pasadena strongly supports, primarily because it insightfully evaluates and effectively balances the complex priorities of the Devil's Gate Project, while conforming to the limitations and responsibilities of the Easement. The Working Group's detailed review of the Draft Environmental Impact Report and Proposed Alternatives for the Devil's Gate Reservoir Sediment Removal and Management Project identifies many facets of the Project and Project Alternatives that must be modified in furtherance of the City's objectives.

The City of Pasadena looks forward to continued cooperation and consultation with the County of Los Angeles on this critical initiative and requests the opportunity to meet with County representatives as soon as possible to discuss the Pasadena Working Group Final

Gail Farber
May 15, 2014
Page 3

Recommendation and the next steps in developing a responsible Project design and sediment management program. I have asked my staff to contact you in the next few days to schedule a meeting at your convenience.

Respectfully submitted,



MICHAEL J. BECK
City Manager

Attachment:
Final Recommendation of the Pasadena Working Group

cc:

Mayor and City Council, City of Pasadena
Christopher Stone, Assistant Deputy Director, Los Angeles County Department of Public Works
Keith A. Lilley, Senior Civil Engineer, Los Angeles County Department of Public Works
Ken Zimmer, Senior Civil Engineer, Los Angeles County Department of Public Works
Julie A. Gutierrez, Assistant City Manager, City of Pasadena
Siobhan Foster, Director of Public Works, City of Pasadena
Brad Fuller, Assistant City Attorney, City of Pasadena

**FINAL RECOMMENDATION OF THE DEVIL'S GATE DAM SEDIMENT
WORKING GROUP**

TO: CITY MANAGER, MICHAEL BECK
FROM: DEVIL'S GATE DAM SEDIMENT WORKING GROUP
SUBJECT: CITY OF PASADENA "ALTERNATIVE"
DATE: MAY 1, 2014
CC: MAYOR BILL BOGAARD, ASSISTANT CITY MANAGER JULIE GUTIERREZ,
PUBLIC WORKS DIRECTOR SIOBHAN FOSTER, AND CITY ENGINEER
STEVEN L. WRIGHT

OVERVIEW:

The City of Pasadena wants to work in partnership with the LA County Flood Control District (LACFCD) to ensure flood protection for local residents below Devil's Gate Dam and to preserve the rare natural values of the Arroyo Seco and Hahamongna Watershed Park. Those goals can best be achieved by an ongoing sediment management program that minimizes negative impacts on Hahamongna and the surrounding neighborhoods.

Pasadena proposes a long-term agreement with LACFCD for the County to achieve and maintain a capacity in the Hahamongna basin for 2.5 million cubic yards (mcy) of sediment. In reaching and maintaining this capacity, no more than 220,000 cubic yard (cy) would be removed per year, except after unusually large storm events. Maintaining sediment capacity of 2.5 mcy will ensure adequate flood protection while minimizing impacts to habitat and recreation activities in Hahamongna Watershed Park and the surrounding communities.

SEDIMENT TARGET AND REMOVAL PROGRAM

The Draft EIR's proposed target of capacity for 2 Design Debris Events, approximately 4 mcy of sediment, would mean an overly aggressive project with excessive impacts on wildlife, habitat and the surrounding communities. The historical record of sediment within Hahamongna indicates that a target of 2.5 mcy of sediment storage capacity is quite adequate.

The current available sediment capacity in Hahamongna is about 1.4 million cubic yards. (Draft Summary of Devils Gate Dam and Reservoir Design Standards and History – Los Angeles County Flood Control District March 26, 2014). In reaching a sediment target level of 2.5 mcy, sediment should be removed at a rate of 220,000 cy per year until the target goal is achieved. However, if a large amount of sediment enters the reservoir during the initial five year period, the County may remove up to 100,000 cy per year above the regular annual amount of 220,000 cy.

After the initial five year period, 2.5 mcy of available storage capacity should be maintained with a schedule of sediment removal acceptable to the City, and with regular topographic surveys to

evaluate sediment storage, especially after heavy rainfall brings large amounts of sediment into the basin.

A summary of the figures:

Desired target sediment capacity in the Hahamongna basin	2.5 mcy
Existing sediment capacity in the basin	1.4 mcy
Amount to be removed to reach the desired capacity	1.1 mcy
Maximum amount to remove each year until target goal is achieved.	220,000 cy
Additional amount to remove after heavy inflow during the first five years	100,000 cy

PROJECT FOOTPRINT:

A modification of Alternative 3, Configuration D described in the Draft EIR would be the best pattern for sediment excavation with least damage to the environment. The majority of the excavation should take place just to the north of the dam and on the natural stream channel along the east side of the Arroyo as far north as Johnson Field. But in contrast to the proposal in the Draft EIR, there should be no excavation in the westside stream channel beyond where the two channels merge. This will preserve valuable riparian habitat on the westside. An irregular shaped seasonal conservation pool near the dam should be constructed that will allow for water infiltration, water bird habitat, and other wildlife habitat during the wet season. It is recommended that space for wildlife conductivity/passage be located adjacent to the conservation pool.

TRAFFIC/TRUCKING ROUTE

A lane will be constructed off Oak Grove Drive onto the paved area just east of the dam for incoming trucks to enter the reservoir while avoiding the La Canada Verdugo Road neighborhood. Trucks will descend into the basin on the existing ramp. Loaded trucks will depart using the westside reservoir access road, turn right on Oak Grove Drive, then left on Berkshire to the 210 Freeway. The existing western access road is currently unpaved, and the part of this access road from below the West Rim Trail to the reservoir will be widened but remain unpaved. The section of this access road from Oak Grove Drive to the West Rim Trail will need to be widened and paved. Both access roads will only allow for one-way truck traffic. Dedicated turn lanes are essential for all construction vehicle movement. In addition, flaggers are essential to allow for smooth traffic flow and ensure all non-essential traffic for the project site is re-routed.

There will be no staging of trucks on city streets. In addition, onsite storage of trucks and construction equipment shall be minimized; but, if storage takes place onsite, trucks and construction equipment shall be stored when not in use away from recreation, wildlife corridors and habitat to the greatest extent feasible.

SCHEDULE

The sediment removal will take place during the dry season from April 15th to October 15th. This alternative does not allow for work during the following days:

- No Weekend Operation (52 days)
- 4 Federal Holidays (Memorial Day, Fourth of July, Labor Day, Columbus Day)
- No operations during Rose Bowl Displacement Events (unknown number of days)

In addition, to reduce the impacts to the adjacent communities the project will limit dump truck activity to the period from 8:45am to 2:45pm. However, it will allow for daily site arrival and setup at 8:00 am and daily site closure at 4:00 pm. In addition, the proposed project limits the number of trucks to 120 trucks per day. The number of trucks per day may need to be adjusted after heavy rainfall brings large amounts of sediment into the basin.

AIR QUALITY

Air quality is of major concern with the proposed project. During sediment removal activities it is anticipated that very fine particulate matter will become airborne. The airborne sediment will have significant public health impacts on northern Arroyo neighborhoods, particularly Pasadena and Altadena Eastside neighborhoods, and on nearby schools. To limit public health impacts of airborne sediment, the Project must be slowed down and spread out over a reasonable time. In addition, construction activities should be suspended during high winds and/or poor air quality and/or Red Flag Days and/or during area wildfires. To mitigate fugitive dust the project should implement best management practices, which include but are not limited to installation of wheel washer, using water trucks to keep sediment from becoming airborne and requiring all trucks to be tarped.

Air quality associated with production of NOx emissions are of concern. Thus to reduce these the following are necessary steps that will reduce construction air quality impacts:

- Use low emission vehicles that adhere to the highest Federal and State standards, including AQMD standards;
- Use electricity from power poles rather than temporary diesel or gasoline power generators; and
- Contractors should apply for SCAQMD "SOON" funds (reduction of NOx emission).

WILDLIFE

Southern California is considered one of about two dozen of the planet's ecological "hotspots" with many of the world's plant and animal species, including those that are rare or endangered. Hahamongna stands out for its rich variety. We want to preserve as much as possible of its vegetation for its own sake, and as habitat for the many birds and animals that forage, nest and rest there during the year. Sediment excavation also should try to preserve corridors for wildlife to move back and forth, some from the foothills southward under the roadways to attractive

places such as Cottonwood Canyon and other points farther south of the dam in the Arroyo Seco Watershed. These corridors should be 100 feet wide, or more, where possible to give animals cover from predators.

HABITAT MITIGATION

Habitat mitigation is necessary to reduce overall impacts to the environment. The riparian and alluvial habitat should be replaced at a rate of 5 to 1. The mitigation should take place primarily within the Arroyo Seco Watershed or otherwise within the City of Pasadena.

ONSITE PROJECT MANAGER ACCESSABILITY

To facilitate prompt resolution of Project issues or impacts which require immediate, responsive attention, the following contact information shall be provided on an ongoing basis throughout the Project to the Working Group, the Pasadena neighborhood associations adjacent to Hahamongna and the Central Arroyo, the Public Works Department of the City of Pasadena, and, the City of La Canada-Flintridge: the name and cell phone number of the onsite Project Manager. The onsite Project Manager's contact information shall be regularly updated throughout the duration of the Project as necessary.

A LARGER VISION

The aim for this project should be more than sediment removal and basin capacity. It should accommodate a stream restoration program taking account of the U.S. Army Corps of Engineers Arroyo Seco Watershed Feasibility Study. The Los Angeles County Flood Control District is a partner with the Army Corps in this study, and mitigation for the proposed project could be used to implement this kind of stream restoration. The project should align with the Hahamongna Watershed Park Master Plan.

DEVIL'S GATE DAM SEDIMENT WORKING GROUP

Members of the Working Group: Don Bremner, Tim Brick, Gretchen Brickson, Nina Chomsky, Henreen Nunley and Dr. Seema Shah-Fairbank

Advisors to Sediment Working Group:

Dr. Norman H. Brooks, James Irvine Professor of Environmental and Civil Engineering, Emeritus at California Institute of Technology.

Michael "Mickey" Long, former Natural Areas Administrator of L.A. County's 19 Natural Areas and Nature Centers, and Supervisor at Eaton Canyon Natural Area Park and Nature Center.



MEMORANDUM

TO: Michael J. Beck, City Manager

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

DATE: May 22, 2014

SUBJECT: Community/EIR Scoping Meetings for the Rose Bowl Music Festival

The Rose Bowl Operating Company has an opportunity to host a music festival in the Arroyo Seco. Pasadena Municipal Code Chapter 3.32 (Arroyo Seco Public Lands) currently permits up to 12 displacement events without additional review required by the City Council, and 13 National Football League (NFL) events to occur at the Rose Bowl Stadium. An amendment to the Arroyo Seco Public Lands Ordinance (Pasadena Municipal Code Chapter 3.32) is required to increase the 12 displacement events by 9 (with an attendance cap of 75,000 for these additional events), and expand the allowed uses at the Brookside Golf Course. The project would provide the flexibility for the City to choose either the 9 new additional events, or the 13 NFL events. If the City enters into a contract with the NFL, then the 9 displacement events will cease. There is no new construction or addition proposed to the Stadium.

The preparation of a Draft Environmental Impact Report (DEIR) is required to evaluate the project's potential impacts on the environment. The DEIR will be prepared by the environmental consulting firm Impact Sciences, Inc. which prepared the NFL EIR. The DEIR is anticipated to be released for a 45-day public review period in July. Public meetings with the Transportation Advisory Commission, Recreation and Parks Commission, Rose Bowl Operating Company, and the Planning Commission are anticipated in the summer. Staff anticipates bringing the project for City Council action in the fall.

Two Community/EIR Scoping Meetings will be held to receive comments and discuss concerns regarding the environmental issues associated with the operation of the proposed project. The meetings will be held on Thursday, June 12th at 6:30 P.M. and Saturday, June 14th at 10:30 A.M. at the Rose Bowl Stadium, in the Loge Lounge on Level D of the Terry Donahue Pavilion.

Additional information on the project is available on the City's website at www.cityofpasadena.net/RoseBowlMusicFestival/.

L.A. Parent

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MAY 2014

**GREAT
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**MOMS TO
CELEBRATE**

A FIREFIGHTER, RADIO HOST, TV
DIRECTOR, MARINE BIOLOGIST AND
NICCU NURSE SHARE PARENTING TIPS

**SPRING
PARTY GUIDE:
CELEBRATION
INSPIRATION!**



Left: Jody Hahn relies on “organized improvisation” and the help of her stay-at-home husband to juggle her roles as TV director and mom.

The specific challenge of Hahn’s life, and the adrenaline rush, is that being a director and being a mother both require her to be fully present. She finds that the only way to do both successfully is to compartmentalize her life. Knowing that her children are taken care of allows her to do this, and her first response when I ask for advice for working mothers is, “Have a great husband!” She also advises making decisions based on what is important to you, and never sitting down.

Love That Bubble Bath

Christina Terrazas is the single mother of an 18-month-old daughter, and an engineer with the Pasadena Fire Department. She is only the second woman to be titled in the Pasadena Fire Department in 125 years, and unlike Hahn, Terrazas knows her work schedule a year in advance – or at least the basic schedule. She can also be “force hired” on a moment’s notice. “When I leave, I pack for 96 hours, because you never know,” Terrazas says.

As a single mother, Terrazas is so conscious of her need for a support system that she commutes 90 minutes each way to her firehouse from Long Beach. “A lot of people ask me why I don’t move closer to the firehouse, but my support system for my daughter is in Long Beach, and with a job like mine, where anything can happen, that is the most important thing,” she



PHOTO COURTESY PAULINA ZALE

Paulina Zale works three 12-hour shifts a week at Miller Children’s Hospital, and attends graduate school.



PHOTO BY RENA DURHAM

Pasadena Fire Engineer Christina Terrazas commutes to work from her home in Long Beach so that her support system for her daughter stays intact.

explains. Terrazas says she feels the need to be present as a mother and just as present as a firefighter, and unlike Hahn she doesn’t compartmentalize. “I’m a firefighter 24 hours a day, and I’m a mother 24 hours a day,” she says.

Because of this, Terrazas has trained herself not to feel guilty about down time. “It’s perfectly fine to say, *I need a bubble bath* and then take one,” she says. “And in that 15 minutes you can’t be distracted by guilt. You have to love that bubble bath.”

Don’t Forget To Laugh

Paulina Zale is assistant unit manager for Pediatric Intensive Care at Miller Children’s Hospital in Long Beach and has two children, ages 5 and 7. She works three 12-hour shifts a week and goes to school one day a week to pursue her graduate degree so that she can become a pediatric nurse practitioner. Her husband works Monday through Thursday and spends Fridays with the kids. On her days at work, Zale is up and out of the house before the kids wake up and arrives home after they are asleep. Zale says that in order for her life to work, “everything has to be where it should be.” The other necessity is taking time for herself.

“There has to be a balance of work, school and personal time,” she says. She listens to audio books for her book club during her commute, goes to the gym regularly, and schedules time with her husband and to see friends. “I can’t wait to graduate and have my life back, but until then I am enjoying the ride!” she says.



HOUSING & CAREER SERVICES DEPARTMENT

DATE: May 21, 2014

TO: Michael J. Beck, City Manager

FROM: William K. Huang, Housing Director 

SUBJECT: Foothill Workforce Investment Board's HomeGoods Recruitment and Hiring Event

The Foothill Workforce Investment Board (FWIB) hosted a hiring recruitment for a new HomeGoods store in the Hastings Ranch Area at 3803 East Foothill Boulevard Pasadena, CA 91107. The recruitment began on April 14 and ended April 25th.

FWIB used a heavy social media marketing strategy to attract applicants. HomeGoods interviewed 428 applicants. Sixty-five (65) of those applicants were hired which met HomeGood's entire staffing needs. The company offers competitive wages and benefits. Although information on the residency of the new hires is not available to the public, FWIB staff estimates about 75% of the new hires live in Pasadena.

The FWIB facilitated the recruitment utilizing its Mobile Career Center, which is a 37 foot modified recreational vehicle. The Mobile Career Center is equipped with computers, Internet, copier and other tools that provide job seekers with finding employment. HomeGoods used the vehicle as their recruitment headquarters since their store was not yet ready to receive applicants. The Home Goods store officially opened on May 17th.

Hosting hiring recruitments for new businesses is one of many services the FWIB offers to the business community. Those interested in more information on FWIB services should call 626-796-JOBS or visit the One Stop Center at 1207 East Green Street, Pasadena, CA 91106.







May 2014



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back and featuring the milestones met as we work toward a new, improved Rose Bowl Stadium. The *Roundup* will keep you up to date on the renovation projects as well as the exciting 2014 events that will help us stabilize the Stadium's economic future.

In this issue ...

- ❖ Forward progress: Bowl, Concourse and Donor Plaza
- ❖ Rose Bowl events stand at 18
- ❖ Stadium revenue sustainability
- ❖ Manchester United vs. LA Galaxy in friendly match July 23
- ❖ Rihanna, Eminem to rock the Rose Bowl August 7, 8
- ❖ JAY Z & Beyonce August 2 and 3
- ❖ City explores an annual music festival at the Rose Bowl
- ❖ City Council approves EIR
- ❖ 2014 Americafest donation letters, flyers go out
- ❖ Rose Bowl Stadium Legacy Campaign: bricks on sale!
- ❖ Rose Bowl Stadium Premium Seating
- ❖ Rose Bowl Stadium Tours

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

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Rose Bowl Roundup

FORWARD PROGRESS

Bowl, Concourse and Donor Plaza



Court of Champions: plaster operation



Gate A: CMU pilasters



Donor Plaza: bands and planter walls

Rose Bowl Roundup

The Rose Bowl Operating Company (RBOC) is nearing the final stage of renovation within the Stadium and the immediate concourse area. The contractor is currently on schedule for field access/field walls/hedges, the south-end restrooms, Gate A and the south-end electrical substation. The construction team continues site coordination with the contractor responsible for Public Works street improvement/bio-swale project.

[👉 MORE](#)

Meanwhile, events continue. The May Flea Market garnered an attendance of 13,345 on a sunny 89-degree Sunday. Many other Rose Bowl Stadium activities continued throughout May, among them Bimmerfest, Cal Tech Play on the Field, McMahon's RV Show and Boy Scout Expo Set Up (North Concourse.) And of course, UCLA's annual Select-a-Seat weekend.

2014 ROSE BOWL EVENTS WILL STAND AT 18

Pac-12 title game goes to new 49ers stadium and Beyonce, JAY Z will play second concert

With the Pac-12 Conference announcement that its championship game will be played at Levi's Stadium, the San Francisco 49ers new stadium, the Rose Bowl has now booked a second JAY Z and Beyonce concert for Sunday, August 3 keeping within the approved 18- event limit approved by the Pasadena City Council.

Live Nation's request to book the second concert raised neighbors' and the Rose Bowl Operating Company's (RBOC) concern. Booking a second concert *and* keeping the Rose Bowl's contractual obligation to hold a date for the Pac 12 Championship game (if UCLA wins its division championship) would have required City Council approval of a 19th event.

Per City code, the City Council must approve any additional large ("displacement") events over the permitted 12 in each year. This year, City Council as a one-time exception approved expansion to 18 events. Since the RBOC was committed to honoring this limit, the RBOC notified Live Nation that the second concert could only be booked if the Pac 12 championship game was moved.

"We made a firm commitment that we will not waver from our pledge to the community that there would only be 18 events in 2014," said RBOC Board President Victor Gordo.

As part of the approval for the second Jay Z/Beyonce concert and in recognition of the four concerts that will occur within a seven-day period in early August, Live Nation will be contributing \$200,000 and the RBOC \$100,000 (for a total of \$300,000) to support unfunded arroyo projects..

REVENUE SUSTAINABILITY: MUSIC TO OUR EARS

Music events are part of the stadium's new strategy to keep the stadium financially viable and foregoing hosting the controversial NFL here. The stadium's "summer of music," including performances from One Direction, Rihanna and Eminem, and JAY Z & Beyonce should provide the jump start.

If revenues can be increased and sustained, the Rose Bowl Stadium should achieve the solid financial footing being pursued by the Rose Bowl Operating Company. Rose Bowl CEO and General Manager Darryl Dunn is optimistic expecting each of the 2014 summer concerts to generate at least \$400,000 in revenues.

Managing the music is a challenge. The RBOC and city will be having regular meetings with the neighborhood associations in the coming months discussing the additional 2014 music events. Darryl Dunn said he plans to continue to work closely with surrounding neighborhoods to ease the strain of so many events this summer.

According to the city staff report, Live Nation also has put in extra funds to mitigate traffic for the concerts, some of which are on weekdays. "We recognize it's a lot of events in a short time period and our communication and work particularly with the neighborhoods is a top priority for us," Dunn said.

Rose Bowl Roundup

LA Galaxy meets Manchester United at the Rose Bowl on July 23



The Rose Bowl Stadium's soccer legacy continues when Manchester United meets the LA Galaxy in an international friendly match on Wednesday, July 23 at 7 p.m.

Rose Bowl General Manager Darryl Dunn notes that an uptick in ticket sales means there could be as many as 70,000 attendees.



*Live Nation's multiple concert bookings:
One Direction, Monster Tour and Mr. and Mrs. Carter*

Live Nation's summer 2014 Rose Bowl concert bookings have started the ball rolling toward a brighter financial future for the stadium.



- First, the hot new boy band, One Direction, is booked for three nights in September.
- Next, Live Nation booked rapper Eminem and pop singer Rihanna for August 7 and 8 to launch their three-city "Monster Tour."
- Finally, JAY-Z & Beyonce "Mr. and Mrs. Carter Stadium Tour" will roll into the bowl for two nights, August 2 and 3.

Recap of past and future 2014 Rose Bowl events

- January 1: Rose Bowl Game
- January 6: BCS National Championship Game
- April 26: Autism Walk
- July 4: Annual Americafest July 4th celebration
- July 23: Soccer exhibition, Manchester United vs. L.A. Galaxy
- August 2 and 4: JAY Z/Beyonce concert
- August 7 and 8: Rihanna/Eminem concert
- September 11, 12 and 13: One Direction concert
- Fall 2014 UCLA football (six regular season home games)



CITY EXPLORES AN ANNUAL MUSIC FESTIVAL

A Pasadena-style weekend event

In April of this year Rose Bowl officials announced that they were exploring the possibility of holding an annual weekend music festival at the Rose Bowl Stadium. The festival would include "top-quality acts performing on multiple stages inside the Rose Bowl Stadium and on a portion of the Brookside Golf Course."

Darryl Dunn said that the stadium is in talks with various "world-class" promoters to develop a festival that would attract a following and generate significant revenue for the stadium and the community at large. The city is not planning to create another Coachella. For example, to make the event more manageable for the nearby Arroyo neighborhoods, camping will not be permitted. For a Pasadena event, Dunn said, "We would seek to develop a multi-generational festival that offers quality entertainment in a safe and inviting setting, which aligns with our community standards, and the quality we expect."

Rose Bowl Roundup

You're invited to comment on Draft EIR for proposed festival

The public is invited to attend meetings to provide comments on a Draft Environmental Impact Report for the proposed Rose Bowl Music Festival. The meetings, which will be held at the Rose Bowl Stadium, are scheduled to start at 6:30 p.m. on Thursday, June 12, and at 10 a.m., on Saturday June 14.

CITY COUNCIL APPROVES FUNDING EIR CONTRACT

Pasadena City Council approved \$344,425 in contracts for a subsequent environmental impact report and traffic study for additional events at the Rose Bowl Stadium. The study, prompted by the Stadium's consideration of producing an annual music festival, will look at hosting nine additional large events for a total of 21.

The study will supplement the original environmental report approved by the council for 13 NFL games a year for five years, should a team come to Los Angeles.

City Council and Rose Bowl officials are hoping for a lively public discussion. Darryl Dunn has already reached out to community leaders to get their thoughts on additional non-NFL events in the Stadium. And a good EIR would help getting information out to the public and answering questions.



JULY 4TH AMERICAFEST SHOW'S 88TH CONSECUTIVE YEAR!

Have you received your Americafest letter & flyer?

You can help ensure the financial stability of this important community tradition by giving a tax deductible donation. Letters have gone out to Pasadena community members who have supported this great annual event.

Marilynne Kennedy Wilander, Chair of 2014 fundraising effort, urges everyone to support the festival. "We appreciate donations in any amount; every dollar helps us reach our goal."

Americafest 2014, presented by Honda, provides safe and affordable family entertainment for all, inside the bowl families will be treated to an exciting musical performance and other exciting live entertainment.



Once inside the stadium patrons will be treated to the TNT motorcycle thrill act. Music will be provided by a Beatles group known as Beatles' Legends. All capped off by fantastic fireworks.

If you would like to contribute, contact Marilynne at rosebowljuly4@yahoo.com

Rose Bowl Roundup

ROSE BOWL LEGACY

Have you purchased your commemorative brick?

The Rose Bowl Legacy Brick Campaign will continue throughout 2014 with special focus on the community. Bricks sold throughout 2014 will be installed in 2015.

Bricks sold throughout 2014 will be installed in 2015.

[DETAILS](#)



ROSE BOWL STADIUM PREMIUM SEATING

Great football, great events at the Rose Bowl Stadium

2014 Premium Seating at the Rose Bowl Stadium is on sale now with UCLA home games against Oregon, Stanford and USC! And other great events are on the board.

- International powerhouse Manchester United will be taking on the LA Galaxy for the biggest soccer match of the year in Southern California on **June 23**.
- Superstars Rihanna and Eminem will be joining forces for The Monster Tour, coming to the Rose Bowl Stadium on **August 7 and 8**. This is one of only three shows across the country so tickets will not last long!
- JAY Z and Beyonce are booked **August 2 and August 3**.
- The *One Direction: Where We Are Tour* will be coming to the Rose Bowl Stadium **September 11-13**.



Don't miss your opportunity to purchase premium seating to the biggest shows of the year! Call the Rose Bowl Premium Seating office at 626-585-6800 to lock in your seats!

Benefits of being a Premium Seat holder. In addition to exciting UCLA football, Premium Seat holders have presale opportunities for other great events at the Rose Bowl Stadium like this summer's music concerts. Make sure you have your seats to these exciting events and be a part of the action!

Premium Seating gives you the best seats at the Rose Bowl Stadium with luxury amenities for the biggest events in the country. If you are interested in learning how to become a Rose Bowl Premium Seat Holder please contact us today at 626-585-6800 or visit us at www.rosebowlpremiumseating.com

[MORE INFORMATION](#)

Rose Bowl Roundup

ROSE BOWL STADIUM TOURS

Take a tour — buy a brick

The Rose Bowl Stadium Tour ticket booth is located outside of Gate B and just a few steps from there you will find construction crews building the beautiful new donor plaza where commemorative bricks will be laid in a beautiful rose pattern. And a tour will provide you with a sneak peek at all the finishing touches going on inside the Gate.



Be sure to check the [STADIUM'S WEBSITE](#) for the most up to date information available and for directions to the stadium with the current construction. Public Tour hours are Thursday through Sunday at 10:30 AM and 12:30 PM.

Any further questions or to book your tour, contact Emily Kain at (626)275-2714.

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