



OFFICE OF THE CITY MANAGER

July 31, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Pasadena's Energy Roadmap Event:**

The City of Pasadena is fortunate to have a community-owned public utility providing reliable, affordable, environmentally-responsible electric service. But do our customers understand where their power comes from and how it gets to them? Do they know how much comes from conventional vs. renewable sources? Do they understand our energy efficiency programs and rebates? Does PWP understand what our customers want, so that we can incorporate those values into our long-term resource planning?

Phyllis E. Currie, General Manager, Water and Power, would like to extend an invitation to our citizens and other stakeholders to join us for Pasadena's Energy Roadmap Event, the first of a series of three public meetings where our customers can learn more and get involved in PWP's 2014 Power Integrated Resource Plan ("IRP") Update. The attached memorandum and flyer provides additional detailed information on the meeting location and how you can RSVP to one of these two meeting dates.

2. **Articles on Two Generations Now Shaping American Cities:**

The American Planning Association (APA) and the Atlantic magazine recently published similar articles that underscore the importance of two specific generational groups and the impacts these groups are having on how cities are growing. The generational cohorts known as "Millennials" (Age 21 to 34) and "Baby Boomers" (Age 50 to 65) are two of the largest groups which are beginning to shape communities and are influencing how cities plan for economic development and accessibility. This trend is consistent with the demographic data for the Central District of Pasadena gathered through a past resident survey. According to Frederick C. Dock, Director of Transportation, the survey's key findings showed that 37% of Central District residents are between the ages of 25 and 34 which is highest percentage among all other age groups. Another finding is that 70% of Central District residents surveyed indicated that walking accessibility was a very strong influence in their choosing to live in Downtown Pasadena.

U.S. cities are starting to consider key characteristics preferred by Millennials and Baby Boomers. They seek communities that are walkable, strong local economic investment, and a robust public transportation system, subsequently reinvigorating interest in downtown living. In addition to walkability and a robust public transportation system, these demographic groups are concerned with the current economic environment since it was found that Millennials are significantly worse off economically than either Gen Xers or Baby Boomers at a similar stage in life. The attached memorandum provides additional information on the APA's national poll findings and links where you can view the two studies.

Respectfully submitted,



JULIE A. GUTIERREZ
Assistant City Manager

JAG: dc
/attachment



PASADENA WATER AND POWER

MEMORANDUM

July 28, 2014

TO: Michael J. Beck
City Manager

FROM: Phyllis E. Currie
General Manager

RE: City Manager Newsletter Item

Pasadena's Energy Roadmap Event

The City of Pasadena is fortunate to have a community-owned public utility providing reliable, affordable, environmentally-responsible electric service. But do our customers understand where their power comes from and how it gets to them? Do they know how much comes from conventional vs. renewable sources? Do they understand our energy efficiency programs and rebates? Does PWP understand what our customers want, so that we can incorporate those values into our long-term resource planning?

Pasadena Water and Power ("PWP") would like to extend an invitation to our citizens and other stakeholders to join us for Pasadena's Energy Roadmap Event, the first of a series of three public meetings where our customers can learn more and get involved in PWP's 2014 Power Integrated Resource Plan ("IRP") Update. Please refer to the attached flyer.

For the convenience of our busy customers, we have scheduled two identical meetings to choose from. Participants can choose from one held on Wednesday, August 27, 2014 from 6:30 PM to 7:30 PM **OR** another on Saturday, August 30, 2014 from 10:30 AM to 11:30 AM. Both dates will have the same presentation and format. The location will be:

Laemmle Playhouse 7 Theatres
673 East Colorado Blvd. – Pasadena, CA 91101

RSVP Required – Seating is limited, so attendees are asked to please reserve a spot for either date at PWPweb.com or call 626-744-7311.

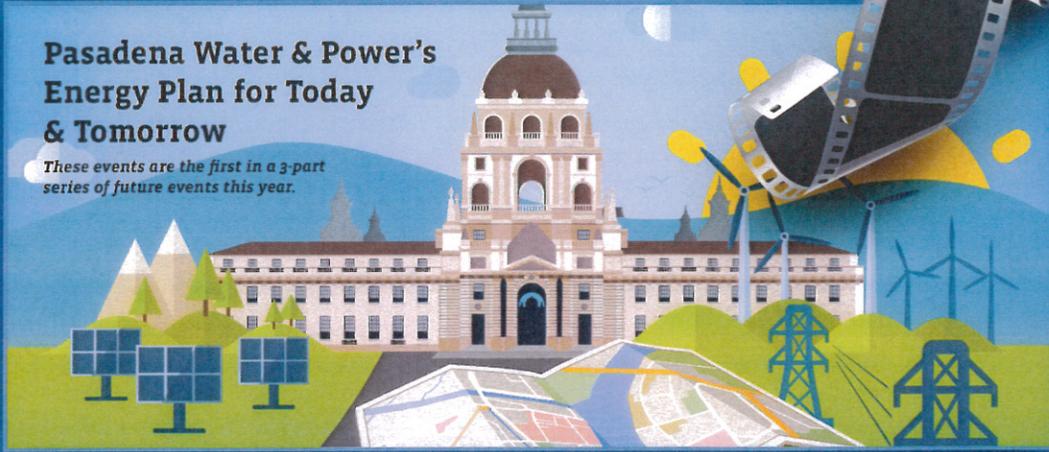
These first meetings will include a series of short videos introducing the power IRP concepts and providing background, followed by discussion and opportunities for the audience members to ask questions and provide their comments. We hope to provide a fun and engaging meeting format, with free popcorn and LED light bulbs for meeting participants.

Subsequent meetings in the series will provide the public the opportunity to review and comment on the draft IRP and the proposed supply and demand-side resource portfolios modeled in it. PWP also encourages the public to get involved by: 1) reviewing IRP material, 2) signing up for IRP updates, 3) submitting IRP related questions and/or comments, and taking a customer survey that will be posted soon. All of these choices are available from the IRP section of PWP's website at: www.pwpweb.com/irp.

Join us for Pasadena's Energy Roadmap Event

Pasadena Water & Power's Energy Plan for Today & Tomorrow

These events are the first in a 3-part series of future events this year.



Wednesday
August 27, 2014
6:30 pm to 7:30pm

-OR-

Saturday
August 30, 2014
10:30am to 11:30am

Laemmle Playhouse 7 Theaters
673 East Colorado Blvd.
Pasadena

Be the first to screen PWP's new
"Energy Roadmap" videos!
Plus, you'll learn about:

- Why Pasadena needs an Energy Roadmap
- Where Pasadena's energy comes from & how it gets to you
- Renewable & conventional energy sources
- Setting Pasadena's future energy goals
- Energy efficiency programs & rebates



PASADENA
Water&Power
SERVING THE COMMUNITY SINCE 1906

FREE Movie Event!

RSVP required. Seating is limited so reserve your spot for either date at PWPweb.com or call 626-744-7311.

[@PWPnews](https://twitter.com/PWPnews) [/PasadenaWaterAndPower](https://www.facebook.com/PasadenaWaterAndPower) [PWPnews.com](https://www.pwpnews.com)

MEMORANDUM - CITY OF PASADENA
DEPARTMENT of TRANSPORTATION

DATE: July 31, 2014

TO: Michael J. Beck, City Manager

FROM: Frederick C. Dock, Director of Transportation *F.C. Dock*

SUBJECT: **Articles on Two Generations Now Shaping American Cities**

The American Planning Association (APA) and the Atlantic magazine recently published similar articles that underscore the importance of two specific generational groups and the impacts these groups are having on how cities are growing. The generational cohorts known as "Millennials" (Age 21 to 34) and "Baby Boomers" (Age 50 to 65) are two of the largest groups which are beginning to shape communities and are influencing how cities plan for economic development and accessibility. This trend is consistent with the demographic data for the Central District of Pasadena gathered through a past resident survey. The survey's key findings showed that 37% of Central District residents are between the ages of 25 and 34 which is highest percentage among all other age groups. Another finding is that 70% of Central District residents surveyed indicated that walking accessibility was a very strong influence in their choosing to live in Downtown Pasadena.

U.S. cities are starting to consider key characteristics preferred by Millennials and Baby Boomers. They seek communities that are walkable, strong local economic investment, and a robust public transportation system, subsequently reinvigorating interest in downtown living. In addition to walkability and a robust public transportation system, these demographic groups are concerned with the current economic environment since it was found that Millennials are significantly worse off economically than either Gen Xers or Baby Boomers at a similar stage in life.

In 2014, APA's national poll findings point to opportunities for coordination of planning and economic development strategies around workforce attraction, competitiveness, and economic recovery. A new view of economic development is emerging that emphasizes local improvements and investments and the quality of communities and neighborhoods. Traditional business recruitment strategies are seen as less important than investing in local amenities and quality of life. Communities that are successful in this economic climate are likely to be those who embrace an economic development strategy centered around issues of place, particularly access affordability, proximity and walkability and innovation. Millennials and Active Boomers are critical to future growth and community competitiveness given their key characteristics. 74% percent of Millennials and 60% percent of Active Boomers surveyed believe investing in schools and community features, such as transportation choices and walkable areas, is a better way to grow the economy than investing in recruiting companies.

The two studies are available at:

<https://www.planning.org/policy/polls/investing/pdf/pollinvestingreport.pdf>

<http://www.citylab.com/housing/2014/05/what-millennials-wantand-why-cities-are-right-pay-them-so-much-attention/9032/>