OFFICE OF THE MAYOR

September 25, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Financial Overview – September 22, 2014:

The attached report from Andrew Green, Director of Finance is being provided as a high-level overview of the financial position of the City of Pasadena. The numbers reflected for FY 2014 are preliminary and unaudited numbers that are subject to change based on final review by the City's external auditors. Historical graphs are also being provided to help identify potential trends, however, it must be emphasized that the effects of the Great Recession significantly skew the numbers making it difficult to rely on historical trends to predict future results. A more detailed financial update will be presented to the Finance Committee at their September 29th meeting, which will also be made available to the entire City Council and the public. The historical data was obtained from the City's Comprehensive Annual Financial Reports (CAFR).

2. Fire Chief Recruitment:

Fire Chief Calvin Wells previously announced his intent to retire from the Pasadena Fire Department by the end of 2014. The Executive Search firm of Teri Black & Company was retained to assist with the recruitment and selection process. Meetings in the community and with Fire Department personnel occurred earlier in the summer to help identify the key issues the new chief will need to be prepared to handle and the attributes he/she should have in order to be successful. Feedback from the public was also obtained using an online survey.

The City was pleased with the significant interest in this position. Following an initial screening process, the list of applicants was narrowed to a small group of highly qualified candidates. The next phase in the process included panel interviews that occurred today. Panel members were selected to represent the community, Fire Department, City's Executive Leadership

100 North Garfield Avenue · Pasadena, CA 91109
(626) 744-4311 Fax (626) 744-3921

Team, and Fire Chiefs from other agencies as referenced in the chart below. A total of four representatives from each stakeholder group assisted in the panel interviews. The top candidates will now be interviewed by the City Manager and will undergo an extensive screening process. Final selection is anticipated in November.

Professional Representation	Community Representation	Executive Leadership Team Representation	Department Representation
Daryl L. Osby Fire Chief LA County	**Mary Schander** Pasadena Disaster Advisory Council District 7	**Phillip Sanchez** Police Chief	**Trey Sorensen** Fire Captain Station 31
James A. Williams Fire Chief City of Oxnard	**Marilyn Buchanan** Old Pasadena Management District District 3	**Andrew Green** Director of Finance	**Tim Sell** Fire Captain Station 36
Michael A. DuRee Fire Chief City of Long Beach	**John Penido** Area C Disaster Management Coordinator District 4	**Siobhan Foster** Director of Public Works	**Robert Sepulveda** Fire Engineer Fire Station 32
Randy Bruegman Fire Chief City of Anaheim	**Berlinda Brown** Pasadena City College Board of Trustee District 1	**Vincent Bertoni** Director of Planning & Community Development	**Jon Trautwein** Battalion Chief Fire Administration

3. Heritage Square Senior Apartments and Mar Vista Union Apartments Awarded Low-Income Housing Tax Credits:

On September 24, 2014, the California Tax Credit Allocation Committee awarded low income housing tax credits to the Heritage Square Senior Apartments and Mar Vista Union Apartments. These two projects are critically important to address the need for affordable senior and family housing in Pasadena. This is especially true as funding for new affordable housing has been greatly diminished in recent years through the loss of redevelopment funds and major cuts to federal housing programs. I have attached a memorandum from William Huang, Director of Housing and Career Services which provides additional detailed information on these two affordable housing projects.

4. Associated Press finds Pasadena Police Department One of Nation's Most Balanced in Racial Make-Up:

According to Police Chief Phillip Sanchez, the Associated Press recently released the findings of a national survey regarding Racial Diversity among Law Enforcement Agencies. While the article found considerable disparities in numerous communities, as outlined in the attached memorandum, the Pasadena Police Department (PPD) was called out as one of the "*Most Balanced*" police departments in the nation. The topic of diversity was briefly discussed at the September 22, 2104, Public Safety Committee meeting.

5. Best Libraries for Kids In and Around Los Angeles:

Jan Sanders, Director, Libraries and Information Services is pleased to announce the Pasadena Public Library was one of eight libraries in Los Angeles selected by CBS Los Angeles. The article *Best Libraries For Kids In and Around Los Angeles*, was published on September 22, 2014 at http://losangeles.cbslocal.com/top-lists/best-libraries-for-kids-in-los-angeles/. This recognition serves as a benchmark attesting to Pasadena Public Library's commitment to library services in our community. I have enclosed a copy of the recent article for your review.

6. Pasadena Healthy Times Fall 2014 Newsletter:

In the attached Fall 2014 Edition of Pasadena Healthy Times, our Acting Health Officer, Dr. Ying-Ying Goh reexamines the responsibilities and opportunities associated with the role of Pasadena's Health Officer. This newsletter also highlights articles on preventing mosquito bites, affordable care act updates, seasonal flu update and scheduled flu shot clinics which are just a few of the informative articles you will find in this issue.

7. USA Today Fan Index – The 10 Best Stadiums in College Football:

The September 22nd USA Today Fan Index voted Pasadena's *Rose Bowl* as the number one top best stadiums in College Football. The College Football Fan Index presented by Degree® is an in-depth ranking of the top college football fan bases as determined through social chatter aggregation and online fan-driven themes such as best tailgates and best traditions. The index is measured based on the social activity of each school's fan base, including sharing photos and videos, as well as the voting results of weekly themed polls that ask fans to determine which schools offer the best fan experience. A complete listing of the remaining top nine stadiums can be viewed at http://fanindex.usatoday.com/2014/09/22/the-10-best-stadiums-in-college-football/

8. Rose Bowl Roundup – September 2014:

Please find attached the September 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. It also keeps you up to date on the nearly completed Plan B renovation, as well as the program elements that will ultimately help create a secure economic future for the stadium, which, in turn, will benefit our city.

Respectfully Submitted,

JULIE A. GUTIERREZ
Assistant City Manager

JAG/dc
/attachment

City of Pasadena - Financial Overview

September 22, 2014

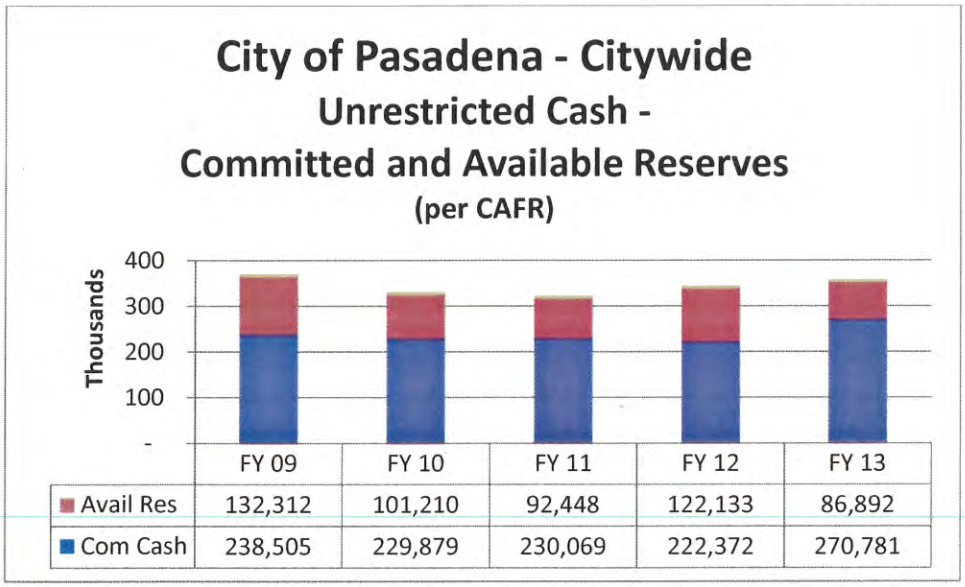
The following information is provided as a high-level overview of the financial position of the City of Pasadena. The numbers reflected for FY 2014 are preliminary and unaudited numbers that are subject to change based on final review by the City's external auditors. Historical graphs are also being provided to help identify potential trends, however, it must be emphasized that the effects of the Great Recession significantly skew the numbers making it difficult to rely on historical trends to predict future results. A more detailed financial update will be presented to the Finance Committee at their September 29th meeting, which will also be made available to the entire City Council and the public. The historical data was obtained from the City's Comprehensive Annual Financial Reports (CAFR).

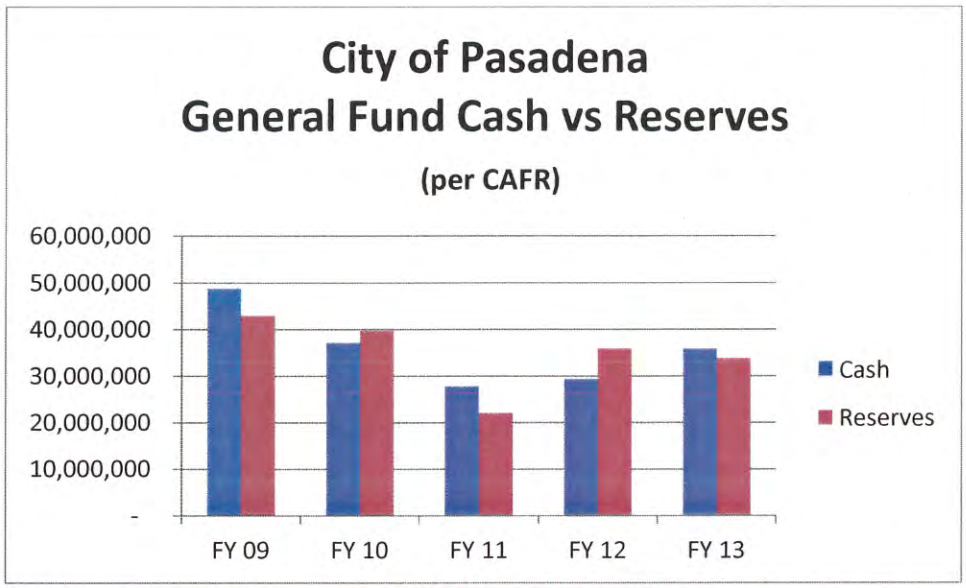
Cash

The City's total cash position is fairly strong with a portfolio of approximately $546.6 million as of June 30, 2014. The unrestricted General Fund makes up approximately $33 million of this amount. The portfolio is categorized into non-restricted pooled investments which total approximately $322.3 million and restricted pooled investments of approximately $224.3 million. Higher cash levels provide a cushion and increased flexibility to deal with unforeseen issues and emergencies. There are a number of legal requirements, however, associated with each fund where the cash is located. The General Fund, for example is the most flexible being that it can be used for any legitimate City function, whereas, funds such as Power, Water, Gas Tax, and Housing, must be used for functions which support those specific operations.

Reserves

Maintaining adequate reserves is crucial to ensuring financial health and stability, which is why this City has an adopted Fund Balance Reserve Policy. Events such as the Great Recession are painful reminders of the importance of having adequate reserves. If the City hadn't used prudence in building reserves during the good years leading up to the Great Recession, over $25 million of additional service reductions, including additional layoffs could have resulted. The City's Fund Balance Reserve Policy was last updated in August 2011, and establishes reserve goals for various funds. Reserves as discussed here are defined as unassigned and in the case of the General Fund committed fund balance which is made up of cash and liquid receivables. Liquid receivables are those receivables that can quickly be converted to cash. General Fund reserves totaled approximately $33 million at June 30, 2014 representing approximately 16 percent of General Fund expenses. The Fund Balance Reserve Policy for the General Fund establishes a goal of twenty percent (at least ten percent cash reserves) of General Fund expenses. Best practice as recommended by the Government Finance Officers Association (GFOA) and other finance organizations is seventeen percent of General Fund expenses as a base level. Business prudence dictates that maintaining a significant reserve to address the next inevitable economic downturn is a necessity. The following charts reflect the non-restricted committed cash and the available reserve levels citywide and for the General Fund from FY 2009 thru FY 2013 per the CAFR.





Cash amount less than reserve in FY10 and FY12 resulted from loans to other funds at year-end that were repaid during the next fiscal year

Debt

The City's total outstanding debt as of June 30, 2014 was approximately $914.5 million. This amount consists of General Fund direct debt, where General Fund revenues are pledged to repay the debt; General Fund credit supported debt, where only the credit of the General Fund is used but other revenues, and not General Fund revenues, are pledged to repay the debt; and other debt, which is totally supported by the pledge of other revenues and neither General Fund credit or revenues are pledged. The amount of direct General Fund outstanding debt is approximately $214.2 million, which is only 23.4 percent of the City's total outstanding debt. Although the majority of the City's debt is self-supporting, including the additional Rose Bowl Renovation Project debt issued in 2013, the Fitch rating

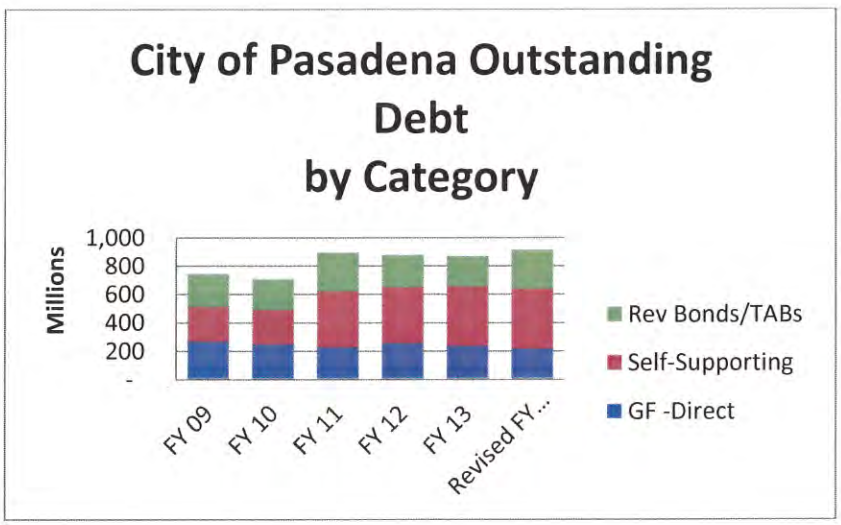
agency listed this additional Rose Bowl Renovation Project debt as one of the reasons for their downgrade of Pasadena from AAA to AA+ in May 2013. However, given the existing market conditions and discussions with various financial advisors, Fitch's action should have very minimal if any impact on any near term debt issuance. In contrast, although the City's total outstanding debt is relatively high when compared to the approximately twenty-seven other AAA rated cities by Standard and Poor's (S & P), the fact that most of the outstanding debt is supported by pledged revenues other than the General Fund and the City maintains a strong cash position, provided comfort to S & P to reaffirm the City's AAA rating in June 2014. The City has a combination of variable and fixed rate debt with various terms and structures. Terms and debt structures are developed based on needs of the City and market conditions at the time of the debt issuance. Total debt service paid in FY 2014 was approximately $75 million, of which approximately $13.5 million was paid by the General Fund. Table #1 below reflects major types of city-wide outstanding debt as of June 2014. The majority of the General Fund outstanding debt includes the Pension Obligation Bonds (POBs) and the City Hall Certificates of Participation (COPs) listed in Table #1.

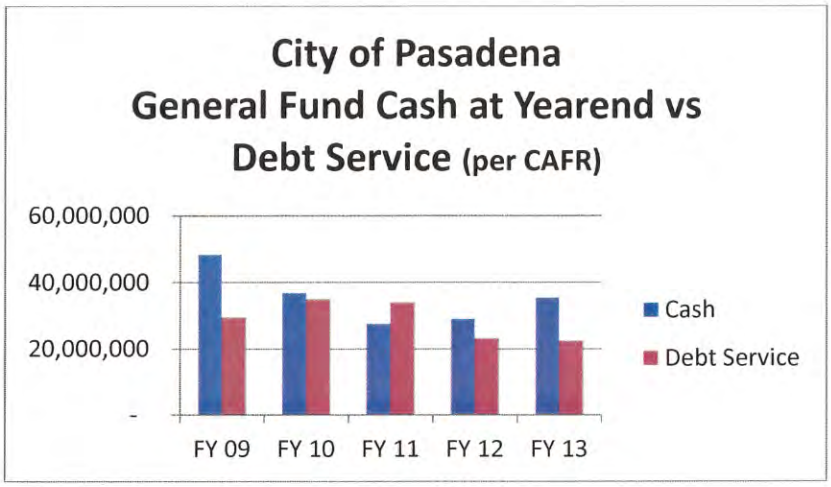
Table 1

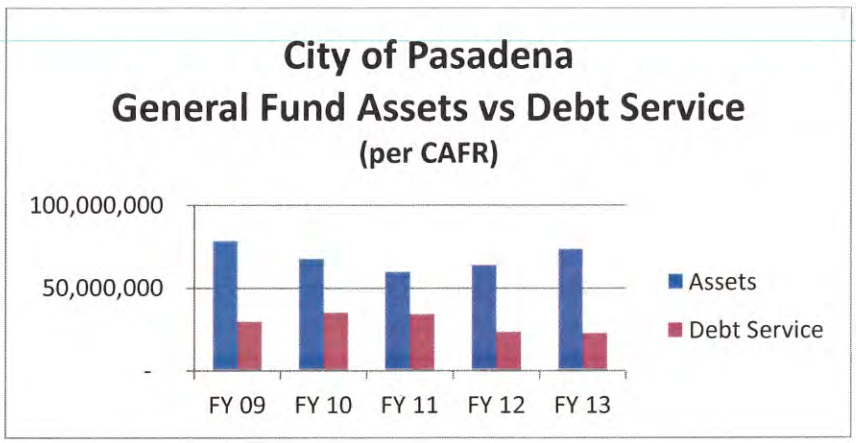
Outstanding Debt by Type - June 30, 2014

Pension Obligation Bonds (POBs)	123,920,852
Power and Water Revenue Bonds	278,345,000
Rose Bowl Lease Revenue Bonds	210,095,428
Conference Center Certicicates of Participation	174,670,000
City Hall Certificates of Participation (COPs)	68,100,000
Other	59,363,003
Total	**914,494,283**

The charts below reflect outstanding debt by category and debt service historical information from FY 2009 through FY 2013.

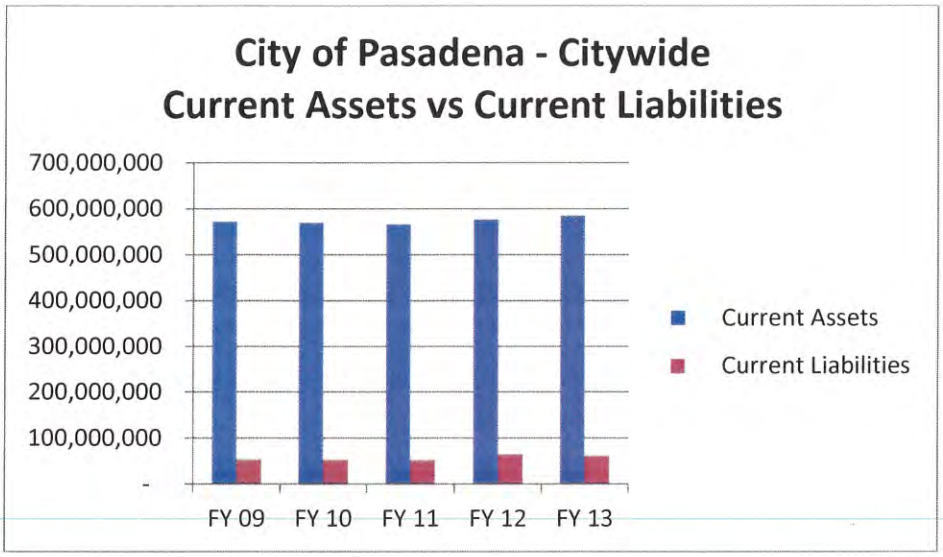


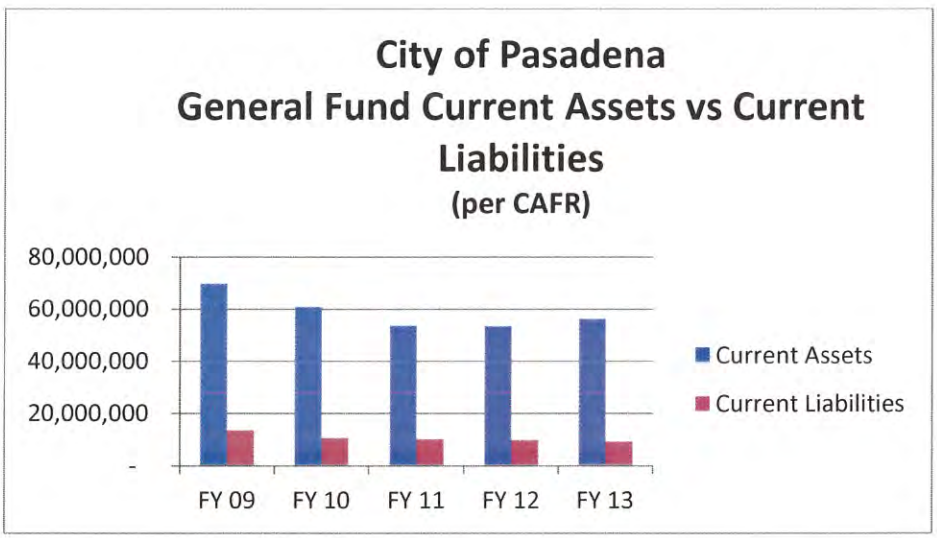




Assets vs Liabilities

With assets of $2.18 billion vs liabilities of $1.04 billion per the FY 2013 CAFR, the City has a strong asset to liability ratio. This ratio, however, includes both short and long term amounts. A better indication of current financial strength is the current ratio which measures current (liquid) assets to current (due in the short-term) liabilities. Per the June 30, 2013 CAFR, current assets and current liabilities were approximately $585.8 million and $62.6 million, respectively. This is also a very strong ratio outcome. The same information for the General Fund was approximately $55.8 million in current assets and $9.1 million in current liabilities, again a very strong ratio. The graphs below provide historical information relating to Citywide and General Fund assets and liabilities.





Revenues vs Expenses

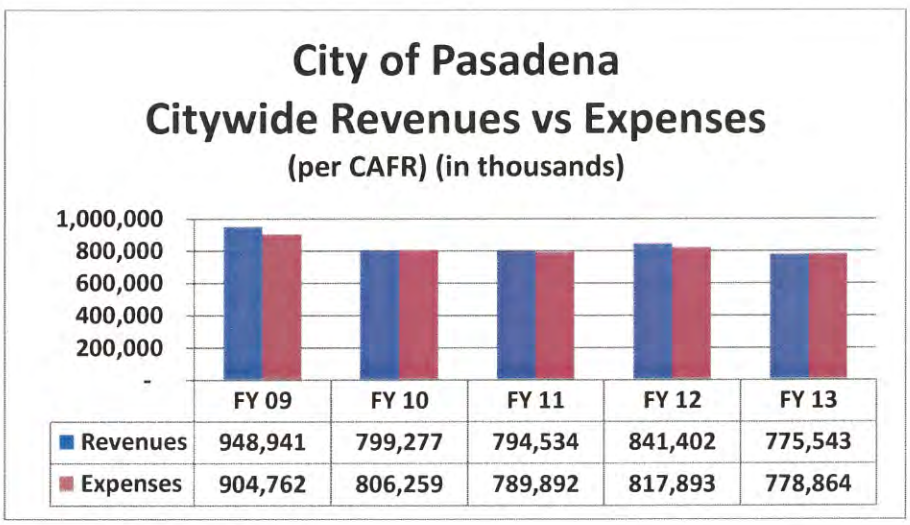
Looking at revenues vs expenses on a citywide consolidated basis can be somewhat misleading. The City has over 100 funds and each has various regulations and restrictions as to the recording and use of both revenues and expenditures. Additionally, the timing of the collection of revenues and when those revenues are expensed can be different. This could result in a fund reflecting an operating surplus in one year because the revenue has been collected but the applicable expense is not made in the same year, i.e., a capital project. Conversely, the fund may show an operating deficit due to the opposite circumstances. As reported previously, staff is in the process of finalizing the revenue and expense numbers for the final FY 2014 audit. However, based on the current unaudited numbers, the General Fund reflects a FY 2014 year end surplus of approximately $4.8 million. This amount is better than the approximately $1 million surplus estimate presented during the 2014/15 budget process primarily due to additional salary savings and departmental spending adjustments at the end of the fiscal year. As of

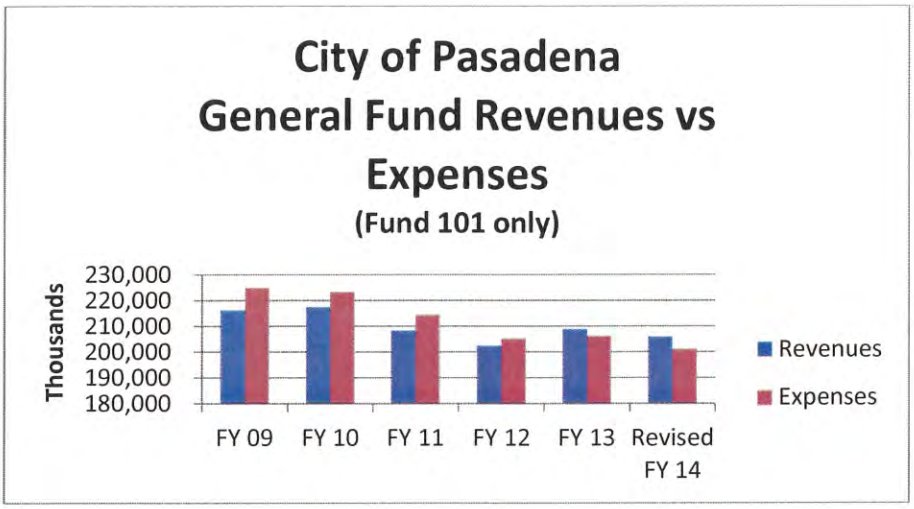
June 2014, there were approximately 70 vacancies in the General Fund and 221 vacancies city-wide. Original estimates assumed the filling of these vacancies at a faster pace to be conservative. The majority of the additional operating surplus is the result of these additional salary savings. It must be noted, however, that these savings, are one-time savings that will dissipate as the vacancies are filled. Adjustments in spending of departments generated approximately $400,000 more in savings than originally anticipated. As reported previously, approximately $1.9 million of the surplus is due to a debt payment from the Old Pasadena Parking District. The entire surplus consists, of one-time revenues and expense savings. Best practice dictates that one-time resources be used for one-time expenses to maintain fiscal stability. Consequently, it is recommended that the surplus be used to rebuild policy reserves and address unfunded liabilities. Table 1 below provides the specifics of the recommendation.

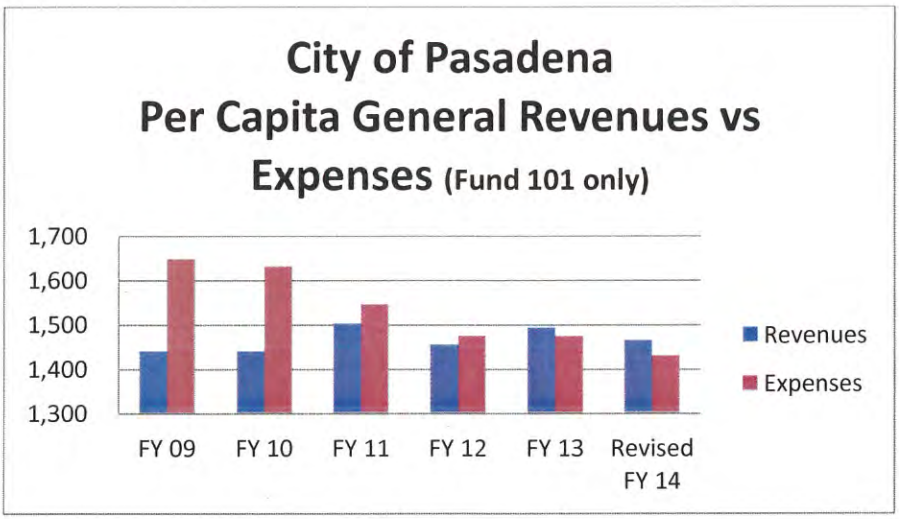
Table 1

General Fund Operations Results Recap - Prelim 6/30/14	
Results prior to adjustments - Prelim 6/30/14	4,759,085
Adjustments:	
Transfer to Liability Fund for Water GFT settlement (gross up of both revneues and expenditures in the amount of $1,858,812, net impact is zero)	0
Transfer to Benefits Fund to repay final portion PACTE loan (receivable will be established in applicable other funds to reimburse General Fund)	-1,273,620
Personnel reserves for leave costs	-1,000,000
Contribution toward OPEB unfunded liability	-1,000,000
Adjusted Results - Prelim 6/30/14 - Net increase/(decrease) to policy reserves	1,485,465

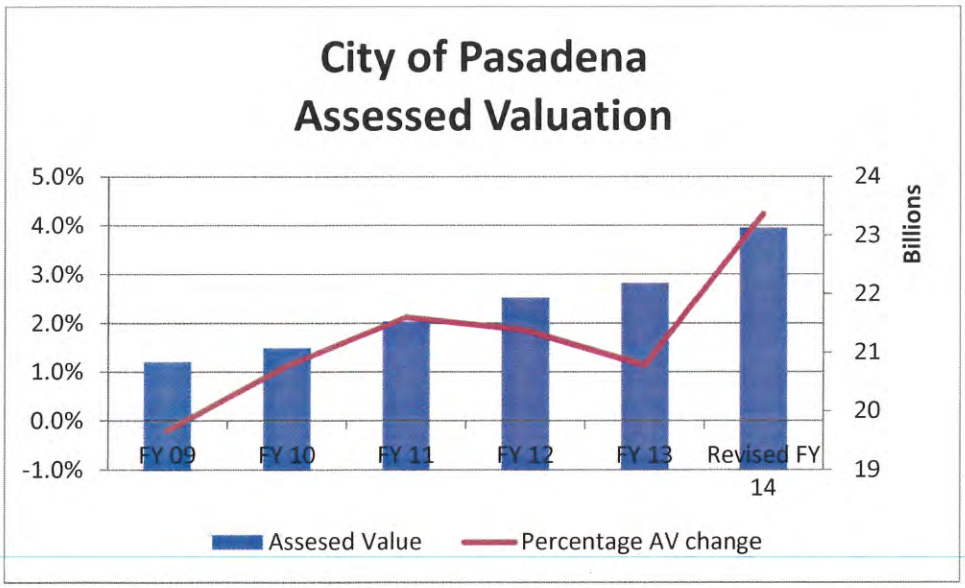
Below are historical graphs of revenues and expenses, citywide for FY 2009 through FY 2013 per the CAFR and FY 2009 through estimated FY 2014 for the General Fund (Fund 101 only).



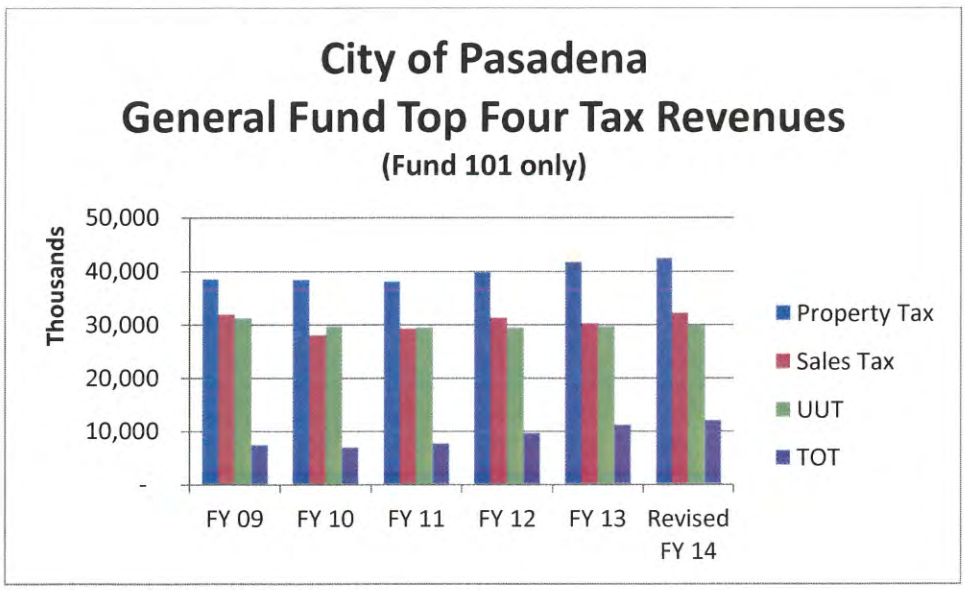




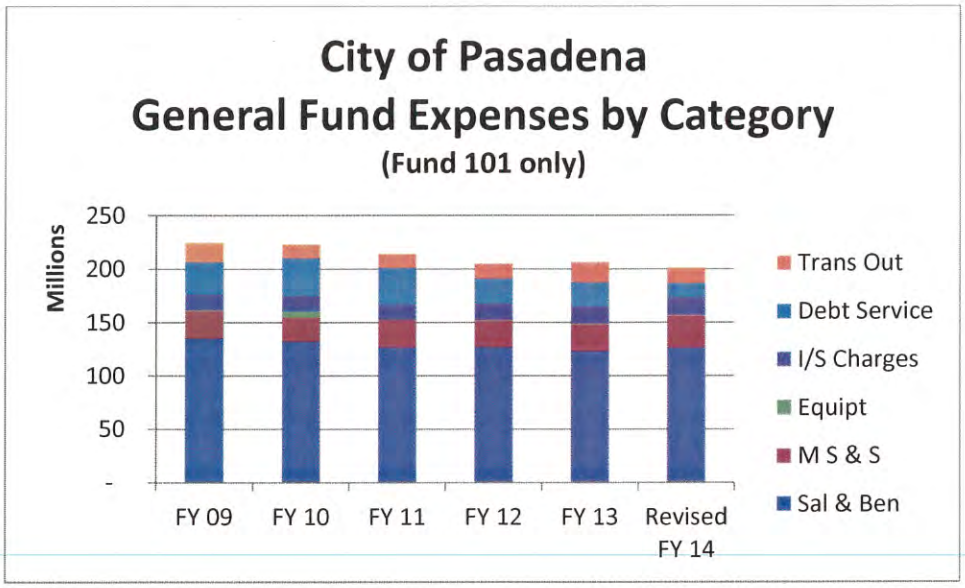
Pasadena continues to maintain strong assessed values. The current assessed value for Pasadena is $24.365 billion, which is an increase approximately 5.4 percent over the prior year. Due to a complicated formula utilized by the LA County Auditor Controller there is not always direct dollar for dollar link of the change in assessed value to property tax revenues received within a particular fiscal year. The City receives approximately 20 percent of the one percent levy placed by the County. This percentage fluctuates annually based on the formula calculations. The following charts reflect the City's assessed value and the percentage change over the last six years.



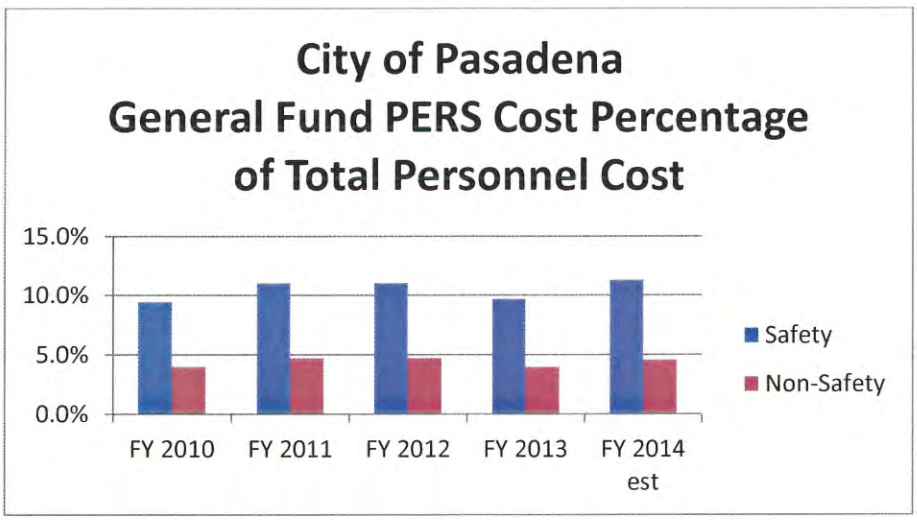
The following chart provides historical information of the top four tax revenue categories of the past six years. Tax revenues generated approximately 65 percent of General Fund revenues in FY 2014.



The following chart provides historical information of the major expense categories over the past six years. On average, personnel related costs, net of Fire Police Retirement System (FPRS), have been approximately 60 percent of General Fund expenses.

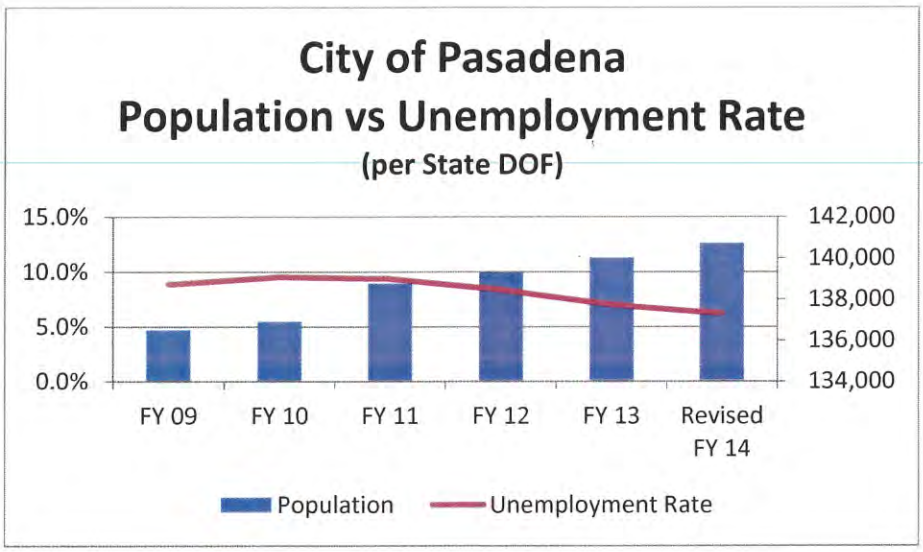


The following chart provides a comparison of PERS costs as a percent of total personnel costs. Total personnel costs consist of salaries and benefits. The chart reflects PERS costs separately for safety and non-safety personnel. As a result of agreements with various labor groups a decrease in costs was created in FY2013. These agreements help offset the PERS increases recently adopted by the CalPERS board to improve the fiscal stability of the retirement plan. The effect of these actions by the City helped to keep costs, at least for FY 2014, near previous levels. Unfortunately, as discussed below, actions implemented by CalPERS will continue to make controlling these costs a challenge going forward.



Jobs/Unemployment

Pasadena's unemployment rate remains below Burbank, Glendale, LA County, and the State of California. The unemployment rate as of June 2014 was 6.2 percent per State records. Although higher than desired, it is an indication that Pasadena tends to do better than our surrounding jurisdictions in maintaining jobs which support our local economy. Per the State, Pasadena had a labor force of approximately 77,700 as of June 2014. Pasadena's population has only experience minimal increases over the past decade, but the job levels have remained relatively consistent given the effects of the Great Recession. The charts below reflect historic unemployment rates and population of the last six years.



Challenges

Although Pasadena is relatively financially healthy at this point, there remain a number of issues that are on the horizon which could quickly and significantly weaken our financial position. These challenges are discussed in more detail below.

Personnel Costs

It is anticipated that planned CalPERS increases not under the City's control could add as much as $8 million in annual pension costs for Pasadena beginning in FY 2017. Productive negotiations for pension reform with the various bargaining units have resulted in additional employee contributions toward retirement and will help to mitigate some of the anticipated future pension cost increases. To date, one hundred percent of the City's non-safety employees now contribute 8 percent towards their portion of the CalPERS retirement costs. Ninety-five percent of sworn employees will be paying 2/3 of the employee retirement contribution beginning in FY 2015 and the full 9% member contribution beginning in FY 2016. The remaining sworn employees are expected to contribute their full 9% member contribution before the end of the fiscal year.

For FY 2015, personnel costs are budgeted at approximately 71% of operating expenses in the General Fund. Absent our successful, local pension reform and negotiated reductions in health care costs, this figure would be significantly higher. The unfunded liability per the latest CalPERS actuarial report

reflects Pasadena's unfunded liability for safety and miscellaneous members combined is approximately $232 million. This amount does not include any contribution to the Fire and Police Retirement System (FPRS) that would be required through the end of the system or the outstanding Other Post Employee Benefits (OPEB) unfunded liability of $35.0 million which is discussed further in this report

Unfunded Liabilities - Other Post-Employment Benefits

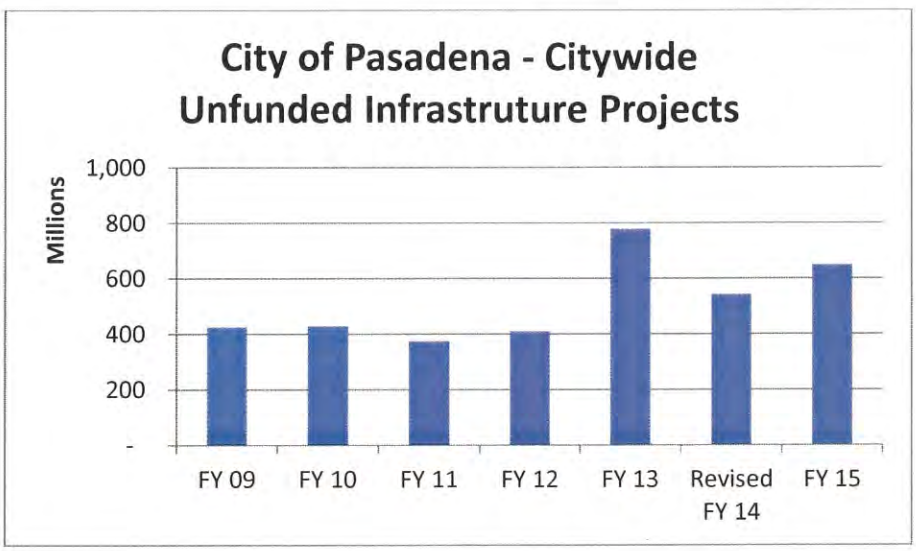
An actuarial study of Pasadena's Other Post-Employment Benefits (OPEB) relating to retiree health benefit liability was completed in 2014, reflecting a July 1, 2013 valuation date. The report determined that Pasadena's actuarial liability was approximately $35.8 million based on a 25-year remaining amortization period. The annual required contribution (ARC) to address this liability was determined to be approximately $2.9 million. Pasadena is currently using a pay-as-you-go methodology and is only paying about $580,000 per year toward this amount. Continuing the pay as you go method will significantly increase the ARC in future years. The actual amount will depend on future actuarial valuation reports. The current 5-year General Fund Five-Year Forecast had assumed additional annual payments toward the OPEB ARC beginning in FY 2016 of $200,000 and increasing to $1 million in FY 2019. However, this will need to be revisited based on events discuss later in this report.

Slow General Fund Revenue Growth

Excluding one-time sources, revenue growth in the General Fund has averaged only 2.5 percent during the past two years. Businesses and consumers continue to be cautious about the economy. This is reflected in the fact that while sales tax revenues are up from last year, the dollar amounts are still at FY 2005 levels.

Aging Infrastructure

Over the past 5 years, Pasadena has spent over $270 million on infrastructure needs. This is commendable considering in the time of the worst economic downturn since the great depression. Even with these efforts, the current 5-year Capital Improvement Program (CIP) has identified nearly $643.6 million of necessary projects without identified funding sources. The longer these projects are delayed the more expensive they become.



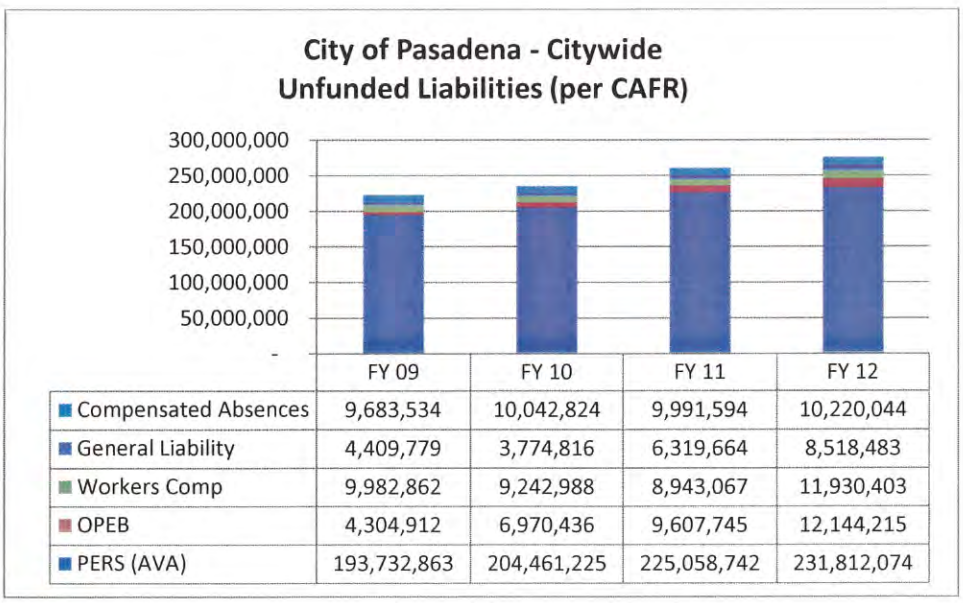
Litigation & Impact on Revenues

Pasadena recently settled a lawsuit challenging the Water Fund Transfer to the General Fund. Under the terms of the settlement, the City must transfer back to the Water Fund $7.2 million over the next seven years. This will require a re-examination of the amount of contribution which could be made to the OPEB liability.

On March 24, 2014, the City received a claim from the Howard Jarvis Taxpayers Association reportedly on behalf of water utility customers outside the City limits. The claim seeks a refund of "'distribution and customer charges' and 'commodity rates' paid within the 12 months preceding the City's receipt of this claim, and any additional amounts collected thereafter. The claim alleges that the City's charges made to these customers violates the California Constitution. The City believes the rates are legal and appropriate and will defend against any litigation that may follow. In the 12 months prior to March 24, 2014, the City collected $1.6 million in distribution and customer charges and commodity rates from extra-territorial customers.

In litigation dealing with SB481, as much as $49 million hangs in the balance of a pending State Court ruling that will decide how much money Pasadena is to retain from the State once California's dissolution of local redevelopment agencies occurred. These funds are crucial to the Pension Obligation Bonds (POBs) restructuring that must occur in the first part of CY 2015.

The chart below reflects Pasadena's unfunded liabilities as of the latest actuarial reports which used FY 2012 data. The compensated absences unfunded liability, which is probably not as familiar as the other liabilities listed in the chart below, consists of the costs that would occur if all leave balances where it is probable that the employee will be paid or receive benefit at retirement were liquidated. This is a Governmental Accounting Standards Board (GASB) reporting requirement to more accurately reflect the financial condition of the entity. This requirement has been in effect since 1993.



	FY 09	FY 10	FY 11	FY 12
Compensated Absences	9,683,534	10,042,824	9,991,594	10,220,044
General Liability	4,409,779	3,774,816	6,319,664	8,518,483
Workers Comp	9,982,862	9,242,988	8,943,067	11,930,403
OPEB	4,304,912	6,970,436	9,607,745	12,144,215
PERS (AVA)	193,732,863	204,461,225	225,058,742	231,812,074

Conclusion

The City of Pasadena has made great strides in strengthening its financial wellbeing since the Great Recession. Although the glory days of the pre-recession era are not expected to return, Pasadena's economy is improving as evidenced by the previously discussed information. The City has put into place strong fiscal policies and has successfully demonstrated fiscal prudence throughout the recovery period. Caution is still needed, however, given the fiscal uncertainties and significant unfunded liabilities and capital needs. The City has a history of making fiscal decisions based on a 5-year horizon. Continuing this practice will help to ensure that Pasadena remains fiscally stable with a high quality of life into the future.

HOUSING & CAREER SERVICES DEPARTMENT

DATE: September 24, 2014

TO: Michael J. Beck, City Manager

FROM: William K. Huang, Director of Housing and Career Services

SUBJECT: Heritage Square Senior Apartments and Mar Vista Union Apartments Awarded Low-Income Housing Tax Credits

On September 24, 2014, the California Tax Credit Allocation Committee awarded low income housing tax credits to the Heritage Square Senior Apartments and Mar Vista Union Apartments. These two projects are critically important to address the need for affordable senior and family housing in Pasadena. This is especially true as funding for new affordable housing has been greatly diminished in recent years through the loss of redevelopment funds and major cuts to federal housing programs.

Heritage Square

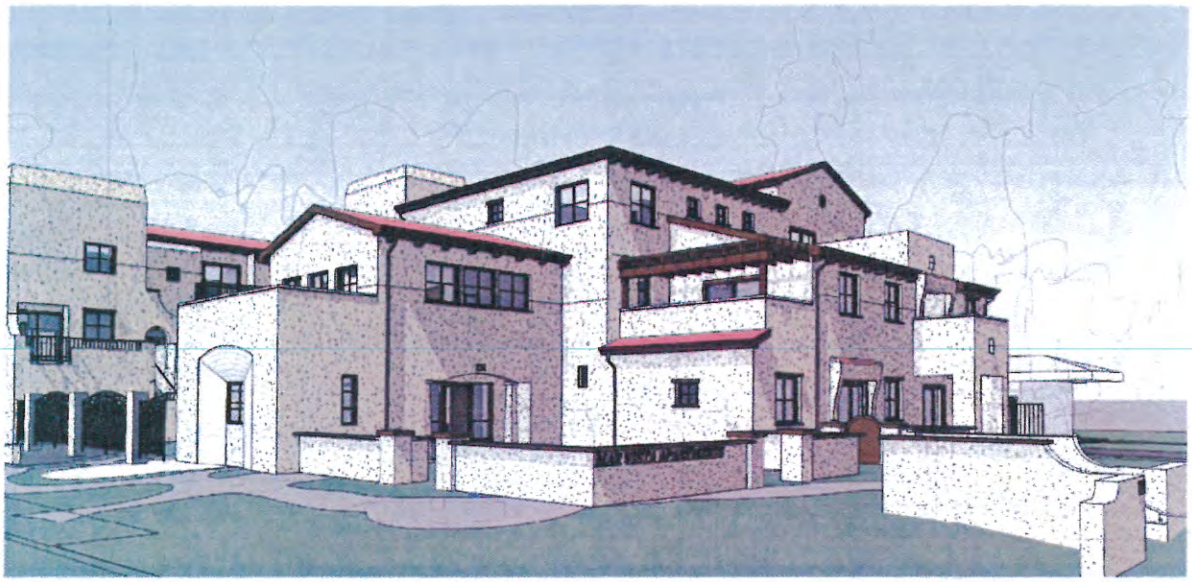
This 70 unit development for very low income seniors will be constructed on Fair Oaks Avenue between Orange Grove Boulevard and Painter Street in Northwest Pasadena. The site is in Council District 3 represented by Councilmember John J. Kennedy.

The project is being developed by the nonprofit, Bridge Housing, on land leased from the City. The City has committed $1.4 million and 69 Project Based Section 8 Vouchers to the project to ensure the rents will be affordable to very low income seniors.

649 N. Fair Oaks Ave., Suite 202 • Pasadena, CA 91109-7215
(626) 744-8300 • Fax (626) 744-8340
www.cityofpasadena.net

This was the fourth attempt to secure highly competitive tax credits for the project. The tax credits will bring in approximately $16.87 million in equity to the project. With this award of tax credits the project is fully funded and will pull permits within 6 months.

Mar Vista Union



This 20 unit development for very low income formerly homeless families will be constructed on a vacant site located at the corner of Mar Vista and Union. The site is in Council District 5 represented by Councilmember Victor Gordo. When the project was conceived, prior to redistricting, the site was located in Council District 2 represented by Councilmember Margaret McAustin. This is the site of the failed relocation and rehabilitation of the Boadway Apartments.

The project is being developed by the nonprofit, National CORE, on land leased from the City. The City has committed $3.75 million and 19 Project Based Section 8 Vouchers to the project to ensure the rents will be affordable to very low income families.

The tax credits will bring in approximately $5.34 million in equity to the project.

Once the project is completed it will be operated by Union Station Homeless Services.

This will be the first permanent supportive housing project for formerly homeless families in Pasadena. Providing permanent supportive housing for formerly homeless individuals and families is a key part of the City's strategy to address homelessness.

MEMORANDUM – City of Pasadena
Police Department
September 24, 2014

TO: Michael Beck
City Manager

FROM: Phillip L. Sanchez
Chief of Police

RE: Associated Press finds Pasadena Police Department one of nation's most balanced in racial make-up.

The Associated Press recently released the findings of a national survey regarding Racial Diversity among Law Enforcement Agencies. While the article found considerable disparities in numerous communities, as outlined in the attached, the Pasadena Police Department (PPD) was called out as one of the "Most Balanced" police departments in the nation. The topic of diversity was briefly discussed at the September 22, 2104, Public Safety Committee meeting.

The following table illustrates the diversity of PPD's workforce:

Race / Ethnic Groups	City Demographic 2010 Census	Police Officers (227)	Civilian Employees (107)	227 Officers	107 Civilian
Armenian	N/A	2.60%	0	6	0
Asian/Other	14.30%	9.30%	9.40%	21	10
Black	10.70%	15.40%	12.30%	35	13
Hispanic	33.70%	34.80%	51.90%	79	55
White	55.80%	37.90%	28.30%	86	29
Female	51.80%	14.50%	68.30%	33	73
Male	48.20%	85.50%	31.70%	194	34

The Pasadena Police Department is committed to employing and retaining a diverse workforce reflective of multi-cultural community it serves. The Department is currently accepting employment applications for various positions and strongly encourages Pasadena and Altadena residents to apply at http://agency.governmentjobs.com/pasadena/default.cfm.

HTTP://LOSANGELES.CBSLOCAL.COM/TOP-LISTS/BEST-LIBRARIES-FOR-KIDS-IN-LOS-ANGELES/

LATEST BEST OF LA

Best Libraries for Kids in Los Angeles

September 22, 2014 5:00 AM

(credit: istockphoto)

Throw out your fear of angry librarians callously shushing you out the door. Although some libraries are simple containers for a large quantity of books, others stand as a doorway to an unlocking the imagination and creativity of children of all ages. Through beautiful spaces, story time hours, homework help, reading programs, and more, these libraries in and around Los Angeles will help inspire the curious bookworm in all your children. Read our other picks for the best spots in and around LA for libraries for kids. **What are your favorite libraries for kids? Share in the comments below!**

(credit: smpl.org)

Santa Monica Public Library

Main Library
601 Santa Monica Blvd.
Santa Monica, CA 90401
(310) 458-8621
www.smpl.org

Kids interested in everything from poetry to LEGOS will find camaraderie at the Santa Monica Public Library's Main Library. Outdoor activities abound in their courtyard, landscaped with sustainable housing that matches the library's commitment to sustainable energy and resources throughout. Homework help, a large selection of children's books and story times, and a study break cafe round out the experience.

(credit: Theron B./Yelp)

Sherman Oaks Martin Pollard Public Library

14245 Moorpark St
Sherman Oaks, CA 91423
(818) 205-9716
www.lapl.org/branches/sherman-oaks

Those looking for a quaint and small public library with charm will be surprised upon entering the Sherman Oaks Public Library. Along with Baby/Toddler story time, and other events for both kids and adults, the library here provides free access to computer workstations with internet access as well as many electronic resources such as online catalogs, subscription databases, word processing, language learning and much more. The 'Baby/Toddler Story Time' runs weekly on Tuesday's where they provide stories, songs, and rhymes for kids and is perfect for babies and toddlers ages 6 months to 3 years.

(credit: Winnie L./Yelp)

Los Angeles Public Library

Central Library
630 W. 5th St.
Los Angeles, CA 90071
(213) 228-7000
www.lapl.org

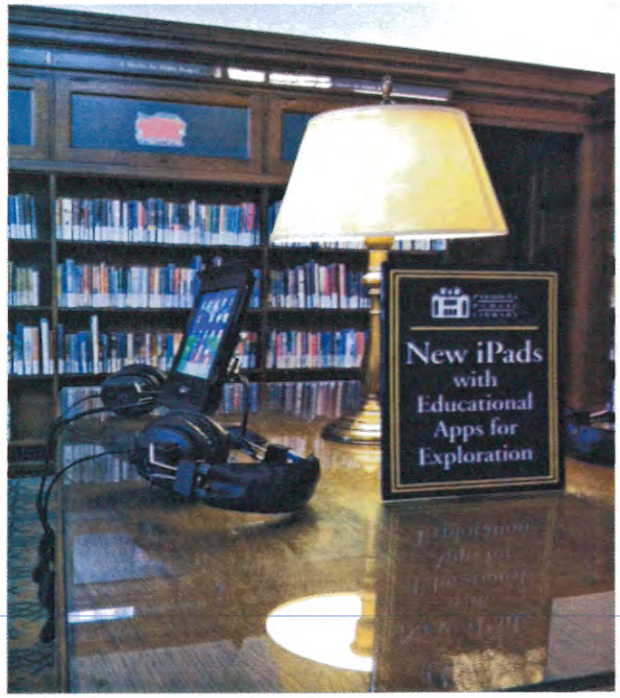
Worthy of a visit for the architecture alone, the Children's Literature Department in the LA Central Library is immense. The beautifully decorated library within a library boasts a stage for various productions, Story Corner with frequent story times, computer zone, and stuffed animals to cuddle with. Kids need a snack? The onsite cafe and snack bar is the perfect place to grab a bite to eat.

(credit: Theron B./Yelp)

LA Public Library / Fairfax Branch

161 S Gardner St
Los Angeles, CA 90036
(323) 936-6191
www.lapl.org

Nestled in a quiet neighborhood near the Grove, the LA Public Library Fairfax Branch offers several benefits for kids young and older including 'STAR storytime with Morgan', which is for children of all ages. Reading books aloud to children, it's the perfect opportunity for your child to interact with others in the class and learn at the same time. In addition, like all LA Public Libraries, this branch offers Toddler Storytime as well as a host of other offerings for kids. The story times are very popular as well and it keeps kids entertained throughout the entire program. Aside from events, the library has books geared towards kids as well as stuffed animals and bean bags. What kid wouldn't want to visit this library? There's even a park across the street you can visit after!



(credit: Debra Humphrey)

Pasadena Public Library

Central Library
285 E. Walnut St.
Pasadena, CA 91101
(626) 744-4066
ci.pasadena.ca.us/LIBRARY/

The Ernestine Avery Children's Wing at Pasadena's Central Library is another amazing library to take your kids of all ages. With more than 60,000 books, DVDs, magazines, and multimedia in their children's collection, there is certainly something for everyone. Over 20 story time hours are featured every week, in addition to times set aside for age groups from infant to teen; every day of the week is a great opportunity to explore the Pasadena Central Library.

(credit: Joan S./Yelp)

Culver City Julian Dixon Library

L.A. County Public Library
4975 Overland Ave.
Culver City, CA 90230
(310) 559-1676
www.colapublib.org

The beautiful Japanese Garden, a gift from Culver City's sister city Kaisuka, Japan, offers teens and tweens the absolute perfect place for a study time full of serenity. Indoors, the Culver City Julian Dixon Library boasts a state-of-the-art homework center (sponsored by Sony Pictures), and a wide selection of children's materials in English, Spanish, Japanese, and Vietnamese. "A Family Place," the library boasts plenty of opportunities for parent education, socialization of young children, and family support, all in a bright & colorful environment. Parent-Child workshops, in addition to story times, are offered on a regular basis.

(credit: Loren L./Yelp)

Ronald Reagan Presidential Foundation & Library

40 Presidential Dr.
Simi Valley, CA 93065
(800) 410-8354
www.reaganfoundation.org

Not your typical stacks-of-books library, this presidential library, located just outside LA in Simi Valley, is a must see for families of every political persuasion. In addition to the actual books that are in the library itself, history will come alive for kids as they see a portion of the Berlin wall, step aboard Air Force One, and sit in the full-scale replica of the Oval Office. Ticketed admission is required for entrance.

PASADENA

Fall 2014

PASADENA HEALTHY TIMES

City of Pasadena Public Health Department (PPHD)
1845 N. Fair Oaks Avenue, Pasadena CA 91103

Message from the Health Officer

Welcome to the fall issue of the Pasadena Healthy Times. As I begin my work as Acting Health Officer for the City of Pasadena, it is a good time to reexamine the responsibilities and opportunities associated with this role.

What is the purpose of public health? We work to prevent epidemics and spread of disease, promote healthy behaviors, protect against environmental hazards, respond to disasters and assist in recovery, prevent injuries, and assure the quality and accessibility of services.

In California, the local Health Officer is authorized by statute to provide public health leadership for the entire community. This includes enforcement of local, state, and federal health laws, orders and policies, and in some instances exercising police powers for quarantine. The Health Officer is also responsible for overseeing the assessment and monitoring of community health status, and for directing health programs that span the human lifespan and disease course (from prenatal to senior health services, from prevention to chronic disease management).

The range of important topics in this newsletter demonstrate the breadth, impact, and challenges of providing these essential public health functions.

Your thoughtful feedback and comments are welcome, so that together we can develop a dialogue and partnership for protecting and promoting the health of all in our community.

Sincerely,
Dr. Ying-Ying Goh, MD, MSHS

INSIDE THIS ISSUE

Message from the Health Officer	1
Prevent Mosquito Bites	
Affordable Care Act Updates	2
CHDP Corner	3
Seasonal Flu Update	4
Lead Poisoning Prevention Update	5
PPHD Around Town	6
New Restaurant Placards	

Fight the Bite!

The Pasadena Public Health Department (PPHD) would like to remind all residents to stay vigilant against the threat of West Nile Virus (WNV), a disease carried by infected mosquitoes that can be spread to humans through mosquito bites. The PPHD staff helps to control the presence of mosquitoes by traveling throughout the City to treat free-standing water sources, which serve as prime breeding grounds for mosquitoes.

You can also help to prevent exposure to mosquito bites! The California Department of Public Health recommends practicing the "Three Ds":

DRAIN – Drain all sources of standing water including flower pots, old car tires, fountains, birdbaths, buckets, and your swimming pool if it is not being properly maintained.

DUSK & DAWN – Limit outdoor activities from dusk until dawn, which are the times when mosquitoes are most active. If you are outdoors during these hours, wear long pants and long-sleeved shirts.

DEET – Repellents keep mosquitoes from biting. Apply insect repellent that contains DEET, picaradin, or lemon eucalyptus oil. Make sure to read the label when applying repellent on infants and young children.

For more tips to prevent the spread of mosquitoes and for the latest information on WNV activity in California, visit http://www.westnile.ca.gov/.

Join PPHD for a nationwide celebration and a movement for healthy, affordable, and sustainable food. Mayor Bogaard will help kick off the festivities! Read more on page 6.

This issue would not be possible without support from Liza Frias, Dr. Goh, Kelly Kaufman, Teresa Mendenhall, Erika Redke, Karin Robinson-Smith, and Leticia Saenz. For questions on this or previous editions of Pasadena Healthy Times, contact Adrienne Kung at (626) 744-6151.

Pasadena & Health Care Reform

Since early 2013, the Pasadena Public Health Department (PPHD) has been working closely with community partners so that all residents understand and are aware of changes to healthcare as a result of the Patient Protection and Affordable Care Act (ACA). This partnership to provide outreach and education, enrollment assistance, and navigation of health care benefits is called, "Covered Pasadena."

On November 15, 2014 Covered California, the State's marketplace to purchase health insurance, will enter its second open enrollment phase. Open enrollment is the timeframe whereby individuals and families eligible to purchase health insurance through Covered CA can make changes to current insurance plans, or sign up for new coverage. This open enrollment period ends on February 15, 2015. Here are some other items to know about Covered CA for this fall:

When do the health benefits start? If enrolled on or before the 15th day of the month, health coverage will start the following month; if enrolled after the 15th day of the month, benefits will begin two months after the enrollment month. Monthly premium must be submitted to the insurance plan prior to the start of health benefits. See the example below:

- To have Covered CA benefits start on January 1, 2014, select a plan and pay premium by December 15, 2014
- To have Covered CA benefits start on February 1, 2015, select a plan and pay premium between December 16-31, 2014

What if an individual or family never signed up to receive health insurance? The individual or family will receive a penalty upon filing taxes. Keep the following in mind:

- For each individual who does not have health insurance, there will be a penalty of $95 per person without insurance or 1% of income in 2014
- The penalties will increase each year
- Paying the penalty does not mean a family or an individual has health insurance

What happens if the application is completed outside the Covered CA open enrollment period? There are exceptions to applying for Covered CA, known as the special enrollment period.

- Qualifying life events include loss or change in employment, marriage, divorce, moving (changing state or county), birth or adoption of a child, and changes in income
- There will be 60 days after the qualifying life event to enroll in a Covered CA plan

Covered CA health plans are cheaper than plans offered by employer-sponsored benefits. Is it possible to leave employer's coverage? Yes, it is possible to leave the employer's plan to purchase through Covered CA.

- However, an individual or family may not be able to receive federal financial assistance or subsidies
- If an employer does not offer coverage for the entire family, a plan may be purchased through Covered CA with the possibility of receiving financial assistance

Are there any changes from Covered CA plan rates from last enrollment period? Yes, for the 2015 plan year, Covered CA estimates that once premium subsidies are factored in:

- 16% of consumers will see the premium of their current plan stay the same or decrease
- 35% will see their premium increase less than 5%
- 35% will see their premium increase between 5-8%
- 13% will see their premium increase greater than 8%

What are the application fees for Covered CA? If seeking enrollment assistance with Certified Enrollment Counselors (CECs) or Certified Navigators, there are NO FEES associated with Covered CA applications. For free enrollment help, call one of the following agencies:

- ChapCare (626) 486-9729
- Pasadena Public Health Department (626) 744-6086
- Young & Healthy (626) 795-5166
- Also call one of the numbers above for assistance in Medi-Cal enrollment

Other Health Insurance Options

If you and your family are not eligible to receive financial assistance for Covered California health plans, the Pasadena Public Health Department can also provide application assistance for Medi-Cal. Medi-Cal enrollment is available all year long. Adults and children may be eligible, based on family size, income, and immigration status.

Children under 18 years old who are not eligible for Medi-Cal or Covered CA due to immigration status may be eligible for Healthy Kids or Kaiser Permanente Child Health Program (KPCHP). For questions and more information on these health insurance options, call (626) 744-6086.

CHDP Corner

Advanced Notice for CHDP Quarterly Site Visits
Over the summer, the Pasadena CHDP Nurse Liaisons began conducting quarterly site visits at our provider's offices. We will continue this throughout the year and be bringing important program updates and referral resources, as well as answering any questions you may have. We look forward to seeing you! If you have any CHDP questions or concerns call us at (626) 744-6168 or (626) 744-6016. As always, thank you for your dedication to improving the health of all children in Pasadena!

New CHDP Provider Information Notice (PIN)
PIN 14-02 was released on June 16, 2014 regarding updated recommendations about Pre-participation Physical Evaluation (PPE) for CHDP Providers. The purpose of the PPE is to detect potentially life threatening or disabling conditions, conditions that may pose potential injury, as well as meeting legal and administrative requirements of schools. Additionally, the American Academy of Pediatrics (AAP) states that use of PPE forms is an important step in the prevention of sudden cardiac arrest in youth and recommends the use of PPE for every child that participates in strenuous extracurricular activities.

This information has also been added to the Additional Assessment Components section of the CHDP Health Assessment Guide (HAG), section 508. This includes a CHDP Pre-participation Physical Evaluation History Form and a CHDP Physical Examination Form for Pre-Participation. The revised section and forms can be found at: http://www.dhcs.ca.gov/services/chdp/Documents/Letters/chdppin1402.pdf

Affordable Care Act (ACA) Increased Medicaid Payment for Primary Care Physicians for Specified Services
In accordance with the ACA, primary care physicians with a specialty designation of family medicine, general internal medicine or pediatric medicine, AND at least one of the following qualifications will receive increased reimbursement for specific services, such as vaccine administration:

1. Board certified in a specialty or subspecialty that is recognized by the American Board of Medical Specialty (ABMS), American Board of Physician Specialties (ABPS) or American Osteopathic Association (AOA); OR
2. At least 60% of total claim volume for the most recently completed calendar year or, for newly eligible physicians, the prior month fall within Evaluation and Management (E&M) and Vaccine Administration Codes.

Payments will be made retroactively to all eligible providers. Physicians must complete the online ACA Self-Attestation Form, accessible at https://www.medi-cal.ca.gov/acaattest/acaattestmenu.aspx in order to self-attest their eligibility for increased payments.

Visit http://files.medi-cal.ca.gov/pubsdoco/Publications/masters-other/ACA/aca_attestation_form_instructions.pdf for detailed instructions.

Providers should note that services provided at Federally Qualified Health Centers (FQHCs) or are NOT eligible to receive increased reimbursement. The last day to submit the Self-Attestation Form is December 31, 2014.

It's Worth A Shot!

The Centers for Disease Control and Prevention (CDC) recommends that everyone 6 months of age and older get a flu vaccine. It is especially important that the following people be vaccinated against the flu due to increased risk for severe complications from influenza:

- People with certain medical conditions including asthma, diabetes, and chronic lung disease
- Pregnant women
- People 65 years and older
- Caretakers of those who are at risk for serious illness if they develop the flu
- Travelers and people living abroad

The 2014-2015 influenza vaccine contains a different formulation than last year's vaccine. Flu viruses are constantly changing and flu activity varies in different parts of the world. Therefore, it's best to get the flu vaccine early, at least two weeks before you leave for your holiday travels.

Here are some other CDC recommendations to stay healthy before, during, and after your trip:

- Before you leave home, check the CDC's guidelines and flu activity in the region you're visiting at http://www.cdc.gov/flu/international/activity.htm
- Do not travel if you are experiencing flu-like symptoms, including fever, cough, sore throat, runny nose, vomiting, and/or diarrhea
- Wash your hands often with soap and running water, or use alcohol-based hand sanitizer containing at least 60% alcohol, especially after coughing and sneezing
- If you don't have tissue, cough or sneeze into your upper sleeve, not in your hands

For more information on the 2014-2015 flu season, visit http://www.cdc.gov/flu/ and http://www.flu.gov/.

This year, the Pasadena Public Health Department will be hosting several opportunities for the community to receive the influenza vaccine. The following flu clinic dates and locations have been confirmed (click the hyperlink for map):

Tuesday, October 21, 2014
10:00 a.m. – 2:00 p.m. Villa Parke Community Center
363 E. Villa Street, Pasadena, CA 91101

Tuesday, October 28, 2014
10:00 a.m. – 2:00 p.m. Jackie Robinson Center
1020 N. Fair Oaks Avenue, Pasadena, CA 91103

Wednesday, November 5, 2014*
10:00 a.m. – 2:00 p.m. Pasadena Senior Center
85 E. Holly Street, Pasadena, CA 91103

Tuesday, November 11, 2014
10:00 a.m. – 12:00 p.m. Allendale Library
1130 S. Marengo Avenue, Pasadena, CA 91106

Tuesday, November 18, 2014
10:00 a.m. – 12:00 p.m. Santa Catalina Library
999 E. Washington Boulevard, Pasadena, CA 91104

Tuesday, November 25, 2014
10:00 a.m. – 12:00 p.m. La Pintoresca Library
1355 N. Raymond Ave, Pasadena, CA 91103

**Pre-registration is required at the Pasadena Senior Center. Call (626) 795-4331 to register.*

For more information about the Pasadena Public Health Department flu vaccination campaign, call (626) 744-6012.

Huntington Hospital Public Flu Shot Clinics – Our friends at Huntington Hospital will also be hosting opportunities to receive the flu vaccine at no cost. To view dates and locations of the clinics, visit http://www.huntingtonhospital.com/. On the right hand column under "Quick Links", click on the link "Free Flu Shot Clinics" or call the hotline at (626) 397-3333.

Childproof Your Home Improvements

The Pasadena Childhood Lead Poisoning Prevention Program (CLPPP) constantly seeks a lead-free environment for newborns, young children, and the entire family. Remember to use a lead-safe certified contractor when making home improvements in homes and apartments built before 1978.

Take extra precautions in projects small and big; lead paint dust can cause:

- Learning and behavior problems in children
- Harm to developing babies in pregnant women
- High blood pressure and affect the kidneys and nervous system in adults

To find a contractor who is lead-safe certified near you, visit http://www2.epa.gov/lead/renovation-repair-and-painting-program or call 1-800-424-LEAD.

This year, Lead Poisoning Prevention Week is from October 19-25. Check the Pasadena Public Health Department's Facebook page for tips on creating a lead-free environment so that our kids can have a healthier future.

The Pasadena CLPP Program is holding the Quarterly Collaborative Meeting on Thursday, September 25th, from 10:00 to 11:0 a.m. The meeting will be held at the PPHD, located at 1845 N. Fair Oaks Ave, (cross street Tremont Ave), Room 1120. Community organizations, clinic managers, and health care staff are all invited to join in the discussion on updates from the State lead poisoning prevention program, local lead case management, education and outreach strategies, and more. Reserve your spot by calling (626) 744-6171.

Children's Sunglasses Recalled Due to High Lead Levels

Various styles of children's sunglasses that display Disney and Marvel characters have been recalled due to lead levels that exceed federal standards. These glasses were sold at CVS, K-mart, Rite-Aid, Walgreens, and other retailers across the nation. A sample photo of the recalled glasses is shown below.

Characters that are displayed on the glasses include Cars, Mickey Mouse Club, Jake and the Never Land Pirates, Doc McStuffins, and Spider-Man.

To view the style numbers in the recall, go to http://www.cpsc.gov/en/Recalls/2014/FGX-International-Recalls-Childrens-Sunglasses/. Style numbers can be found printed on the left temple arm of the sunglasses. Do not let children wear them and return them to FGX International for a free replacement or refund.

Find Us Throughout Pasadena!

We partner with community agencies to bring health education and services to the Great Pasadena Area.

09/27 – Alpha Kappa Alpha Sorority, Inc. Community Health & Resource Fair, 10:00 am to 2:00 pm at Jackie Robinson Park and Community Center, 1020 N. Fair Oaks Ave

10/02 – 8th Annual San Gabriel Valley HIV/AIDS Action Summit, 8:30 am to 12:30 pm City Of Hope Cooper Auditorium, 1500 E. Duarte Rd (in Duarte)

10/14 – Passageways Homess Connect Day, 10:00 am to 2:00 pm at the Salvation Army, 960 E. Walnut St

10/24 – 2014 Food Day Pasadena Fall Festival, 12:00 pm to 4:00 pm at the Pasadena Public Health Department, 1845 N. Fair Oaks Ave

The PPHD Nutrition & Physical Activity Program invites all ages to this FREE outdoor event. At noon, Mayor Bill Bogaard will kick off Food Day Pasadena! We will also have live music, exhibitors, activities for kids, cooking demonstrations, and more!

*The mission of Food Day Pasadena is to encourage increased access to healthy, affordable, safe, and sustainable food for all. A forum will be held to discuss how food disparities are impacting the health of the Northwest Pasadena area, introduce results of a neighborhood assessment called "*Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX^3)*", and strategize how we can create healthier neighborhoods to improve food access and the quality of life.*

10/25 – NATHA Lincoln Village Festival, 12:00 to 4:00 pm at John Muir High School, 1905 Lincoln Ave

10/25 – 16th Annual Latino Heritage Parage and Jamaica, 12:00 pm to 4:00 pm at La Pintoresca Park, 1415 Raymond Ave

10-31 – Women's Health Conference & Green Expo, 7:30 am to 2:30 pm at the Pasadena Convention Center, 300 E. Green St

11/15 – Adelante Young Men, 7:00 am to 3:00 pm at Pasadena City College, 1570 E. Colorado Blvd

11/22 – Latinos Mejor Salud, Mejor Vida (Latinos Better Health, Better Life), 8:00 am to 3:00 pm at Villa-Parke Community Center, 363 E. Villa St

New Restaurant Placards

On July 1, 2014, the Environmental Health Division of the Pasadena Public Health Department (PPHD) began to issue new inspection placards for public display in Pasadena's restaurants and other permanent food facilities. The placards clearly show a facility's status of "Pass", "Conditional Pass", or "Closed" at the time of the inspection.

The placards with "Pass" or "Conditional Pass" status will have numeric scores displayed as part of the inspections. Placards showing a "Closed" status means an inspection revealed there was an imminent health hazard that required closure or that the permit was suspended due to non-compliance. "Closed" placards will indicate the reason for closure instead of a numerical score.

All placards will include a "QR" code that can be scanned with a smart phone app for additional information about the food facility linked to a new inspection database on the City's website. The database can be accessed at http://decadeonline.com/main.phtml?agency=PAS. This database will only display inspections that were conducted after January 1, 2014.

Initial inspections by the PPHD resulting in scores of 85 to 100 will receive a "Pass" placard. "Conditional Pass" placards with scores of 75 to 84 mean minimal code compliance was achieved and a follow-up inspection must be done. "Conditional Pass" scores of 74 and below mean minimal compliance also was achieved, but violations that were found require a mandatory Permit Suspension Hearing plus a follow-up inspection.

The Environmental Health Division seeks to ensure that the food sold and served in the City of Pasadena is safe, wholesome, properly labeled, and produced under sanitary conditions. The new placards, online database, and QR code are the most recent steps taken by the Environmental Health Division to improve its service to the public.

For more information on the new restaurant placards, online database, and other related services, please visit http://cityofpasadena.net/publichealth/environmental_health_services/.

September 2014

Rose Bowl

AMERICA'S STADIUM

Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* features the milestones met as we work toward a new, improved Rose Bowl Stadium. It also keeps you up to date on the nearly completed Plan B renovation, as well as the program elements that will ultimately help create a secure economic future for the stadium, which, in turn, will benefit our city.

In this issue …

- Forward progress
- Pasadena's businesses benefit from Rose Bowl concerts
- BIG events/BIG efforts by Rose Bowl Stadium staff
- Reminder: Neighborhood event Information
- Working together to develop policy
- Apex Security Services is on the job
- $300,000 in appropriations for Central Arroyo Improvements
- UCLA — winning!
- Stadium Legacy Campaign — Rose Plaza bricks on sale!
- Rose Bowl Stadium Premium Seating
- Rose Bowl Stadium Tours

FACEBOOK **TWITTER** **YOU TUBE**

Read on, and be sure to send us your questions and comments.
Send your questions and feedback to Audrey O'Kelley.

FORWARD PROGRESS

2014 is a transition year for the Rose Bowl Stadium's Plan B

After the defeat of the 2007 referendum that would have invited a National Football League to Pasadena to renovate the Rose Bowl Stadium and host a team in the Central Arroyo, the Rose Bowl began exploring other avenues to update the aging stadium. In 2008, work began on a plan to upgrade the infrastructure, amenities and safety of the stadium and to fund the endeavor. This became known as "Plan B."

Plan B was undertaken with extensive public participation. In 2010 the plan was approved by City Council and in 2011 demolition and construction at the Rose Bowl began and with it the transition of the stadium's physical profile. With the substantial completion of the renovations, the Rose Bowl Operating Company (RBOC) and the Rose Bowl staffs have been working on the program transition. This entails developing new policies that would permit additional events at the stadium.

Already the Rose Bowl has benefited from the renovations. As this summer's event bookings have shown, sports and entertainment promoters are knocking on the door. But, to whom shall the Rose Bowl door be opened?

2011 groundbreaking at the Rose Bowl Stadium

The 2011 groundbreaking: (From left): Victor Gordo, RBOC; Rick Jackson, Tournament of Roses; Mayor Bill Bogaard; Dan Guerrero, UCLA; and Andrea Van de Kamp, Legacy Connections

PASADENA BUSINESSES PRAISE ROSE BOWL SUMMER CONCERTS

Local businesses saw huge benefits from the more than 300,000 soccer and music fans that streamed into the Rose Bowl in July and August, reported the *Pasadena Star-News*. The Rose Bowl earned at least $1.5 million in revenue from the Manchester United-Los Angeles Galaxy match on July 23, two concerts each by JAY Z and Beyonce on Aug. 2 and 3 and Eminem and Rihanna on Aug. 7 and 8.

Rose Bowl Roundup

Hotels, restaurants and bars in Old Pasadena earned additional revenue from people heading to the Rose Bowl. Stephen Blaine, director of sales for Marriott Pasadena, said the hotel experienced higher occupancy with many out of town guests coming in for the Rose Bowl concerts. He noted that these types of events draw people not only from California but from all over the world.

Pasadena Chamber of Commerce President and CEO Paul Little said, "People come in and will stay in a hotel. They'll either eat in the hotel or someplace else, and then they'll go to the event."

However, there are issues with bringing 300,000 additional people into the stadium in a 36-day period. Nina Chomsky, president of the Linda Vista-Annandale Neighborhood Association, said that stadium events impact the neighbors, noting the noise and traffic disruption.

City officials and Rose Bowl staff are reviewing the impacts of the summer's increased events as they wrestle to find the optimum number and type of events into the stadium.

BIG EVENTS = BIG EFFORTS BY CITY AND ROSE BOWL STAFF

Soccer and back-to-back concerts challenge City, Rose Bowl staff and community

The Rose Bowl Stadium just closed out a summer filled with an unprecedented number of events. While the events brought in dollars to stadium coffers, nearby neighbors expressed many complaints and concerns.

RBOC Board President Victor Gordo noted: "The stadium is on the way to a successful second life of contributions to the City of Pasadena. We want the residents surrounding the stadium to know that we are committed to mitigating impacts and learning from our experience this summer."

Rose Bowl Chief Operating Officer George Cunningham agrees. "We went through a very challenging summer," he said. "Now we evaluate. What worked? What didn't? What can be done to create the best situation for all?"

He went on to describe the challenges ahead, "Times are different now, although the operational model that has been used at the Rose Bowl for the past 10 to 15 years is a proven one, we have to adjust, tweak, even develop new models to handle the various impacts that result from our events. Each event has a different profile due to numerous variables."

Varying demographics, as well as the dates and times events are held, make striking a balance for the good of neighborhood, Central Arroyo and stadium a very difficult task. "Nevertheless," Cunningham continues, "that's our goal: designing palatable, revenue producing events, and doing our best to minimize negative neighborhood impacts."

Planning: UCLA and One Direction. Prior to the 2014 UCLA football season and the One Direction concerts in September, Rose Bowl and City staff and nearby neighborhood leaders met to plan. Also, newsletters to 14,000 households and email notifications were sent to those in impacted neighborhoods.

Robust communications program initiated. The stadium has initiated a robust communication program focusing on nearby neighbors who bear the brunt of event impacts. Led by Lauren Hall, Rose Bowl Public Relations and Marketing Manager, numerous communications channels are being used.

Prior to the summer event, notifications went out through the *Pasadena Star-News* and the East Arroyo Residents Association, Linda Vista~Annandale Association and the West Pasadena Residents' Association.

Also, signs advertising the events were placed on city streets well in advance. Newsletters and flyers were delivered to 14,000 residents impacted by events.

The stadium website listed extensive event information. A hotline and Web page for residents has been set up to take complaints, resolve them and gather information to better plan future events.

REMINDER!
NEIGHBORHOOD INFORMATION

Look for this "Neighborhood Information" icon (to the left) on the Rose Bowl Stadium website for information regarding event times, resident passes, street closures and more. You'll also find Frequently Asked Questions (FAQs) and the stadium hotline number for residents.

We are also sharing information regarding stadium events on Facebook and Twitter @RoseBowlStadium. Let us know if you find these efforts helpful.

And, if you have any comments or suggestions, please go to the "Resident Comment" section of the Rose Bowl website, as noted in the box below.

A personal note to Arroyo rim residents

As we enter into the upcoming football season, we, at the Rose Bowl, would like to thank you again for your patience over the last few months.

As promised, we've launched a Resident Comment section of the Rose Bowl Stadium's website. We welcome your comments and concerns. By sharing them with us, we can better assist you as we move forward with this new form and process.

PLEASE CLICK HERE TO VISIT THE RESIDENT COMMENT WEBSITE

As always, the event day hotline will be active during all of our major events. The Hotline number is **(626) 397-4141**.

Thank you,
George W Cunningham
Rose Bowl Stadium | Chief Operating Officer

THE FUTURE

Working together to develop policy

Booking large and small events to bring in a reliable revenue stream will be a key aspect of the program transition for the iconic stadium. And just as in the early years of developing Plan B, the Rose Bowl is inviting those same community leaders to help develop policies and events that will ensure the Rose Bowl's and the city's financial viability.

Recently, the City issued a draft EIR that would serve as the basis for developing policies. It has been determined that this will be a new EIR, not one based on the NFL EIR. In addition, the stadium has been collecting data from the recent concerts and, when applicable, will inform stadium operations and the EIR. The RBOC and City staff will meet and assess next steps in the near future.

Stay tuned.

APEX SECURITY SERVICES PATROL FOR ARROYO RIM NEIGHBORS

Who are the guys in the Rose Bowl shirts on motorcycles driving through the neighborhoods of late? They are Apex Security employees, and they're your direct line to solving neighborhood issues during events. Too often neighbors encounter difficulties and the Rose Bowl doesn't learn about it in a timely fashion, if ever. Too often residents will bring problems in casual conversations with Rose Bowl staff or their neighborhood representative.

Apex Security: Bruce George Gilbert Ortiz Rory Tom-Hoo

"Our Goal is to be proactive. We want to make sure that the notifications are out as planned, that people are in place," said Bruce George, Apex crew chief. "And we're more than happy to talk to people the day before as well as during events."

The day before event day, Apex is out 10:30 a.m. driving through neighborhoods to ensure the barricades are ready to be set up and that the "No Parking" signs have been posted. The day of the event, Apex checks to make sure that the Explorers are at their assigned barricades as scheduled. The day after the event they are out in the neighborhood checking to see if the trash has been picked up and signs removed and to learn of any other problems.

This is the first time ever that the RBOC has deployed anyone to patrol the neighborhoods to avert problems, answer residents' questions on event days and to make sure everything is working. The Apex crew is enjoying its work as "neighborhood ambassadors" and "problem solvers."

FUNDING FOR CENTRAL ARROYO IMPROVEMENTS

Recently the Rose Bowl hosted a series of Live Nation concerts and as part of the agreement to stage these events they contributed $200,000 toward Central Arroyo improvements. The RBOC agreed to contribute an additional $100,000. On September 9 the RBOC approved the total funding amount of $300,000 to be expended on three projects in fiscal year 2015, which will be heard before the City Council in the near future.

UCLA REMAINS UNDEFEATED

Backup quarterback Jerry Neuheisel throws a bomb to defeat Texas 20-17

The struggle continues. Two weeks into the season, with a 2–0 record, UCLA was dropped from No. 7 to No. 12 in the Coaches and AP Polls because both scores were closer than they should've been.

In game two, at home, the UCLA Bruins opened as a 24-point favorite against Memphis as 60,000 plus fans cheered. They won, but not by 24. Heisman Trophy candidate Brett Hundley and his offense made up for a poor Performance in game one by passing for 396 yards and leading an offence that piled up 540 yards. They won 42-35.

UCLA football team ready to take to the turf.

Rose Bowl Roundup

In game three, Hundley left the game in the first quarter with an injury to his left elbow, and red-shirt sophomore Jerry Neuheisel kept the Bruins on their undefeated track after catching his stride in the second half. Neuheisel threw 23 completions on 30 attempts for 178 yards and two touchdowns. It doesn't appear that Hundley's injury is serious, but his return to the game will be determined by the result of an MRI.

UCLA team and banner through the Rose Bowl Stadium tunnel

Neuheisel showed he could manage the game under pressure and was carried off the field on his teammate's shoulders. It was an important win, but remains to be seen how the Bruins do with the rest of their tough schedule.

The next game is on the road, September 25, at Arizona State with the Bruins to return home on October 4 to play Utah.

Go Bruins!

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. Many who attended the July Brick Bash party for the opening of the Rose Plaza are buying a second round of bricks.

Have you bought your brick yet? Bricks range in price from $100 to $425.

☞ **DETAILS**

West Pasadena Residents' Association President Geoff Baum with his wife, Lisa, and daughter, Amy, at this summer's Brick Bash.

ROSE BOWL STADIUM PREMIUM SEATING

Sold out for the 2014 UCLA football season

The Rose Bowl Stadium sold out Premium Seating season tickets in the Terry Donahue Pavilion for the highly anticipated 2014 UCLA Football season. Premium Seat holders not only have tickets to all UCLA home games, but the 2015 Rose Bowl Game, which is slated to be the first College Football Playoff semi-final game.

Rose Bowl
PREMIUM SEATING

"We have exceeded our goals for 2014 and beyond," Sr. Director of Premium Seating Mike Forrester said. "Premium Seating inventory was approximately 70% sold out prior to this summer with fans responding well to the grand opening last season."

There will be a limited number of Suites and Premium Club Seats on sale for individual game purchases despite premium seating sell out for the 2014 UCLA football season. Premium seating is also available for the 2015 Rose Bowl Game/College Football Playoff Game.

For more information on these individual game purchases and the Premium Seating waitlist, please contact Premium Seating sales representatives Monday through Friday from 8:30 a.m. to 5:30 p.m. (Pacific Time) at (626) 585-6800.

☞ **MORE INFORMATION**

ROSE BOWL STADIUM TOURS

Check out the new Pavilion, the locker rooms as well as the Court of Champions and the fabulous Rose Bowl turf and the historic field hedges and concourse. Learn about the great history of the stadium while you tour and see the beautiful renovations and the finishing touches going on inside the stadium gate. *If you have questions or would like to book a tour, contact Emily Kain at (626)275-2714.*

Workers complete Rose Plaza for its debut at the Brick Bash celebration

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

Rose Bowl

AMERICA'S STADIUM

Honoring the Past ~ Preparing for the Future