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Published by the City of Pasadena Public Affairs Office aerdman@cityofpasadena.net (626) 744-4755 City web site: www.cityofpasadena.net Mayor: Bill Bogaard. Councilmembers: Jacque Robinson, Margaret McAustin, Chris Holden. Steve Haderlein. Victor Gordo. Steve Madison. Terry Tornek

## Etcetera ... Etcetera

- ✓ Enjoy Steve Martin flicks Wednesdays at 1 p.m. in the Donald R. Wright Auditorium at Pasadena Central Library, 285 E. Walnut St.: "Roxanne" Jan. 13, "L.A. Story" Jan. 20 and "The Pink Panther 2" Jan. 27. 744-4066.
- ★ Eco community dialogs continue with Laura Fox, creator and host of Visionary CultureRadio.com speaking about "Visionary Stewardship in Community and Earth Community" Wednesday, Jan. 20; and triathlete Bruce Rayner, chief green officer of Athletes for a Fit Planet discussing "Green Sporting Events: An Environmental Teaching Moment" Wednesday, Feb. 24. Both events are at 7 p.m. in the Donald R. Wright Auditorium at Pasadena Central Library. 795-0376.
- ✓ Tune up your resume with the help of pros from Women at Work on Thursday, Jan. 21, at 3:30 p.m. at Hill Avenue Branch Library, 55 S. Hill Ave. Reservations are required. 744-7264.
- Children 7 to 12 will explore the world of science with mindbending experiments Tuesday, Jan. 26, at 3:30 p.m. at La Pintoresca Branch Library, 1355 N. Raymond Ave. Call 744-7268 for reservations.

- The Pasadena Youth Symphony Orchestra and the U.S. Air Force Academy Band's Blue Steel ensemble will perform together Saturday, Jan. 30, at 8 p.m. at Pasadena High School, 2925 E. Sierra Madre Blvd. 793-7172.
- ✓ The grand re-opening of Robinson Park, 1081 N. Fair Oaks Ave., Saturday, Jan. 23, at 10:30 a.m. will include exhibition games and tours. Improvements include new fields, energy-efficient lighting, synthetic turf, restrooms and more. 744-4321...
- ✓ A Conversation with Anne Mulcahy, chairman of Xerox Corporation, is next in the Lee DuBridge Distinguished Visitor lecture series Wednesday, Feb. 3, at 8 p.m. in Caltech's Beckman Auditorium, Michigan Avenue south of Del Mar Blvd. 395-4652.
- ✓ Pasadena's Black History Parade Saturday, Feb. 20, begins at 10 a.m. at Charles White Park in Altadena and ends at Robinson Park, 1081 N. Fair Oaks Ave., where a family festival will begin at noon. 744-7300.
- Run past tree-lined neighborhoods, bustling shopping districts and historic landmarks Sunday, Feb. 21, during the Pasadena Marathon, Visit

- www.pasadenamarathon.org or call 797-7238 for the route, registration fees and more.
- ✓ Larry Wilson of the Pasadena Star-News, Jan Sanders of Pasadena Public Library, Pasadena City Attorney Michele Bagneris and Najeeba Syeed-Miller of the Center for Civic Engagement and Dialogue will be among the guest speakers at "Access to Impact: Using Open Government to Create Change," a community forum Saturday, March 6, from 9 a.m. to noon at Neighborhood Church, 301 N. Orange Grove Blvd., sponsored by the League of Women Voters. 798-0965.
- ✓ Pasadena City College is looking for Japanese American students who were sent to internment camps between 1940 and 1945. Honorary degrees will be bestowed by PCC during commencement festivities in June as part of the California Nisei College Diploma Project. 585-7264 or www.pasadena.edu/PCCNisei.
- Note: All events are free unless otherwise noted. All dates and times listed in Pasadena In Focus are as of the publication date. Call the numbers listed to confirm information. All phone numbers are in the (626) area code unless otherwise noted.

# Love and Culture Collide in One City, One Story

MAJADEN

MMERSE YOURSELF IN A TALE OF LOVE, SACRIFICE, CULTURE AND FAITH this spring with Pasadena's One City, One Story community reading of the novel "Gardens of Water."

JANUARY - FEBRUARY 2010

Sponsored by Pasadena Public Library, the eighth annual program invites readers of all ages, interests and backgrounds to focus on a single book and share their perspectives at community get-togethers.

The 2010 selection is sure to spark conversation. Set in a small town outside Istanbul, the novel follows devout Muslim Sinan Basioglu and his wife, Nilüfer. As they prepare for their 9-year-old son's coming-ofage ceremony, their headstrong 15-year-old daughter, Irem, resents the strict rules and dark head scarf that keep her hidden from the world. Irem develops a secret relationship with a 17-year-old American

neighbor, Dylan, whom she sees as a ticket out of her conservative life. Her father soon grows suspicious of the relationship and seeks to move the family but a massive earthquake changes his plans. Losing everything, the Basioglus are forced to live as refugees, depending on their American neighbors. As love develops between Irem and Dylan, Sinan makes a series of decisions that will change everyone's lives forever.

"Gardens of Water" marks the fiction debut of Alan Drew, an author born and raised in Southern California who has traveled extensively through Europe, Asia and the Middle East. Drew taught English for three years in Istanbul, arriving four days before a devastating 1999 earthquake. He lives with his wife and children in Pennsylvania and teaches at Villanova University.

A community dialogue with the author Sunday, March 14, at the Pasadena Convention Center is just one of a long list of book discussions, film series, lectures and activities planned this spring.

For the latest schedule visit www.onecityonestory.com or call (626) 744-7270.

## Learn, discuss & share

Jump into a few more lively discussions this month courtesy of Pasadena Public Library

The Los Angeles Opera continues its popular Opera Talks series Thursday, Jan. 14, with a

GARDENS of

WATER

ALAN DREW

discussion of Wagner's Ring Cycle at 7 p.m. in Central Library's Donald R. Wright Auditorium.

Thursday, Jan. 14, from 6 to 8 p.m. local health expert Lynn Griffith explains how to add vegetables, whole foods and great nutrition to your family's meals at Hastings Branch Library, 3325 E. Orange Grove Blvd.

Book Talk on Friday, Jan. 15, at 1 p.m. at La Pintoresca Branch Library, 1355 N. Raymond Ave., author Anthony D. Parnell discusses how to manage stress with journaling.

The 2010 Rose Queen and her Royal Court will share their favorite princess stories Saturday, Jan. 16, at Hastings Branch Library. Children are invited to come dressed in their finery for this very special visit!

For a complete list of other library events visit www.cityofpasadena.net/library.

## Noticias En Breve

#### "Trazando un nuevo rumbo" para el 2010

Ya se dio a escuchar?
AseEspectáculo, poesía,
comida y música son algunos
de los planes para el evento
anual del Estado de la Ciudad
el jueves 28 de enero a las
6:30 p.m. en la secundaria La
Salle, en el 3880 E. Sierra
Madre Blvd.

Gratis y para el público, las

festividades anuales ofrece a la ciudad la oportunidad de reflexionar en los recientes logros e ir hacia delante con los planes futuros para el medio ambiente, los niños y jóvenes, desarrollo económico, arte y cultura, seguridad pública, transporte, el presupuesto de la ciudad y mucho más. Siguiendo el lema este año "Trazando un nuevo rumbo" el evento también presentara la escolta de la bandera del Centro de Reserva del Cuerpo de la Marina, una lectura del libro de poesía publicado por Red Hen Press de Pasadena, una breve presentación de video y mesas de información presentandos programas y

servicios de la ciudad.

Se continua adentro . . .

## Tap into Pasadena's Green City Action Plan

THE 2009 GREEN CITY REPORT DETAILS PASADENA'S ACCOMPLISHMENTS and future goals in the areas of energy efficiency, waste reduction, urban design, urban nature, transportation, environmental health and water conservation.

The companion 2009 Green City Indicators Report gives four years of data on more than 170 measurements along with easy-to-read graphs and charts that show great progress.

You can also take the fun, 15-minute Green Training Program, which recently won the national Savvy Award (first place in the nation) from the City-County Communications and Marketing Association (3CMA).

Visit www.cityofpasadena.net/greencity for these features and more. If you don't have a computer, you can log on for free at any Pasadena public library.

In 2009 alone, Pasadena adopted aggressive new strategies to meet 40 percent of the city's electricity needs with green power by 2020 and cut carbon dioxide emissions by 40 percent by 2020. We also adopted a comprehensive water conservation plan, cut per-person water use by 12 percent and reduced our waste by 39,000 tons.

In 2010 we'll start a three-year project to retrofit 26 facilities and 100 city street lamps with the most energy-efficient lighting on the market to save 1.3 million kilowatt hours and \$200,000 in annual energy costs every year.

For more information call 744-7546.



#### **A Plan for Full Access**



ALONG WITH A BRAND NEW YEAR,
PASADENA IS CELEBRATING THE 20TH
ANNIVERSARY OF THE AMERICANS WITH
DISABILITIES ACT (ADA). We're marking the
occasion by unveiling a comprehensive plan to
update our public facilities to meet current ADA

standards. This plan compiles projects identified by city departments and operating companies into one document, ranging from posting better signs at accessible entrances to creating an accessible shower room at Villa-Parke Community Center.

The Accessibility and Disability Commission is making final comments on the plan and seeking community input. How can we ensure public meetings are accessible to our community? How can we best accommodate people with disabilities during and after a disaster? Check out the updated plan at <a href="https://www.cityofpasadena.net">www.cityofpasadena.net</a> (click on "Draft Plan-Americans with Disabilities" under FYI Pasadena) and then contact the accessibility and disability issues coordinator at 744-4782.

## "Charting a New Course" for 2010

PAGEANTRY, POETRY AND MUSIC ARE ALL PLANNED FOR THE MAYOR'S ANNUAL STATE OF THE CITY REPORT Thursday, Jan. 28, at 6:30 p.m. at La Salle High School, 3880 E. Sierra Madre Blvd.

Free and open to the public, the annual festivities offer the city a chance to reflect on recent accomplishments and press forward with future plans for the environment, children and youths, economic development, arts and culture, public safety, transportation, the city budget and more.

Following this year's theme "Charting a New Course," the event will also feature the Marine Corps Reserve Center color guard, a reading from a book of poetry published by Pasadena's Red Hen Press, a video presentation and information tables showcasing city programs and services.

Look for free parking in the La Salle lot on Sierra Madre Boulevard as well as 50 numbered spaces on the north side of the parking lot at Sierra Madre United Methodist Church, 695 W. Sierra Madre Blvd. Handicapped parking will be available behind the school (use the Michillinda Avenue entrance). Please be mindful of neighbors and do not park on Canfield Road.

For more information call 744-4311 or email lnagahiro@cityofpasadena.net.

The event will be replayed on KPAS (schedule will be announced) and via streaming video at www.cityofpasadena.net/publicaffairs.

## It's Almost Time for the Big Count



BROOKSIDE PARK. SCHOOLS. HEALTH CARE.
EMERGENCY RESCUE. Colorado Boulevard. One-Stop Career
Center. Affordable housing.

They all stand to receive extra funding if Pasadena achieves a complete count during the 2010 U.S. Census. This federally mandated nationwide tally takes place just once every 10 years so it literally pays to do it right the first time!

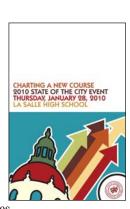
In March the U.S. Census Bureau will deliver or mail questionnaires to every household in the nation. The head of each Pasadena household is encouraged to fill out the short form and return it to the Census Bureau no later than April 1, 2010.

If you fill it out by the deadline no one will come to your door. However, if you lose it or wait too long, Census workers will call you or knock on your door and help you complete the form. That's the only way we can be sure every last resident is counted. By law, the Census Bureau cannot share your information with anyone, including other federal agencies and law enforcement. Your identity is safe and your data is confidential.

The form is 10 questions, takes 10 minutes and represents 10 years of funding for vital programs – 10/10/10.

Why is it so important? When all residents fill it out and mail it back, Pasadena can receive the maximum share of federal funds for roads, schools, health, social services and economic stimulus. Businesses also use the data to help find the right markets for their goods and services. Additionally, if the California count falls short, our residents could lose congressional representation.

Be counted! It's easy – and it's important for all of us. For more information or to volunteer, call 744-7696 or email grobinson@cityofpasadena.net.



se continua . . .

Busque el estacionamiento gratis en la escuela La Salle en la Boulevard Sierra Madre así como también 50 espacios enumerados en la parte norte del estacionamiento de Sierra Madre de la Iglesia Metodista Unida, en el 695 W. Sierra Madre Blvd. El estacionamiento para personas con discapacidad estará disponible detrás de la escuela (usar la entrada de la avenida Michillinda).

Para mayor información llame al 744-4311 o envíe un e-mail Inagahiro@cityofpasadena.net. Favor de llamar si necesita interpretación al español, la cual será proporcionada sólo si lo solicita con anticipación.

#### Es casi la hora para el gran conteo

En marzo la Oficina del Censo de Los Estados Unidos entregará o enviará los cuestionarios por correo a cada hogar en la nación. Se anima al jefe de familia de cada casa en Pasadena a llenar el pequeño formulario y lo envíe de regreso al la Oficina del Censo a más tardar hasta el 1ero. de abril de 2010.

El formulario sólo contiene 10 preguntas, toma 10 minutos y representa 10 años de subvención para programas comunitarios vitales.

Si lo llena para la fecha indicada nadie vendrá y le tocara a la puerta. Sin embargo, si lo pierde o espera mucho tiempo, los empleados del Censo le llamarán o le tocaran a la puerta para ayudarlo a completar el formulario. Esa es la única manera que nos aseguramos que cada residente sea contado. Por ley, la Oficina del Censo de California no puede compartir información con nadie, incluyendo otras agencias federales y agentes del orden. Su identidad está segura y su información es confidencial.

Cuando todos los residentes llenen el formulario y lo envíen de regreso, Pasadena podrá recibir lo máximo de fondos federales para las carreteras, escuela, salud, servicios sociales y estímulo económico. Los negocios también utilizan la información para ayudar a encontrar el mercado correcto para sus productos y servicios.

¡Que lo cuenten! Es fácil- y es importante para todos nosotros. Para mayor información o para ser voluntario, llame al 744-7696 o envíe un e-mail a grobinson@cityofpasadena.net.



# What's Up Next for Pasadena's General Plan?



**CITY PLANNERS** A GOLDMINE OF IDEAS, **CONCERNS AND VISIONS** 

collected from thousands who are helping shape Pasadena's future. More than 3,000 residents, business owners, students and community leaders have joined the effort to update the General Plan, the "blueprint" that will guide the city's growth over the next decade and beyond.

During dozens of events, Pasadenans were asked their opinions on land use and mobility issues. Participants weighed in on what they love most about the city, what they're concerned about and what they want for Pasadena's future.

What's next? City staff and the General Plan Update Advisory Committee (GPUAC) will create an outreach summary report that will encapsulate all the key themes heard so far.

Expected to be unveiled this winter, the report will be circulated to advisory commissions and the community will be invited to a public meeting in March to provide further comment before it is presented to the city council by May. The  $\,$ report will be the launching pad for the next steps as city staff and GPUAC take a closer look at the existing General Plan and help pinpoint specific solutions for the land use and mobility concerns identified during the first round of outreach.

The community will be invited to another series of outreach opportunities in Autumn 2010. The selected preferences will be translated into specific policies and strategies that will be incorporated into a new draft General Plan that will be circulated widely to the city's advisory commissions - and throughout the community – before it is presented to the city council for final approval in late 2010.

You can stay informed and active in the coming months by visiting www.cityofpasadena.net/generalplan and signing up for e-mail updates on the latest happenings. You can also pore through documents, submit online comments and even join the General Plan Facebook page (type in Pasadena General Plan at www.facebook.com). For more information call 744-6807.



## **KPAS** is Moving!

CITY OF PASADENA PROGRAMMING, SEEN ON CHANNEL 55 FOR MORE THAN TWO DECADES, is moving to channel 3 on Jan. 12 for Charter Communications customers.

KPAS is the home of Pasadena City Council meetings and many other local government programs such as "City Beat" and "Your City at Work."

KPAS is also available at www.cityofpasadena.net/ publicaffairs (click on Video Streaming on the right side of the

Charter Communications is moving a few other local channels as well: The public access channel, previously called PCAC and now called The Arroyo Channel, will move from channel 56 to channel 32; Pasadena Unified School District's KLRN will move from channel 64 to channel 95; and Pasadena City College will move from channel 81 to channel 96.



### **Our Collective New Year's** Resolution

NEW YEAR'S RESOLUTIONS ARE OFTEN EASIER TO MAKE THAN TO KEEP. Here's an easy one: Let's keep Pasadena looking beautiful in 2010 and beyond!

Trash Cans - Trash cans and recycle bins should be placed at the curb no more than 24 hours before or after your regular trash pick-up day. Then they must be stored in an area that is not visible from the street.

Shopping Carts - Shopping carts are the property of supermarkets and should not be removed from the premises under any circumstances. Call 744-8227 to report abandoned shopping carts in your neighborhood and they'll be picked up in a day or so.

Unkempt Yards - Overgrown yards, vehicles on front lawns, roofs in disrepair, broken windows, dilapidated porches and other problems are unsightly and potentially dangerous. Property owners who need help with cleanup, repairs and other work may qualify for free or low-cost assistance. Visit www.cityofpasadena.net/mash or call 744-7620.

Graffiti - The city of Pasadena has a zero tolerance policy for graffiti and is committed to removing it within 48 hours of being reported. Call 744-7622 any time, day or night, to give the address or location, a description of the graffiti and other information.

To report problem properties call the Code Compliance Office at 744-4633; to view the Pasadena Municipal Code visit www.cityofpasadena.net/cityclerk/municipalcode or go to the Centennial Room at Pasadena Central Library.

## PASADENA Water&Power

### **Feels Like Rain**

THE RAINY SEASON MAY HAVE BEGUN, BUT SOUTHERN CALIFORNIA'S WATER SUPPLY SITUATION IS STILL CLOUDY and we've had a few good storms already. We're no Seattle, but the little rain we get helps take the strain off our water supply. But we're not cashing in on the blue gold that falls from the sky if we're soaking lawns and gardens before it rains or – worse yet – while it's raining.

Soil can't absorb any more water, whether from the hose, sprinklers or the sky, if it's already saturated. That's why it's important to pay attention to the weather and turn off sprinklers for about three days before and three days after it rains. The soil will then be ready to absorb the rainfall, giving your plants a free shot of water and helping to recharge Pasadena's groundwater basin. Watering during rain is obviously and excessively wasteful and prohibited by Pasadena's water shortage procedures. (Violators may receive fines of \$100 or more.)

Once the rain stops, PWP recommends that you skip watering for a few days because plants are already well fed and the rain-soaked soil won't absorb more water; excess will simply run into the gutter. A good rule of thumb before deciding to water your lawn is to step on the grass. If it rebounds quickly, it doesn't need watering.

All totaled, turning off sprinklers before, during and after a good rain can save Pasadena 80 to 175 million gallons of water in a week, depending on the time of year. It really pays to check the forecast!



## Plan a Future with Plenty of Water

PASADENA FINALIZED ITS 20-YEAR PLAN FOR ENERGY SUPPLY LAST SPRING, thanks to tremendous input from Pasadena residents and businesses. The outcome was a plan that sets our community-owned utility on an aggressive track to achieving green goals while preserving competitive rates.

Now it's time to plan for the future of another vital topic — water — and we're anxious to hear your thoughts and ideas once again. The Water Integrated Resource Plan (WIRP) is the most comprehensive water-planning effort in PWP's 100-year history. Its purpose is to map out a reliable, safe and sustainable water supply in Pasadena over the next 25 years.

At the first WIRP workshop in November, participants made suggestions for long-term watersupply objectives including ensuring a reliable supply for essential uses, providing equitable allocation during water shortages and protecting natural waterways. City leaders are now pulling together a diverse group of stakeholders to refine these objectives before the next public workshop in April.

PWP invites you to go to www.cityofpasadena.net/waterplan and tell us what you would like to see in the WIRP. Take a survey, send comments and join the mailing list!



## **Sunsational Savings**



WHILE THE RETAIL COST OF A NEW SOLAR PV SYSTEM IS AT AN ALL-TIME LOW due to shrinking manufacturing and labor costs, the price tag may still be daunting to some – even after counting in PWP rebates and federal incentives. An alternative to owning solar panels is to lease them, an option more and more solar vendors are offering to homeowners and homeowner associations.

There typically are no upfront costs involved in a solar lease. The vendor installs, maintains and owns the panels on

your roof while you reap all the benefits. You can lock in a monthly solar electric rate, paid directly to the solar company, that is usually lower than PWP's electric rate and helps the environment to boot!

Learn more about solar incentives, financing options and other benefits at PWP's free Going Solar workshop Tuesday, Jan. 26, from 6:30 to 9 p.m. at the Salvation Army Pasadena Tabernacle, 960 E. Walnut St. Registration is required; sign up at www.cityofpasadena.net/solar!



#### A Happy New Year - Thanks to You!

As we mark the New Year, party hats go off to you for making 2009 an outstanding "green" year worth celebrating.

Nearly fours years ago, Pasadena's Green City Action Plan set ambitious goals to cut the city's reliance on coal, boost the proportion of green power, cut greenhouse gas emissions and more.

Notably in 2009, the community worked with PWP to craft a 20-year energy supply plan that also incorporates Pasadena's Green City objectives. A diverse stakeholder advisory group and participants at a series of public workshops hashed over a range of "power mix" scenarios – from low-cost but higher emission plans that would rely mainly on coal, to an all-wind-and-solar plan that would have brought transmission constraints and 42 percent higher rates. The consensus, approved by the city council in April 2009, was a balanced plan that will move Pasadena steadily toward its environmental goals without compromising reliable service or creating an unacceptable rate impact. Key components of the 2009 Integrated Resource Plan include:

- 33 percent reduction in coal power (35 megawatts) by 2016
- Increasing the proportion of green power in PWP's mix to 40 percent by 2020
- Achieving 19 MW of locally owned solar photovoltaic power by 2024
- Replacing an old generating unit at our local power plant with a new, more efficient one
- Cutting carbon dioxide emissions by 40 percent by 2020

Also in fiscal year 2009, our community replaced 224,000 incandescent light bulbs with efficient CFLs during the "Power of 10 Challenge," cut power demand by 5.42 megawatts, met eight percent of its electricity needs with green power, doubled the number of solar power installations and reduced water consumption by 12 percent.

Visit www.cityofpasadena.net/waterandpower or call the PWP AnswerLine at 744-6970