

# **CORRESPONDENCE**

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**From:** Jomsky, Mark  
**Sent:** Wednesday, April 22, 2009 4:01 PM  
**To:** Vandervort, Kathy  
**Subject:** Fwd: Water Rate Increase

Sent from my iPhone  
Begin forwarded message:

**From:** "Suzuki, Takako" <[tsuzuki@cityofpasadena.net](mailto:tsuzuki@cityofpasadena.net)>  
**Date:** April 22, 2009 11:52:48 AM PDT  
**To:** "Beck, Michael" <[mbeck@cityofpasadena.net](mailto:mbeck@cityofpasadena.net)>, "Jomsky, Mark" <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Subject:** FW: Water Rate Increase

I'm forwarding this message per Bruce Bailey's request.

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**From:** Bruce Bailey [<mailto:bbailey@gwa-architects.com>]  
**Sent:** Wednesday, April 22, 2009 10:45 AM  
**To:** Suzuki, Takako  
**Subject:** Water Rate Increase

Dear Ms. Suzuki, Who can I talk to that can explain the proposed new water rates? If I am reading this rate chart correctly everyone, whether they try to save water or not, will see there basic rate double in two years. That seems excessive even with the increased costs for water.

The Block schedule seems to reward people that use more water by increasing the cut off from 26 to 40 in Block 2. If you were penalizing people that used more water than they should, these numbers should have been reduced. Also the chart does not show the billing rate for each block level (my last bill was for Block 1, 9HFC @ .83385). Will this number increase? To reward people, the multiplier should be a sliding schedule within each Block (ie if I used 8HFC it might be @ .82385 and if I used 10HFC it might be .84385). Also no mention was made about the CIC charge on the water bill. Is that changing?

I would rather see a smaller base increase and a larger penalty for water abuse and a commensurate bill reduction for conservation.

Please pass along my comments to Councilman Madison and the City Clerk (It would be nice if they gave an email address to send comments to on their Notice of Public Hearing.).

Thanks, Bruce  
Bruce A. Bailey, AIA  
168 Glen Summer Road  
Pasadena, CA 91105-1419  
323-938-4422 p  
323-938-4114 f  
[bbailey@gwa-architects.com](mailto:bbailey@gwa-architects.com)

RECEIVED

'09 APR 27 A8 50

City of Pasadena  
ATTN: City Clerk  
100 N. Garfield Avenue, Rm. S228  
Pasadena, CA 91109

CITY CLERK  
CITY OF PASADENA

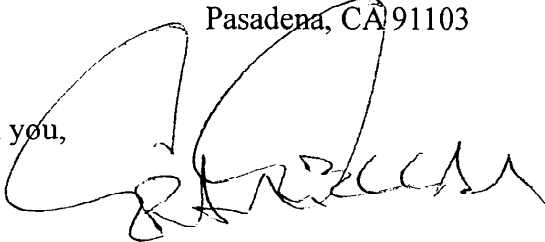
RE: PROTEST to City of Pasadena PWP Rate Increase 070109

To who it may concern:

I, Sean L. Stellar, protest the City of Pasadena's proposed increases to water and power rates.

Property Address: 1449 Scenic Dr  
Pasadena, CA 91103

Thank you,

A handwritten signature in black ink, appearing to read 'Sean L. Stellar', written over the 'Thank you,' text.

Sean L. Stellar  
(626) 786-2983

RECEIVED

09 APR 27 AM 8:49

CITY CLERK  
CITY OF PASADENA

City of Pasadena  
ATTN: City Clerk  
100 N. Garfield Avenue, Rm. S228  
Pasadena, CA 91109

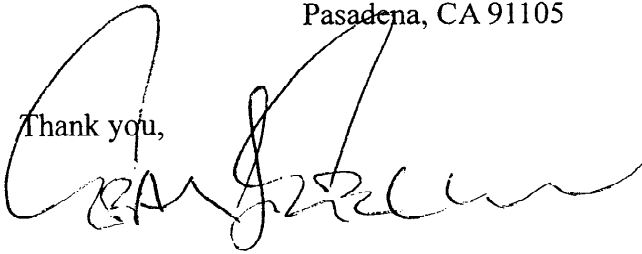
RE: PROTEST to City of Pasadena PWP Rate Increase 070109

To who it may concern:

I, Sean L. Stellar – owner of Stellar Prosthetics & Orthotics, protest the City of Pasadena's proposed increases to water and power rates.

Property Address: 753 S. Arroyo Parkway, Ste. 2  
Pasadena, CA 91105

Thank you,

A handwritten signature in black ink, appearing to read "Sean L. Stellar", written over a large, stylized circular flourish.

Sean L. Stellar  
(626) 584-0805

Caroline Mayrina  
183 Glorieta Street  
Pasadena, California 91103

RECEIVED

'09 APR 27 A8 :48

CITY CLERK  
CITY OF PASADENA

April 22, 2009

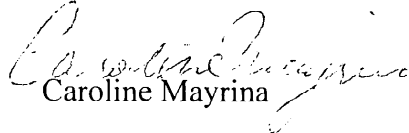
City Clerk  
100 North Garfield Avenue, Room S228  
Pasadena, CA 91109

Re: City of Pasadena PWP Rate Increase 070109  
Parcel No. 5728-024-051  
183 Glorieta Street, Pasadena, CA 91103

To Whom It May Concern:

I, Caroline Mayrina, resident of 183 Glorieta Street, Pasadena, CA 91103, hereby protest to the proposed PWP Rate Increase as itemized in your Notice of Public Hearing dated April 24, 2009.

Very truly yours,

  
Caroline Mayrina

CM:cm

RECEIVED

04-22-09

'09 APR 27 A8:41

CITY CLERK  
CITY OF PASADENA

Ivory Williams  
244 Atchison St  
Pasadena, CA 91104

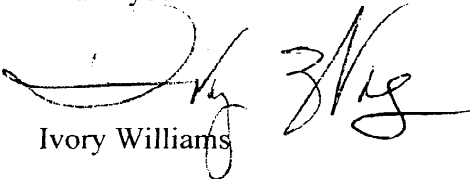
City Of Pasadena  
100 N. Garfield Av.  
Pasadena, CA 91109

RE: Water and Power Rate Hike--PROTEST

This letter is to inform you that I object to this proposed rate hike. I am a DISABLED person, and my monthly income is fixed.

Are you proposing not to increase residents that are in my same situation? Or do you take into consideration that this puts a strain on people in my same category. Therefore, I am protesting this rate hike.

Thank you

  
Ivory Williams

RECEIVED

09 APR 27 A8:49

City of Pasadena  
ATTN: City Clerk  
100 N. Garfield Avenue, Rm. S228  
Pasadena, CA 91109

CITY CLERK  
CITY OF PASADENA

RE: PROTEST to City of Pasadena PWF Rate Increase 070109

To who it may concern:

I, Karla A. Vallejo, protest the City of Pasadena's proposed increases to water and power rates.

Property Address: 110 El Nido Ave. #23  
Pasadena, CA 91107

Thank you,



Karla A. Vallejo  
(626) 786-4727

4/25/09

RECEIVED

09 APR 28 110:51

CITY CLERK  
CITY OF PASADENA

To whom it may concern;

My name is Rosalinda Medina, property owner  
at 1701 Harding Ave, Altadena, CA 91001.

This a formal "protest" on the proposed increases  
by the "City of Pasadena" PWP Rate Increase  
for 7/1/09.

This increase is not supported by me and the  
occupants at my home! "I PROTEST!"

Please feel free to contact me at  
626 644 8330.

Thank you

Respectfully

Rosalinda Medina



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**From:** Suzuki, Takako  
**Sent:** Wednesday, April 29, 2009 8:12 PM  
**To:** Jomsky, Mark  
**Subject:** FW: Pasadena water rates: discount for edible gardens?

Yvonne Savio would like every Councilmember to receive a copy of her email. She would like to have a reduced water rate for people who have edible gardens.

Taka Suzuki

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**From:** Yvonne Savio [<mailto:ydsavio@ucdavis.edu>]  
**Sent:** Wednesday, April 29, 2009 4:34 PM  
**To:** Suzuki, Takako  
**Subject:** Pasadena water rates: discount for edible gardens?

My Pasadena ¾-acre home garden at 385 Malcolm Drive, Pasadena 91105, is a demonstration garden for our University of California Cooperative Extension Los Angeles County Common Ground Garden Program Master Gardener Volunteer Training Program. Approximately ¾ of my household water bill is for vegetables and fruit trees. I understand there is no current provision for a rebate or discount based on growing food. I would like to propose that this be considered.

In these times of continuing drought, it's imperative that individuals utilize their water in an efficient manner. Food gardening is an excellent way to "feed the soil" and guide water back into the groundsource while personally benefiting from eating our homegrown produce. This is an infinitely more valuable use of our limited water supplies than flooding grass several times a week and having it overflow onto pavement and into storm drains. It would be wonderful to economically encourage Pasadena residents to "grow their own" by providing a discount for water used in the food garden.

While my garden isn't open to the public, each year's new group of 55 Master Gardeners tours the garden on five Saturdays in March and April, and then they participate in hands-on activities throughout the fall and winter months. Three main elements of my garden focus on efficient water use -- soaker hoses, raised beds, and the entire garden covered with four inches of mulch from local provider Tim Dundon in Altadena (<http://www.2doo.com/thepower2be/>).

Yvonne Savio  
Common Ground Garden Program Manager  
University of California Cooperative Extension, Los Angeles County  
PO Box 22255  
4800 E. Cesar E. Chavez Avenue

Los Angeles CA 90022

Phone: 323-260-3407

Fax: 323-881-0067

Email: [ydsavio@ucdavis.edu](mailto:ydsavio@ucdavis.edu)

Website: [http://celosangeles.ucdavis.edu/Common Ground Garden Program/](http://celosangeles.ucdavis.edu/Common_Ground_Garden_Program/)

Master Gardener Email Gardening helpline: [mglosangeleshelpline@ucdavis.edu](mailto:mglosangeleshelpline@ucdavis.edu)

Master Gardener Phone Gardening helpline: 323-260-3238

*2007 Lifetime Achievement Award, Los Angeles Community Garden Council*

*2007 Certificate of Commendation, Los Angeles Unified School District*

*2006 Certificate of Appreciation, City of Los Angeles*

*2004 "Feeding the Hungry" Garden Crusader Award, Gardener's Supply Company*

*Since 1978, the Common Ground Garden program has helped Los Angeles County residents to garden, grow their own food, and healthfully prepare it. Our targeted audience and priority are to serve limited-resource residents and those traditionally underrepresented. By training community volunteers, we empower neighborhoods to create their own solutions. Our Master Gardener volunteers work primarily with community gardens, school gardens, seniors, and homeless and battered women's shelters.*

*In 2008, 181 Master Gardeners volunteered 9,272 hours serving 87,376 low-income gardeners in Los Angeles County at 28 community gardens, 46 school gardens, 15 shelter gardens, 5 senior gardens, and 13 fairs and farmers markets.*

RECEIVED

LAW OFFICES OF GEOFFREY D. COMMONS  
122 Patrician Way  
Pasadena, California 91105  
(626) 449-7499 Fax (626) 577-5143

MAY 5 9:52  
CITY CLERK  
CITY OF PASADENA

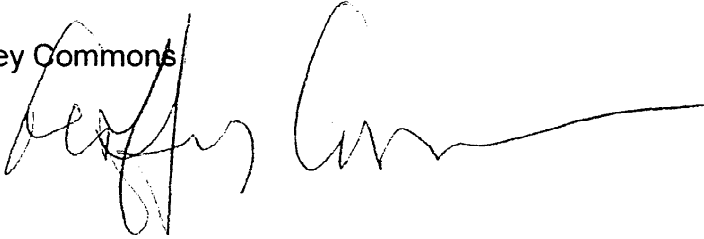
To: Department of Water & Power, City of Pasadena  
From: Geoffrey Commons  
Re: PWP Rate Increase 070109  
Cc: Steve Madison, Councilman  
Attachments: Address and Parcel #

I oppose the proposed rate increase for the following reasons:

- It is not a rate increase; it is a rate decrease for small water users  
And a rate increase for medium and large water users. Thus the  
Handout is dishonest on its "face".
- The rate increase is biased against large families that use more water  
For toilets, drinking, clothes and bathing
- The rate increase is biased against large properties that need more water
- The rate increase will increase fire risk in the dangerous areas of our  
City since failure to water will increase amount of combustible vegetation
- The brochure does not define block 4 and block 5 and therefore notice  
Is inadequate and needs to be redone.

In my opinion a better way of achieving conservation is to retain the proposed rate  
changes in blocks one and two and too reward or punish users in block 3 based upon  
increases or decreases I water usage.

Geoffrey Commons



# Property Detail Report

RealQuest.com

For Property Located At

**122 PATRICIAN WAY, PASADENA CA 91105-1024**

**Owner Information:**

Owner Name: **COMMONS GEOFFREY & LOURDES/COMMONS G & L /TR**  
 Mailing Address: **122 PATRICIAN WAY, PASADENA CA 91105-1024 C030**  
 Phone Number: \_\_\_\_\_ Vesting Codes: **// TE**

**Location Information:**

Legal Description: **TRACT # 13218 LOT COM AT NW COR OF LOT 7 TH S ON W LINE OF SD LOT 60 FT TH S 48\ 20'33" E 15 FT TH S 49\27'50" W 34.43 FT TH S 37\54'20" E 275.57 FT TH NE TO MOST E COR OF SD LOT TH N 77\08'05" W 365.32**  
 County: **LOS ANGELES, CA** APN: **5708-009-008**  
 Census Tract / Block: **4,608.00 / 2** Alternate APN: \_\_\_\_\_  
 Township-Range-Sect: \_\_\_\_\_ Subdivision: **13218**  
 Legal Book/Page: **265-8** Map Reference: **26-D4 / 565-E5**  
 Legal Lot: **8** Tract #: **13218**  
 Legal Block: \_\_\_\_\_ School District: **PASADENA UNIF**  
 Market Area: \_\_\_\_\_ Munic/Township: \_\_\_\_\_  
 Neighbor Code: \_\_\_\_\_

**Owner Transfer Information:**

Recording/Sale Date: **05/24/2004 / 03/19/2004** Deed Type: **GRANT DEED**  
 Sale Price: \_\_\_\_\_ 1st Mtg Document #: \_\_\_\_\_  
 Document #: **1321621**

**Last Market Sale Information:**

Recording/Sale Date: **11/30/1973 /** 1st Mtg Amount/Type: **/**  
 Sale Price: **\$60,000** 1st Mtg Int. Rate/Type: **/**  
 Sale Type: **FULL** 1st Mtg Document #: \_\_\_\_\_  
 Document #: \_\_\_\_\_ 2nd Mtg Amount/Type: **/**  
 Deed Type: **DEED (REG)** 2nd Mtg Int. Rate/Type: **/**  
 Transfer Document #: \_\_\_\_\_ Price Per SqFt: **\$28.64**  
 New Construction: \_\_\_\_\_ Multi/Split Sale: \_\_\_\_\_  
 Title Company: \_\_\_\_\_  
 Lender: \_\_\_\_\_  
 Seller Name: \_\_\_\_\_

**Prior Sale Information:**

Prior Rec/Sale Date: **/** Prior Lender: \_\_\_\_\_  
 Prior Sale Price: \_\_\_\_\_ Prior 1st Mtg Amt/Type: **/**  
 Prior Doc Number: \_\_\_\_\_ Prior 1st Mtg Rate/Type: **/**  
 Prior Deed Type: \_\_\_\_\_

**Property Characteristics:**

Gross Area: <b>2,095</b>	Parking Type: <b>CARPORT</b>	Construction: _____
Living Area: <b>2,095</b>	Garage Area: _____	Heat Type: <b>FORCED AIR</b>
Tot Adj Area: _____	Garage Capacity: <b>4</b>	Exterior wall: <b>STUCCO</b>
Above Grade: _____	Parking Spaces: <b>2</b>	Porch Type: _____
Total Rooms: <b>6</b>	Basement Area: _____	Patio Type: <b>PATIO</b>
Bedrooms: <b>2</b>	Finish Bsmnt Area: _____	Pool: <b>POOL</b>
Bath(F/H): <b>2 /</b>	Basement Type: _____	Air Cond: <b>CENTRAL</b>
Year Built / Eff: <b>1948 / 1949</b>	Roof Type: _____	Style: <b>CONVENTIONAL</b>
Fireplace: <b>Y / 1</b>	Foundation: <b>RAISED WOOD SHAKE</b>	Quality: <b>AVERAGE</b>
# of Stories: <b>1.00</b>	Roof Material: _____	Condition: <b>AVERAGE</b>

Other Improvements: **FENCE;ADDITION;LAUNDRY ROOM;SHED**

**Site Information:**

Zoning: <b>PSR2</b>	Acres: <b>1.48</b>	County Use: <b>SINGLE FAMILY RESID (0101)</b>
Flood Zone: _____	Lot Area: <b>64,650</b>	State Use: _____
Flood Panel: _____	Lot Width/Depth: <b>202 x 320</b>	Site Influence: _____
Flood Panel Date: _____	Res/Comm Units: <b>1 /</b>	Sewer Type: <b>TYPE UNKNOWN</b>
Land Use: <b>SFR</b>	_____	Water Type: <b>PUBLIC</b>

**Tax Information:**

Total Value: <b>\$169,161</b>	Assessed Year: <b>2008</b>	Property Tax: <b>\$2,461.43</b>
Land Value: <b>\$67,926</b>	Improve %: <b>60%</b>	Tax Area: <b>7500</b>
Improvement Value: <b>\$101,235</b>	Tax Year: <b>2008</b>	Tax Exemption: <b>HOMEOWNER</b>
Total Taxable Value: <b>\$162,161</b>	_____	_____

RECEIVED

'09 MAY -5 P5:02

CITY CLERK  
CITY OF PASADENA

City of Pasadena  
ATTN: City Clerk  
100 N. Garfield Avenue, Rm. S228  
Pasadena, CA 91109

RE: PROTEST to City of Pasadena PWP Rate Increase 070109

To who it may concern:

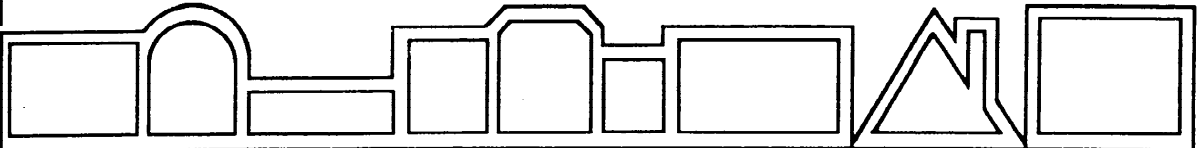
I, Marcella Vallejo-Fleck, protest the City of Pasadena's proposed increases to water and power rates.

Property Address: 2374 Brigden Road  
Pasadena, CA 91104

Thank you,

A handwritten signature in cursive script that reads "Marcella Vallejo-Fleck".

Marcella Vallejo-Fleck  
(626) 797-0889



May 4, 2009

City Clerk  
100 N. Garfield Ave  
Room 5228  
Pasadena, Ca 91109

PWP Rate Increase 070109

I am an owner of each of the three properties listed below.  
I wish to protest the increase.

John Gordon  
Parcel 5729 025 021 1293 N. Garfield Avenue  
Parcel 5850 013 016 1559 N. Hill Ave  
Parcel 5721 012 023 900 S. Madison Ave

RECEIVED  
09 MAY -7 P4 50  
CITY CLERK  
CITY OF PASADENA

RECEIVED  
09 MAY -7 P4 50

CITY CLERK  
CITY OF PASADENA

City of Pasadena  
ATTN: City Clerk  
100 N. Garfield Avenue, Rm. S228  
Pasadena, CA 91109


RE: PROTEST to City of Pasadena PWP Rate Increase 070109

To who it may concern:

I, Ines Alvarenga, protest the City of Pasadena's proposed increases to water and power rates.

Property Address: 720 E. Mountain Street #1  
Pasadena, CA 91104

Thank you,

  
Ines Alvarenga  
(626) 840-6433

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**From:** WPD\_Answerline  
**Sent:** Thursday, May 07, 2009 5:44 PM  
**To:** Thomas, Shari; Mc Lemore, Latasha  
**Subject:** FW: Proposed Water Rate

Please add this to the protests of the PWP Water Rate Increase.

Patrick Tucker  
Customer Service Manager  
Pasadena Water and Power  
626-744-4764  
patricktucker@cityofpasadena.net

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**From:** Birgit Gabig [mailto:Bgabig@charter.net]  
**Sent:** Thursday, May 07, 2009 3:12 PM  
**To:** WPD\_Answerline  
**Subject:** Proposed Water Rate

Acc # 65557-1 Gabig

While I understand that a water rate increase may be appropriate, the extent of this rate increase is exorbitant.

The D & C charge increases by 50% starting this July for my 1" meter and basically doubles from current rates by July 1, 2010!!!

On top of it, until now I did not even realize that as a county resident I am charged a 35% surcharge!!

BTW, why am I paying for fire maintenance when Pasadena is not even providing me with fire protection...that's the county and they are charging me already for that via my property tax bill

I am really appalled.

Birgit Gabig  
7039 Vera Terrace  
San Gabriel, Ca 91775



To: Pasadena City Clerk  
100 N. Garfield Av., Room 5228  
Pasadena, CA 91109

RECEIVED

09 MAY 11 AM 24

CITY CLERK  
CITY OF PASADENA

From: Daniele L. Tran  
7181 Hidden Pine Dr.  
San Gabriel, CA 91775

Date: May 8, 2009

Subj.: Written Protest

Ref: City of Pasadena PWP Rate Increase 070109.

Madam/Sir,

This is to protest the proposed Increase under reference.

My property is located at

7181 Hidden Pine Drive, San Gabriel, California 91775.

The APN is 5379-002-030.

Thank you for your attention.

Sincerely yours,



Daniele L. Tran

RECEIVED

09 MAY 12 A7:52

CITY CLERK  
CITY OF PASADENA

Caroline Mayrina  
183 Glorieta Street  
Pasadena, California 91103

May 11, 2009

City Clerk  
100 North Garfield Avenue, Room S228  
Pasadena, CA 91109

Re: City of Pasadena PWP Rate Increase 070109  
Parcel No. 5728-024-051  
183 Glorieta Street, Pasadena, CA 91103

To Whom It May Concern:

I, Caroline Mayrina, resident of 183 Glorieta Street, Pasadena, CA 91103, hereby protest to the proposed PWP Rate Increase as itemized in your Amended Notice of Public Hearing dated May 5, 2009.

Very truly yours,

  
Caroline Mayrina

CM:cm

PASADENA Laundry

Glengarry Enterprises, Inc.  
1433 Glengarry Road, Pasadena, CA 91105  
(626) 676-9290, Fax (323) 256-8007

RECEIVED

09 MAY 19 P4:13

CITY CLERK  
CITY OF PASADENA

May 19<sup>th</sup>, 2009

RE: Proposed Water Rate Increases

Business Address: 2585 E. Colorado Blvd, 91107, Parcel # 2585

Residential Address: 1433 Glengarry Rd, 91105

Dear City of Pasadena,

As owner of a laundromat in East Pasadena and long time resident, I am writing to protest the proposed water rate increases. Our laundry is five years old and we provide a vital service and clean facility to Pasadena residents. We have been successful over the past five years because we take great care of our facility and customers.

We are also the greenest Laundromat in Pasadena. Below is a list of why:

- Have many very high efficiency washers that have qualified for thousands of dollars in energy rebates from The Gas Company.
- Have three 99% efficiency tank less water heaters that also qualified for energy rebates.
- Have insulated all appropriate plumbing that has also qualified for energy rebates.

Water is obviously a large utility expense for us and the proposed 50% increase in 2009 and then another 48%, in effect will result in a 100% increase in less than a two year span.

How can any organization propose such an unconscionable increase? Whatever the reason for the increase, it is a negligent decision to impact small businesses and residents in this manner.

No one can run a business like this. It would be irresponsible for me to pass this kind of an increase along to my customers from a business standpoint and from an ethical standpoint.


My family is also a long time Pasadena resident and along with so many people in our state, we are going through significant financial struggles.

My wife will be laid off from her job at Washington Mutual Bank in June and with the increase in DMV fees, Sales tax, business' taxes, workers compensation insurance increases, and other financial impacts, makes your proposed increase just another huge burden. This is all at a time that we all need help not more obstacles to overcome.

This is simply irresponsible. Shame on you for even proposing such an increase. However, you got yourself in a position to need such an increase is negligent and making your small businesses and residents to pay for it is not right.

I will sharing these thoughts to anyone who will listen. I am willing to discuss this with anyone who is willing.

Sincerely,



Peter L. Quinn  
Small Business Owner and Pasadena Resident

Tim Duby  
260 Patrician Way  
Pasadena CA 91105

RECEIVED

'09 MAY 26 A8:51

CITY CLERK  
CITY OF PASADENA

City Clerk  
100 N. Garfield Avenue Room S228  
Pasadena CA 91109

Re: City of Pasadena PWP Rate increase 070109


To the Pasadena City Council,

I understand rates need to rise in order to cover the PWP budget shortfall. I only request that the increase be fair and equitable among all meter sizes. Most of my neighbors have 1-1/2" meters. For some reason this meter size is receiving the largest rate increase. Please review the current and proposed rates for block 1 usage to see the glaring inequity:

size	current block 1	proposed block 1
1"	0-12	0-12
1 1/2"	0-40	0-22 !!!!!!!!!!!!!!!!!!!!!!!
2"	0-50	0-48

Why 1 1/2" accounts are forced to take a 50%!!!! belt tightening is beyond me while other block 1 rates have essentially no change in Block 1. This proposed Block 1 rate for 1 1/2" meters needs to be revised. No other meter size comes close to a 50% drop in billing units for Block 1. I am doing everything I can to conserve now other than removing hillside greenery in this high fire hazard area.

Thank you in advance for your consideration of this extremely unfair block structure.

  
Tim Duby  
260 Patrician Way  
PWP acct# 338574-7

I am opposed to the Comprehensive Water Conservation Plan because it brings up a lot of red flags. I am concerned that it is a smokescreen ordinance that scapegoats the residents.

1. Not the least of which is that *this critically serious ordinance was approved by the Council in the middle of the night after the public had fizzled out and gone home. It was deliberately placed as the last thing on the agenda just before the close of the meeting which had started at 6:30 p.m. nearly eight hours prior.* To me, that's a red flag
2. The May-June 2009 *Pasadena In Focus* , "Council Approves Comprehensive Water Conservation Plan" article leaves out important information as to the context in which Margaret McAustin introduced the motion for this ordinance to short the residents water. She named the city's desire to receive grant money from the Federal Department of Reclamation as her reasoning for creating the ordinance.
3. Which brings up the question of what is the City Council going to use the grant monies for? If the city is going to bill the residents for water deprivation while the city is granted a huge amount of federal money if the city will do so, isn't there something haywire with that ordinance?
4. In the mean time leading up to this, the Council has been making several references at meetings that it wishes to copy and follow what the city of L.A. does. Now why would Pasadena's City Council want to be just like Los Angeles?
5. Maybe that's not a good idea because on March 25, L.A. Superior Court Judge Kenneth Freeman handed down a tentative ruling against the city of L.A.'s practice of skimming 5 percent off the top of Angelenos' water bills, and slammed L.A. city officials for their sleazy move.
6. L.A.'s City Hall can least afford to give back any ill-gotten funds. For years, L.A.'s city leaders propped up the general fund with as much as \$30 million in revenue derived from an added tax on water used by residents and firms. The L.A. City Council used the Department of Water and Power as an ATM machine. Last year the L.A. DWP transferred \$175 million to its general fund. Let's hope the our City Council shows the courage it will take to address the question that receiving the Federal Department of Reclamation grant money and putting it into the general fund while hiking water rates brings up.
7. When the motion was introduced as a Water *Shortage* ordinance, but now the city is fudging by sugar-coating it as a "Comprehensive Water Conservation Plan." It is still in actuality deliberate deprivation of the commons of which water is a birthright.
8. It's comprehensive all right! *In focus* calls it a roadmap for reducing water consumption citywide by 10, 20, and 30 percent. That's a partial lie. It leaves out over half of the information. Whatever happened to the truth, the full truth, and nothing but the truth?
9. McAustin's motion was more that 10, 20, and 30 percent less water for residents. It was all the way up to 40 percent less water! And the criteria was a timed schedule of increments every so many years for the residents 40 years from now being deprived about half as much water as we have. This is an insidious long-term ordinance that penalizes the children and grandchildren and it only gets one public hearing?? Whoever controls the food and water controls the people.

10. Making an ordinance that permanently prohibits water to our kids and making it unaffordable means the government is taking over the commons from the people. When did the commons of water become theirs to claim in the first place? There's something fishy about the very name of the department called reclamation. "Re" needs to be questioned. The city is doing an error of omission in its *In Focus* by hiding the fact that McAustin explained when she introduced the ordinance that it is a "serious," "long-term," "40-year," "irrevocable" "irreversible," "permanent," and "whether OR NOT there is draught."

11. Furthermore the Council said that the Code Enforcement will be able to "criminalize" residents who overuse water as a serious offense, a "crime". That increases the Police Powers which are para military. It may start out in the first phase as educational with just fines as penalties, but as the deprivation plan proceeds as "law" McAustin did use the word crime and criminalize, so either she has now tweaked it. But if she doesn't like the heat from public scrutiny of a resident who attended all the meetings and heard the words she used when she introduced the motion, she should get out of the kitchen. Soft pedaling after the fact doesn't change the harshness of the motion as she introduced it. If it has been tweaked to be less invasive of the resident's water rights, then fine, but just don't shade the truth of what she intended at the outset.

The public expects the Council members to be accountable and to not say afterwards that they don't remember saying what they absolutely did say. Their amnesia is convenient for them, and their ability to edit the minutes is convenient for them, but there is something very dishonest about the Mayor's answering me, "Would I do a thing like that?" Well, yes, he did do a thing like that! And that type of a pull-the-wool over the eyes of the audience was evasion of coming clean.

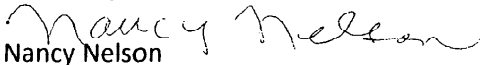
McAustin's answer to my question only covered what Victor Gordon had requested which was that the first phase of the shortage begin with educating the public. It starts out with 10 percent less water and "not a crime" but only monetary fines, but that's a half truth because the plan is ongoing for four decades and she did say crime and criminalize the residents when she introduced it. So those 26 pages on line need to be read with a fine tooth comb because they are not beyond pulling a sneaky based on the hedging they did this Monday night when questioned.

The Mayor's statement for residents not to watch the city meetings later over TV indicates he doesn't want the public to hear and see it over TV. Why? Could it be because, unlike the minutes that get edited, maybe the TV showing has the accuracy of what actually goes said and done during meetings and the filming hasn't been edited?

Such shenanigan does make one wonder about the ethics, or lack thereof, when the questions are evaded or left unexplained as to how it got changed out of session. So how did one ordinance become two separate ordinances between sessions? They want the price hikes regardless so made it separate? So between when they unanimously approved it as one ordinance in the middle of the night when there would be no public, what goes on? And the original question that they never answered either was, "Why don't you just refuse the federal grant money?" instead of turning Judas on the people. They ignore and refuse to give answers to questions from the public comments sector but leave questions up in the air. Huuummm.

12. The city is counting on global warming chickens before they hatch in anticipated draught based on Al Gore's theory, even though just a few years ago there was the theory of global cooling. I guess they really want to fine people and fill up those prisons. But making green ecology infractions punitive will dampen the whole eager trendy enthusiasm of the movement and backfire because people will resent it being punishable as crime.
13. *In Focus* was hush that McAustin said her ordinance will only be for residents. City property sites such as parks and libraries will not be shorted. Nor will commercial business be shorted. It exempts the city and businesses. That's unfair.
14. They also discussed at the Council meeting how they own swimming pools so their pools wouldn't be affected until 30 or 40 years for now. So when *In Focus* says the conservation is encouraged in a manner that minimizes the impact on customers who are already practicing conservation efforts, they mean the well-off who can afford the price tags of solar and etc. are not the ones who will be impacted.
15. *In Focus* conveniently leaves out the day, date, time, and location of the meager "just one" public hearing. The residents have to do their own footwork of remembering to go on-line to try to find the public hearing details and to read the 26-pages of details. Again, the residents are the ones being inconvenienced to do the finding out on their own accord.
16. But it's not like the residents get nothing good out of the ordinance.
17. The really menacing thing about this water ordinance is that it fails to address the real cause of water pollution such as factory farming, industrialized waste, overfishing, and the military. It is a perpetrator protection type of ordinance that punishes the grassroots people.

Public objections to the Water Shortage ordinances,

  
Nancy Nelson

RECEIVED

'09 MAY 26 P2:40

CITY CLERK  
CITY OF PASADENA



-----Original Message-----

From: [CityWeb-Server@cityofpasadena.net](mailto:CityWeb-Server@cityofpasadena.net)  
[mailto:[CityWeb-Server@cityofpasadena.net](mailto:CityWeb-Server@cityofpasadena.net)]  
Sent: Thursday, June 04, 2009 10:38 AM  
To: Corey, Delia  
Subject: WWW PUBLIC COMMENT

\*\*\*\*\*  
\*\*\*

Subject: Water Rate Increase  
Name: Felicia Williams  
Address: 1235 Sinaloa Ave.  
City: Pasadena  
State: CA  
Zip: 91104  
Email: [felixtcat11@yahoo.com](mailto:felixtcat11@yahoo.com)

Comments: I am writing in SUPPORT of the proposed water rate increases,  
specifically the new Block structure. Southern California will always have a constrained water supply and we should develop a culture of conservation to ensure our limited water supplies are used efficiently. Unfortunately, people haven't listened and we need to implement penalties, but I have confidence that the Pasadena residents can adopt a new lifestyle that preserves our resources for now and the future.  
Date: 6/4/2009 10:37:57 AM

RECEIVED

09 JUN -4 P4 :07

CITY CLERK  
PASADENA



June 2, 2009

Mayor Bill Bogaard  
Pasadena City Council  
100 North Garfield Avenue  
Pasadena, CA 91109

Dear Mayor Bogaard and Pasadena City Council,

The Board of Directors of the Pasadena Chamber of Commerce at its meeting of May 26, 2009 formally chose to express concern about the significant increase in the cost of water service proposed by the City of Pasadena.

The Chamber Board is very concerned that water costs for commercial customers will rise by 10% to 30% on July 1, 2009, with additional increases proposed for July 1, 2010. Residential customers may see an increase of 10% to 20% over the same period, with a second increase in 2010.

The Board and staff of the Chamber have heard a significant level of unease that has been expressed by Chamber membership over the recent spate of cost increases imposed by the City of Pasadena, especially the proposed hike in the cost of water.

Concerns being expressed very strongly by Chamber members are (followed by the pertinent recommendation by the Chamber Board):

- These increases are coming in the midst of a very severe economic downturn. Many businesses, and residents, have to make difficult decisions to maintain their financial viability. Added costs for City services, especially the dramatic increase in water costs, may have far reaching negative impacts on Chamber members and the local economy.
  - The Chamber Board recommends cushioning the water rate impacts by phasing the increases in over a four year period, rather than the two years currently being proposed. That would provide some time for the economy to begin to grow again, and for businesses to get back on their feet before having to cope with the entirety of the increases proposed by the water department. If that were not deemed appropriate, the Chamber would recommend mitigating the potentially negative consequences of the increase by lowering the percentage increase.
- The Board also expressed concern that the Pasadena Water Department needs to demonstrate efficiencies and cost reductions before asking for a rate increase. Businesses in Pasadena, throughout Los Angeles County, our state and nation are forced to reduce budgets, many by 20% or more. Pasadena Water Department is seeking an increase to maintain its budget at present levels without demonstrating to its customers that a thorough evaluation of department operations has resulted in cost savings.



- The Chamber Board recommends the City Council ask for significant reductions in operating costs from the Water Department before imposing these increases on customers. The Chamber Board reasons that a thorough and exacting surgical evaluation of the operations of the Water Company could result in significant cost savings that have no impact on vital services or the supply of water for Pasadena Water Company customers. While it is clear there have been efforts to reduce costs, both within the Water Department and the City, the Chamber Board would like to see a significant effort made to reduce costs further. It is also suggested that the City look at reducing some costs, or eliminating costly processes in other departments to help mitigate the increased cost of water for commercial customers.
- Pasadena Water Department's commercial customers are paying a disproportionate amount of the proposed increases, especially when departmental reports indicate that residential customers may waste water at a disproportionately high level compared to businesses. Pasadena Water's larger customers will pay significantly more for water while likely being unable to make substantial savings as they already have implemented conservation measures and may have already reached the 10% reduction level targeted by the water company. The commercial customers are unable to recoup the additional costs associated with this significant increase in water costs, so likely will have to reduce costs in other areas. This could mean workforce reductions, temporary or permanent closures, curtailment of some services or restriction in operating hours. Those measures could impact our community in lost jobs for residents, lost opportunities to do business and decreased revenues to the City.
  - The Chamber Board recommends the increases be adjusted so that those customers who are wasting water are responsible for paying the costs in the highest rate tiers, not simply the largest users of water. Simply because a customer uses a large amount of water does not mean they waste the resource. In fact, most of the large commercial water customers are running very efficient operations, but their operation may be dependent on using significant amounts of water. The Board also recommends that those customers who have reduced their water usage by the requested 10% from 2006 levels be rewarded by being exempt from charges in the tier 4 and tier 5 range and that those costs be shifted to those customers who are shown to be wasting the resource.
- An examination of budget-based water rates has been ordered by the Council and will be considered for implementation next year.
  - The Chamber Board recommends that the City Council consider all rate adjustments together at one time, and forego the current proposal in favor of a comprehensive program that adjusts rates to achieve real conservation and that places the cost for wasting water on those who are known to be ignoring conservation measures.

The Board of Directors of the Pasadena Chamber of Commerce considered the water increases carefully. After a lengthy discussion and debate, the Board unanimously approved expressing the above concerns about the proposal to increase the cost of water.

The Chamber Board recommends very strongly that the City Council reconsider the proposal to increase costs of water for commercial and residential customers. This cost increase was proposed by the

Department to stabilize its income for the future, according to the report to the Council made by Phyllis Currie, Director of the Water and Power Department. The Chamber Board feels that the current state of the economy, and the impacts being felt by important businesses here in Pasadena, as well as our residential community, requires that a very thorough and comprehensive public evaluation of the water increases be undertaken before these hikes are implemented. The Chamber Board recommends that review take into account economic conditions and potential consequences to the local employment base and economy, as well as Water Department and City finances.

While it is very likely the department has made some operational efficiencies to reduce costs, the Chamber Board also strongly suggests the department be induced to make significant cuts in its own operational budget that could mitigate some of the cost increases being proposed by the Department.

During its deliberations, the Chamber Board was very mindful of the challenges faced by all businesses, including the Pasadena Water Department and the City of Pasadena, as well as the impact the economy is having on the residents of Pasadena. We all know the City Council and city staff are aware of the impact the recession has had on local businesses and residents and we are all concerned about the prospect of rising costs. The Chamber Board is urging the Council and senior level staff to bring that concern into the deliberations of the proposed increase to the cost of water and give significant weight to the impact these increases may have on some of the cornerstone institutions and businesses in our community as well as our employment and revenue base.

Thank you for your consideration.  
Sincerely,



Paul Little  
Chief Executive Officer and President

Cc: M. Beck, Chamber Board of Directors, M. Jomsky

THE FERTIG &amp; GORDON COMPANIES, INC.

REAL ESTATE INVESTORS

June 4, 2009

City Council  
Fax 744 3921

For the public hearing of June 8.  
Re: Proposed Water rate increases.

I random sampled 5 multifamily properties from our management portfolio. Based on the w&p water bill estimator, their water bills will double by July 1, 2010.

My understanding is that the average city wide increase is 20 %.

It appears that multifamily will be getting a percentage increase of 5 times the city wide average. Yet the average multifamily unit uses less then half the water used by the average single family home. And the median income of multifamily is less than half that of single family.

In addition the multifamily property that used the least water per unit was getting double the rate increase (150 %) of another property that used twice as much water per unit.

The proposed water rates, in many cases. hurts the most water efficient and the poorest.

#### Recommendations.

1. the Council hearing be continued for 60 days to allow for the following.
2. the internet water bill estimator be changed to show the increase on July 2010 not July 2009 teaser rate. This will give citizens the information they need to respond.
3. the percentage rate increase for multifamily in total should be 20%, the same as the city as a whole.
4. the rate bands be adjusted to have lower percentage increases for those properties that use the least water per unit. The City has the number of units per property in at least one data base. So this should not be that hard to implement. This will reward those being water efficient and give a better financial incentive to water wasters to become more efficient.



John Gordon

Dear FWP Dept.

6-5-09

I am writing to request a personal review of our water rates. The proposed increases + proposed additional blocks do not take lot size into consideration. Higher use does not equate water waste. We have one of the largest lots in our neighborhood, and we still conserve:

- low flow toilets / shower heads,
- only full loads of laundry + dishes
- no hosing of concrete
- we compost our green waste for mulch
- soaker hoses
- we have reduced our lawn sizes - changed to less thirsty turf + ground covers + plan to cut our flower beds even further.
- years ago we turned off our automatic timers + gauge our watering on a daily as needed basis. Even during the hottest weather we water our ground covers every 5-6 days not twice a week as LA city suggests.

Please until you have the technology to factor in lot size I believe all residential accounts  $\leq 1/4$  acre should be billed only up to the 2nd block. We will pay more but at a more equitable rate.

We have struggled for years to lower our Energy bills:

- Our AC Thermostat is off we have a "whole house" attic fan (Thanks for the rebate!) Ceiling fans,
- we took part in your change 10 rebate/program too

we run our AC on only the very hottest days for just a few hours + Never at night.  
- our next plan is to change out West-facing windows - Pricey!

- Also on a personal note regarding water use. Our 20 year old son is disabled with severe ~~develp~~ developmental delays. Our laundry is never ending. We ~~are~~ <sup>are</sup> trying to teach him to shower himself - unfortunately this almost doubles the shower time.

Finally we realize that costs must increase + that the MWD is demanding reductions in use. All we ask is for some equality regarding lot size + consideration regarding the conservation efforts already in place,

Help us to keep Pasadena Beautiful with Energy Bills we can afford.

Thank you for your consideration  
-Mimi Berbee

Customer Name

Matthews C. Berbee 3715 Newhaven Rd, 91107

Acc # 46348-9

Parcel # 3715

Home phone 626 3510949

cell phone 626 8337864

6/8/2009  
6.B. 7:30P.M.

June 3, 2009

City Clerk  
City of Pasadena  
100 N. Garfield Avenue, Room S228  
Pasadena, CA 91109

**WRITTEN PROTEST: Regarding Adoption of Proposed Water Rate Increases by Pasadena Water and Power (PWP)**

**Assessor's I.D. NO.: 5852 009 021**

**Address: 1579 Tierra Alta Dr, Pasadena, CA 91104-1717**

Dear Sir/Madam:

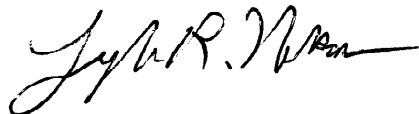
The purpose of this letter is to strongly urge the Pasadena City Council to reject the proposed increases in water rates.

At this time of economic hardship to the homeowners served with water resources by the PWP, simply put, the addition now of these significant increases in water rates is unconscionable.

I protest the increase in the tiered water use rates. I further protest the assignment of a proposed increase to the D&C and FPS increases for a 1" water supply meter service for residences such as my own. The only reason I have installed a 1" service (instead of the more common residential size of 5/8" or 3/4") is due to the fact that my residence is set back from the water main at Layton Street by about 100 yards uphill. In order to assure proper pressure levels and water delivery rates with this setback from the water main, it was recommended that we install a 1" meter. That is the only reason and *we should not suffer a differential charge because of our physical residential set back location. Having the 1" meter for this purpose has **nothing to do with what volume of water we consume.*** Therefore we should not be penalized with this meter charge.

I appreciate the opportunity to comment and exercise my right to protest this proposed increase in water rates.

Sincerely yours,



Lyle R. Nelson  
1579 Tierra Alta Dr  
Pasadena, CA 91104-1717

6/8/2009  
6.B. 7:30P.M.



June 8<sup>th</sup>, 2009

Pasadena City Clerk  
100 N. Garfield Avenue  
Room S228  
Pasadena, Ca 91109

RECEIVED  
09 JUN -8 10:48  
CITY CLERK  
CITY OF PASADENA

Attn: Pasadena Water and Power

This letter is in protest to the proposed Increase for Water Distribution and Customer Charge (D&C) and Fire Protection Surcharge (FPS), Water Block Restructure, Outside City Rate Reduction, and Seasonal Rate Reduction.

My property parcel number per assessor is 5747-002-035.

I find the D&C and FPS increases which amount to a near doubling in price in just over two years to be way more than a standard adjustment, A more conservative increase would not be so intolerable if it did indeed go to upgrading distribution systems and maintenance, but there is no justification for a such an outrageous rise in price. I am also troubled by reports that some of this money may not actually go to upgrade systems and just be put in the general fund. If that is the case, I protest any rate of increase.

Sincerely,

Sabrina Kaleta  
136 S. Sierra Madre Blvd.  
Pasadena, CA 91107

6/8/2009  
6. B. 7:30P.M.

City Clerk  
100 N. Garfield St.  
Room 5228  
Pasadena, CA 91109

Anita Higginbotham  
3595 Grayburn Rd  
Pasadena CA 91107-4628

June 5,  
2009

Cell (626) 793-4246  
Fin. ID# 5754 025 045 08 000  
RE: City of Pasadena  
FWP Rate Increase  
070109

TO Whom it May Concern

I strongly protest the proposed rate increase! It is heinous enough for wage earners - for an indigent social security recipient it is disastrous. And you have no "lifeline" reduced rates such as the other utilities.

As it is - being a very GREEN person - I water at most once a week, much of it even less. If this is ratified, I'll have to plant cacti on all my property.

Mine is a very large corner property - and I don't believe lot size is considered (30 feet from the next property was added to original owners. (Tract # 8616 E 30ft of Lot 257 and all of Lot 258).)

Chapman Woods' Sundryslope well water goes to City of Pasadena, and yet, we pay 25% more than residents of Pasadena City. This is discrimination at its worst. THIS IS A FORMAL REQUEST TO REVISIT/REOPEN/REDO/REWORK THAT INCREDIBLY UNFAIR AGREEMENT/CONTRACT.

I am giving a copy of this protest to Hal Kennedy of Chapman Woods to advise him of my protest. Thank you,  
Hal Kennedy, Anita H. Higginbotham

6/8/2009  
6.B. 7:30 P.M.

RECEIVED

09 JUN -8 AIO 09

CITY CLERK  
CITY OF PASADENA

1469 W. Marshall Blvd.  
San Bernardino, CA 92405  
May 14, 2009

City of Pasadena  
100 N. Garfield Ave.  
Pasadena, CA 91101

RE: PROPOSED INCREASE IN WATER AND TRASH RATES

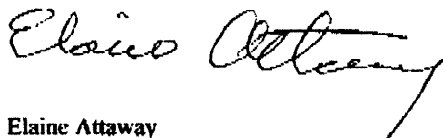
To Whom It May Concern:

I own a small six-unit apartment building at 1140 N. Los Robles Ave., Pasadena. I recently received your notice of a proposed increase in the rates for my water and trash, which I provide for the tenants. There have been several raises in the rates over the last nine years that I have owned the building. These have been reasonable but still with everything else increasing, this has forced me to increase my rents accordingly. This time you are proposing roughly a fifty percent increase. Upon discussing this with my resident manager, which in turn prompted her to discuss it with people living in the neighborhood. I discovered you are only proposing an eleven to fifteen percent increase on single family residents. You have lumped my property with large complexes of over one hundred units. The owners of these buildings can distribute that type of increase over many units. Furthermore, I've discovered through talking to many prospective tenants that many large complexes have the tenants pay their water and trash.

As it is with the large amount I pay in mortgage payments every month, \$5,000.00 a year in property tax, \$1,600.00 in insurance, there is very little left over. There is a gardener to keep the appearance nice and the various other things that are ongoing expenses with rental property. Any additional expenses can only translate to forcing me to raise the rents to the point of turning my property into a transient building with the tenants just staying long enough to find another place. I do not want that. I pride myself in having nice apartments at a reasonable price, so nice respectable hardworking people can have a nice home at an affordable price.

My proposal, based on the average price I pay for a four bedroom home for water and trash is \$53.00-\$57.00 a month, is you need to assess each unit at no more than \$50.00 per unit. That would mean that winter and summer my bill would never exceed six hundred for the two month billing cycle. I believe this is needed in order to insure I can continue to water the yard and keep the property an attribute to the Pasadena Neighborhood it's in. This would allow me to keep the rents where they are now. The City would realize some increase, primarily in the winter months, but it would be fair as far as the size of the overall livable space and lot size. Pasadena needs to think of themselves as partners with the property owners if they have an interest in bringing Pasadena back to the City it once was and could be again.

Sincerely,



Elaine Attaway

6/8/2009  
G.B.

6/8/2009  
G.B. 7:30P.M.

**Jomsky, Mark**

---

**From:** humanchange@sbcglobal.net  
**Sent:** Monday, June 08, 2009 1:46 PM  
**To:** Mermell, Steve; Bogaard, Bill; Gordo, Victor; Holden, Chris; Robinson, Jacque; McAustin, Margaret; Haderlein, Steve; Madison, Steve; Tornek, Terry; Jomsky, Mark; Henry Sherrod; Flores, Alejandrina (HSR); Chilin, Jeff  
**Subject:** Another Neighborhood President's reply re: Effect of city ordinances

FYI,

The Neighborhood presidents want sufficient time to let their residents know about the Water Shortage Ordinance public hearing(s).

Any system designed to produce a pre-ordained outcome rather than a free and fair trial by the people is irreparably unjust. The implications of the proposed water shortage changes must be allowed much more public comments BEFORE, instead of after, the city's intention to make it into a binding ordinance mandatory on all residents city-wide.

I have plead with all of you Council members during your Council Meeting to use the slowing down process and now there is this crossroads as to whether you will hold firm in defense of the core principle of fairness, or not. To be fair to the residents I again plead for the slowing down process because the Neighborhood Association presidents have not voiced their pro or con positions.

Your stated intentions are to severely punish residents for infractions and offenses but this is a topic issue that has not been put any voting ballot and the governing body of the city must be held accountable to the public citizenry's input first, not after, the ordinance is passed.--Nancy Nelson

--- On Sun, 6/7/09, Karen Hovanitz <karenhovanitz@hotmail.com> wrote:

From: Karen Hovanitz <karenhovanitz@hotmail.com>  
Subject: RE: Urgent and important Pasadena city council ordinance topic issue  
To: humanchange@sbcglobal.net  
Date: Sunday, June 7, 2009, 10:19 PM

Thank you for this timely information. I will send it to our neighborhood association list.  
Karen



June 4, 2009

DOUG COLLIFLOWER, PGA  
**RECEIVED** Managing Partner

09 JUN -8 P4 26

CITY CLERK  
CITY OF PASADENA

Dear Mayor Bogaard and Pasadena City Council,

**CITY OF PASADENA PWP RATE INCREASE 070109  
EATON CANYON GOLF COURSE  
1150 N. SIERRA MADRE VILLA AVENUE  
PASADENA 91107  
PARCELS 8940 378 028 3 & 8940 378 029 2**

I am writing to protest the proposed water rate increase.

I lease the Altadena and Eaton Canyon Golf Courses from the County of Los Angeles. I am responsible for all operational costs associated with these golf courses. Yet, the County sets green fees and has oversight over all other rates. The County, rightly so, has been reticent to increase fees lately due to the dramatic downturn to the golf industry. And lately, due the recession.

Last year water rates increased 13% and cost me an additional \$66,500 in water expense. And as noted above, I could not increase my pricing to help offset the increase. The proposed increase for 2009 will add an additional \$100,000 ± to my water cost! And a similar increase for 2010!

There is simply no way that I can absorb such increases. I will have no choice but to dramatically reduce usage, which I realize is part of your objective. However, reducing water use to the degree that I will be forced to, will dramatically reduce the playing quality of these golf courses. This most likely will negatively impact revenues, placing additional strains on my business.

These golf courses benefit the community and its citizens. I urge you to reconsider these proposed increases.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Doug Colliflower', written over a horizontal line.

Douglas W. Colliflower, PGA  
Managing Partner



June 4, 2009

DOUG COLLIFLOWER, PGA  
**RECEIVED** Managing Partner

09 JUN -8 P4 '26

CITY CLERK  
CITY OF PASADENA

Dear Mayor Bogaard and Pasadena City Council,

**CITY OF PASADENA PWP RATE INCREASE 070109  
ALTADENA GOLF COURSE  
1456 E. MENDOCINO ST.  
ALTADENA 91001  
PARCEL 8940 378 021 0**

I am writing to protest the proposed water rate increase.

I lease the Altadena and Eaton Canyon Golf Courses from the County of Los Angeles. I am responsible for all operational costs associated with these golf courses. Yet, the County sets green fees and has oversight over all other rates. The County, rightly so, has been reticent to increase fees lately due to the dramatic downturn to the golf industry. And lately, due the recession.

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These golf courses benefit the community and its citizens. I urge you to reconsider these proposed increases.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Doug Colliflower', is written over a horizontal line.

Douglas W. Colliflower, PGA  
Managing Partner

---

1456 East Mendocino Street ☐ Altadena, CA 91001 ☐ 626•797•8441 ☐ FAX 626•797•6071

www.dcgolf.info ☐ E-mail: doug@dcgolf.info

06/08/2009  
6.B. 7:30 P.M.

**Bickley Printing Company**  
25 So. Fair Oaks Avenue  
Pasadena, CA 91105  
Telephone 626-792-6594 • FAX 626-792-6594  
E-mail: pesmith6@earthlink.net

RECEIVED  
09 JUN -8 P4 52  
CITY OF PASADENA

June 8, 2009

City Clerk  
100 N. Garfield Avenue, Room S228  
Pasadena, California 91109

Subject: Proposed Water Rates Increases and Threshold Changes by Pasadena Water and Power

We, the owners of the property located at 25 So. Fair Oaks Avenue, oppose the proposed water rate increases and threshold changes by Pasadena Water and Power for the following reasons:

- 1) The proposed increases would be very difficult for small businesses. We are in very difficult economic times. The recession is especially hurting small businesses. Now is not the time to increase water rates when small businesses are experiencing lagging sales and difficulty with paying current bills and employee salaries.
- 2) The needs for increased water rates are partly the result of over building of residential apartments and/or condos. The affects of new building on the city's utility systems must be a major consideration in granting building permits, especially, in the case of water, when we are in limited supply due to drought.

Sincerely,



Calvin E. Smith and Phyllis E. Smith, Owners  
Property at 25 So. Fair Oaks Avenue, Pasadena, CA 91105

06/08/2009  
6.B. 7:30 P.M.



Rose Bowl Operating Company  
1001 Rose Bowl Drive, Pasadena, CA 91103

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June 8, 2009

To: Mayor Bill Bogaard and Members of the City Council

Subject: Pasadena Water & Power Proposed Water Rate Increase and the Restructuring of Tiered Rates

This letter outlines the Rose Bowl Operating Company's (RBOC) Board of Directors concerns regarding Pasadena Water and Power's (PWP) proposed water rate increases and the restructuring of tiered rates. The proposed changes include a 10% increase on billable units and the restructuring of the "blocks" (also known as tiers) that dictate which rate a water user must pay. The RBOC understands that these two blocks will severely affect the largest users of water, even though these users might be very efficient. Due to the large amount of turf associated with irrigating the golf course, it is anticipated that in July, Brookside's water bill may jump from \$141,000 to \$210,000, a 50% increase for just that month. The RBOC believes the proposed rates and the restructuring of tiered rates will severely impact net revenues the RBOC receives from Brookside Golf Club.

The RBOC strongly believes the City should focus on alternative solutions regarding the water crisis that is facing Pasadena. The following are solutions that the RBOC's believes will help achieve the goal of Pasadena's Green Action Plan that was adopted by City Council in 2006:

### **1. Recycled Water**

The City has contracted with the City of Glendale to purchase up to 6,000 acre feet per year of recycled water from the Los Angeles/Glendale Water Reclamation Plan. The use of this water could reduce the City's demand of domestic water by up to 15%. The RBOC believes the use of recycled water is the number one solution in reducing our reliance on domestic water. The Arroyo Seco alone would use up to 1,000 acre feet of recycled water per year.

### **2. Tunnel/Flood Control Water**

In 2006/07, over 4,000 acre feet of non-potable water flowed past Brookside in the LA County Flood Control Channel. We believe this water should be captured and used for irrigation in the Arroyo, specifically Brookside Golf Club. The 4,000 acre feet represent another 11% of domestic water savings.

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6.B. 7:30 P.M.



### **3. Budget Based Pricing**

The RBOC believes that the Budget Based Pricing methodology is much more efficient in achieving the City's goal of a 10% reduction in water use versus what is currently being proposed by PWP which is an increase in rates and the restructuring in blocks. The Budget Based Pricing program will achieve real conservation in that it places the cost for wasting water on users who are known to be ignoring conservation measures.

### **4. Relief for Conservation**

The RBOC has been in discussions with PWP regarding providing relief to those who have water conservation measures in place. Last year Brookside reduced its consumption by 10% when compared to 2007. This was achieved by the elimination of over seeding, discontinuing the filling of ponds with domestic water, and eliminating irrigation by removing turf. Brookside is working with its golf course architect and water consultant to reduce additional areas of turf in order to expand its conservation measures even more. Because of this, Brookside should not be penalized for being efficient.

In January 2011, American Golf Corporation's (AGC) twenty-five year contract for the operation of Brookside will expire. Due to the soaring cost, and lack of water, the RBOC believes this will contribute to the difficulty in negotiating a similar agreement to the current lease with AGC or any other golf management company. It is also feasible, that under the new golf course agreement, the operator will not be as willing to pay the water expense which has been the case for the past 25 years. Revenues from Brookside have been critical to the funding of the Rose Bowl's capital improvements for the past many years. It is possible that if an alternative water source is not used at Brookside, future funding of Rose Bowl capital improvements by Brookside revenues may not be available.

Sincerely,

Darryl Dunn  
General Manager, Rose Bowl Operating Company