

Sketching Our Priorities for Arts and Culture

PASADENA IS BRIMMING with some of the nation's finest cultural attractions. Our community's devotion to the arts is unsurpassed for a city of this size: Pasadena spends four times more on the arts than cities with similar populations and more than four million people visit Pasadena's museums, galleries, theaters and institutions every year. This gives us a remarkable list of options for a night on the town and these venues bring vibrancy, diversity, revenue and jobs that make Pasadena a marvelous place to live.

The city of Pasadena is mapping out a 10-year plan to make sure arts and culture always have priority in Pasadena. Please provide your ideas at a community meeting and open house Thursday, Nov. 18, from 5 to 8 p.m. at the Community Education Center, 3035 E. Foothill Blvd. The forum is the latest in a series of community discussions planned as part of Cultural Nexus, an effort to draft a comprehensive cultural plan for Pasadena. The document will become part of the city's General Plan, making sure the arts are intertwined with every part of our community. Hundreds of Pasadenans have joined the effort and laid out the plan's framework. At this November event, please drop in any time during the three hours to check out current plans and talk one-on-one with city staff. Plus, presentations will be made every hour on the hour. A draft plan is expected to be completed by 2005. For more information, visit

www.cityofpasadena.net and click on Cultural Nexus or call 744-7062.



Photo courtesy of Caltech

Caltech, one of many scientific and arts institutions in Pasadena, is home to a number of tranquil settings.

Pasadena at Its Cultural Best

More than 30 cultural and scientific organizations are in full gear as part of the "The Tender Land: Pasadena Festival of Art, History, Music and Science" through Jan. 31. In November and December there are 33 events related to The Tender Land, from art exhibitions, dance performances and children's programs to symphony concerts, film series and environmental workshops.

Discover and celebrate the beauty and fragile complexity of the natural world through the perspectives of art, culture and science. For the full schedule, look for the printed festival program at venues citywide, visit www.tenderland.org or call 793-8171.



Deck The Halls with Fire-Safe Displays

Decorations, candles and holiday trees are certainly festive but they're also common fire hazards. You won't have to give up your holiday traditions for safety's sake if you follow these simple suggestions from the Pasadena Fire Department: Choose a fresh holiday tree and keep it in water. The needles should be green and shouldn't come off easily.

- Don't put your tree up too early or leave it up longer than two weeks after the holidays. Dried-out trees can ignite and spread fire quickly to nearby gifts, drapes and furniture.
- Place your tree in a safe place away from heat sources such as fireplaces and heater vents.
- Inspect your holiday lights before you use them to make sure they don't have frayed wires, gaps in insulation, broken or cracked sockets or excessive wear. Only use lights that are rated by an approved testing laboratory. Turn them off overnight and when you're not home.
- Don't overload your electrical outlets and don't link more than three light strands unless the directions say it's safe. Check the wires often; they shouldn't be warm to the touch.
- Use only nonflammable decorations that are placed away from heater vents. If you're using an artificial tree, make sure it's flame retardant.
- If you use candles, make sure they're in a steady holder and place them where children and pets can't knock them down. Don't leave lit candles unattended and never leave the house when candles are burning.
- Always remember to have fresh batteries in your smoke detectors and practice your family evacuation plans.

For more tips or to ask a question, call 744-4675.



Map Out a Healthy Future

DO YOU HAVE BIG IDEAS for creating a better quality of life in Pasadena? If the answer is yes, here's your chance! The Pasadena Public Health Department, along with its many partners, is launching a campaign to hear and activate your hopes and dreams for a healthier Pasadena. They're talking to groups and organizations citywide and they want to hear from you. For more on The MAP Campaign and how you or your organization can get involved in planning a healthy future, call 744-6149.

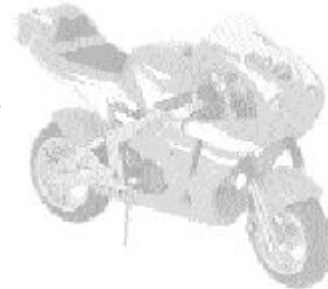


Park Those Pocket Bikes

POCKET BIKES – scaled-down versions of grown-up motorcycles – are legal only if they have a DMV-issued license plate and the driver has a license with a Class M1 certificate, a motorcycle helmet (not a bicycle or baseball helmet) and vehicle insurance. Without these requirements, pocket bikes are illegal on all Pasadena streets and sidewalks, in parking lots, parks and other public places.

Pasadena police officers are confiscating pocket bikes on the spot and impounding them for 30 days, which costs a minimum of \$800. Unlicensed drivers must pay \$350 plus extra fines for any additional violations (speeding, no insurance, no helmet, etc.).

Any company or salesman who tells you pocket bikes are street-legal is either misinformed or trying to make a quick buck. For more information, call 744-7159.



Parking Pay Stations Put to the Test

THROUGH MID-JANUARY, individual parking meters have been replaced with new multispace parking pay stations on Colorado Boulevard between DeLacey Avenue and Pasadena Avenue and on Raymond Avenue between Colorado Boulevard and Green Street. (Look for “Pay to Park” and “Pay Here” signs on those blocks.)

Two types of technology are being tested: “Pay and Display” machines issue tickets that you’ll stick inside the front passenger-side window, showing the date and time your ticket expires; and “Pay by Space” machines will ask you to enter the specific number of the space where you’ve parked. (The machine records the time so there’s no need to display a ticket on your dash.) Coins and credit cards are accepted and some of the pay stations accept dollar bills and cash keys. Once you’ve tried out a pay station, pick up a survey from your favorite shop or restaurant in Old Pasadena or visit the website listed below. Give us your feedback and you’ll be eligible to win a prize as our way of saying thanks!

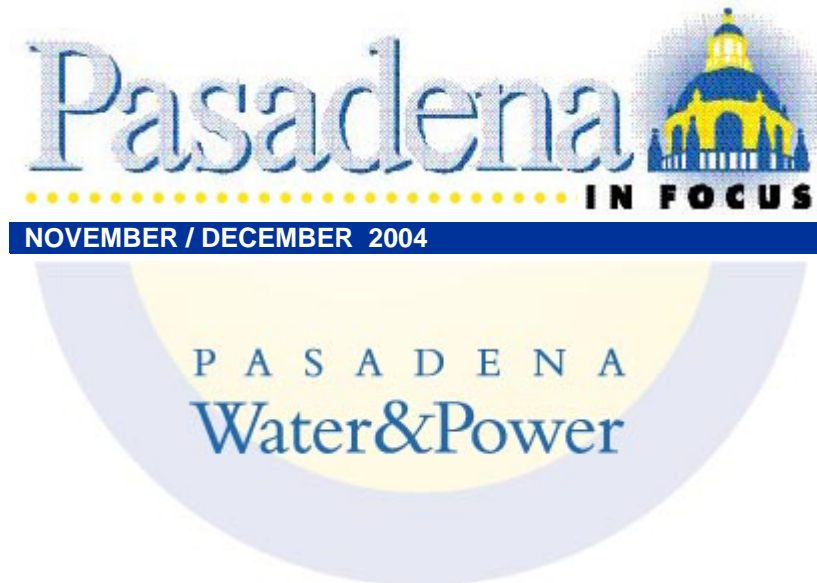
If the pay stations work out, we may bid farewell to single-space parking meters in the future, removing individual meter posts and meter heads and freeing up more sidewalk space for pedestrians. For more information, email parking@cityofpasadena.net, visit www.cityofpasadena.net and click on Parking Pay Stations or call 744-6470.



City Hall Retrofit Update

The estimated cost of the retrofit and restoration of Pasadena City Hall is about \$5.5 million more than the budget due to rising costs of concrete, steel and lumber. On Nov. 4, general contractors submitted base bids for project work limited to life and safety items including the seismic retrofit, mechanical work, fire prevention, plus separate bids related to all other work, including historic restoration, that may not be completed in the initial retrofit phase because of the budget gap. In the meantime, a grant application has been submitted to the California Cultural and Historical

Endowment for \$5 million to help cover the difference. The City Council will consider approving a general contractor on Nov. 22. A construction fence is scheduled to be installed around the perimeter of City Hall in early December. For more information on the City Hall retrofit, visit www.cityofpasadena.net (click on City Hall Project) or call 744-7073.



A New Life for Our Water System

IF YOU'VE SEEN ORANGE CONES and PWP trucks parked in the street, chances are you're watching the new Water System Master Plan in progress. In 2003 PWP launched an 18-year, \$234 million program to refurbish Pasadena's aging water system completely. The plan includes replacing more than 200 miles of pipeline and making sure our wells and reservoirs can stand up to major earthquakes.

Some of the funding for this vital program comes from the Capital Improvement Charge (CIC) that appears on all Pasadena water bills. Public meetings were held in each council district to discuss the CIC before it was approved by the City Council in 2003. This past summer the CIC increased to 41¢ per billing unit (100

cubic feet or 748 gallons). An average residential customer who uses 12 billing units each month will pay just under \$5; the CIC totals about \$6.3 million per year for badly needed improvements.

Working together, we're making repairs that are long overdue.



Photo Caption: **A PWP crew replaces an old water main on Lake Avenue.**



Automating PWP's Power Equipment

PWP'S POWER CREWS can spend more time serving customers and less time driving across town thanks to the ongoing expansion of our Supervisory Control and Data Acquisition (SCADA) system.

The name may seem complex but SCADA's goal is simple: It allows staff from PWP's dispatch center to operate power delivery equipment by remote. All totaled, 17 of our 23 substation switchgear units are now wired and the project is on track for citywide completion in April. SCADA will be a huge help in serving our customers even faster, collecting data more efficiently and protecting our employees'

safety better than ever before. In short, SCADA lets us control nearly 300 breakers and monitor several thousand points throughout our citywide power delivery system. This means our operators will no longer have to drive across town to diagnose problems and physically stand in front of the breakers — always a dangerous position — to correct an outage.

In January, SCADA's full capabilities will be put into action, giving us much tighter control over our power delivery equipment. While you probably won't remember the name, you'll know SCADA's at work whenever you flip on the lights.



Tapping Into Creative Energy

MORE THAN 30 PASADENA 5TH AND 6TH GRADERS were treated to lessons in how electricity affects their daily lives during a special camp recently at El Centro de Acción Social. A team of PWP experts presented the youngsters with special workshops, materials, exhibits and hands-on activities to teach them about energy efficiency, renewable energy, the environmental impacts of generating power and much more.

The entertaining and educational series included a field trip to Armory Center of the Arts, where the students learned about the building's new photovoltaic system. Another day, PWP chaperones took the students on a ride on the Metro Gold Line for a nature hike at the Audubon Nature Center in Highland Park. The children also designed their own posters promoting energy efficiency and took home solar fan kits, charts to help them read their home electric meters and a free copy of the book *The Electric School Bus*.

Now, with a little creative energy, the students are helping PWP spread the word about the importance of conservation.

Photo caption: **5th and 6th graders created posters about energy conservation for the PWP workshops.**



Cool Schools Are Made In The Shade

HUNDREDS OF PASADENA CHILDREN were able to keep their minds on their studies instead of the heat this summer thanks to PWP's continuing Cool Schools Reflective Film Program. Since last year, PWP has been providing eligible schools in Pasadena Unified School District with reflective film for their sunniest windows. Depending on its density and color, the film can block up to 80% of the sun's rays, taming air conditioning costs by up to 25%. Seven PUSD schools received the film during the last school year, with another 12 slated for this year. Last year's recipients included Edison, Field, Jackson, Webster, Willard, Norma Coombs and Jefferson. The Cool Schools Program will continue through 2006. Watch for the film at your neighborhood school or, better yet, try it at home.



Helping Homeowners In Need

FOR MORE THAN A DECADE dozens of senior, disabled and very-low-income Pasadena residents have received home improvements absolutely free thanks to a non-profit group called Rebuilding Together Pasadena. In addition, with ongoing support from PWP, the grateful recipients are enjoying safer, more efficient and more comfortable homes.


Founded in 1992 as "Christmas in April," Rebuilding Together is now the nation's largest volunteer group dedicated to revitalizing low-income neighborhoods. In Pasadena, the group has rehabilitated more than 100 homes, providing \$1.5 million in repairs using donations and volunteers. The group has tapped expert carpenters, plumbers, electricians and flooring specialists as well as hundreds of unskilled yet eager volunteers willing to paint, clear weeds, wash windows and more. Improvements are made at no charge to the recipients, who often work right along with the volunteers.


Before the crews pick up their tools, staff in PWP's Public Benefits Program conduct a full evaluation of energy and water use to identify and prioritize ways to improve efficiency. Selected homeowners have received new attic insulation, sunscreens, efficient windows, compact fluorescent light bulbs and low-flow showerheads. PWP has also upgraded electrical service when a home's equipment has been too old or hazardous.


This ongoing partnership is just one more way PWP gives back to the community.

For more information visit www.PWPweb.com or call the PWP AnswerLine at 744-6970.


Etcétera ... Etcétera

 **Pasadena's free Cherry Blossom Festival** is Saturday and Sunday, March 29 and 30, 10 a.m. to 6 p.m. at Victory Park. Entertainment, family fun area, martial arts demonstrations, food, crafts and cultural exhibits. Parade at 1 p.m. March 30. 683-8243.
www.pasadenacherryblossom.org.

 **Learn how to choose**, plant and grow a shade tree at a free PWP workshop Saturday, Nov. 13, 9 to 11 a.m. at Villa Park. 744-6970.

 **Filing period for City Council and Board of Education candidates** is Nov. 15 to Dec. 10. Polling sites and poll workers (including bilingual in Spanish, Chinese and other languages) are needed for the March 8 primary and April 19 general elections. 744-4124 or www.cityofpasadena.net/cityclerk.

 **The Pasadena Doo Dah Parade** is Sunday, Nov. 21, 11:30 a.m. 440-7379.

 **Volunteer for the popular Holiday Hotline** Dec. 28 to Jan. 2 and answer questions from locals and out-of-towners about New Year's activities. 795-9311 by Nov. 22.

- ✦ **Help Pasadena Jaycees** deliver Thanksgiving meals and holiday toys or sell Rose Bowl Game programs. 792-5146.
- ✦ **The mayor will light** Pasadena's 2004 holiday tree Friday, Dec. 3, 6 p.m. at Paseo Colorado. Entertainment, refreshments, special guests. 744-4755.
- ✦ **Buy one-of-a-kind holiday gifts** and decorations at Santa's Boutique on Saturday, Dec. 4, 9 a.m. to 4 p.m. at Victory Park. Come early for breakfast with Santa 8 to 11 a.m. 744-7507.
- ✦ **Grand opening of Kidspace Children's Museum** is Thursday, Dec. 16. Free admission noon to 5 p.m. 480 N. Arroyo Blvd. Park in Lot I. 449-9144.
- ✦ **Learn about the 2005 Rose Parade** and Rose Bowl Game events at www.tournamentofroses.com or 449-7673.
- ✦ **The mayor's State of the City event** is Thursday, Jan. 20, 7 p.m. at PCC. 744-4311.
- ✦ **2005 is the 15th anniversary** of the Americans with Disabilities Act. Help plan a local celebration! Call 744-7257.
- ✦ **Leaf blowers are legal** from 8 a.m. to 6 p.m. weekdays and 9 a.m. to 5 p.m. Saturdays. Construction work is legal from 7 a.m. to 7 p.m. Monday through Friday and 8 a.m. to 5 p.m. on Saturday. Construction is prohibited on Sundays and holidays. 744-6005.
- ✦ **Visit** www.pasadenabeautiful.org for a list of certified arborists and details of Pasadena Beautiful Foundation's projects. 795-9704.
- ✦ **Spruce up your home** for the holidays with help from the city's MASH+ program, which provides minor repairs, painting, installations and clean-ups at reasonable rates. 744-7627.
- ✦ **Pick up free maps**, shopping and dining guides, ARTS bus schedules, cultural brochures and more from friendly volunteers at the city's information station inside 117 E. Colorado Blvd. during normal business hours. 744-4755.
- ✦ **Two additional computers** are available for public use at Hastings Branch Library thanks to Tournament of Roses, which bought them to thank neighbors for their patience during New Year's festivities. 744-7262.
- ✦ **Note:** All dates and times listed in *Pasadena In Focus* are as of the publication date. Please call the numbers listed to confirm information. All phone numbers are in the (626) area code unless otherwise noted.

Noticias En Breve

Proyectando Nuestras Prioridades De Arte y Cultura

Cada año, más de cuatro millones de personas visitan los museos, galerías, teatros y otras instituciones de Pasadena, que nos proporciona una lista impresionante de opciones para salir de noche a lugares que proveen vitalidad, ingresos y trabajo, haciendo de Pasadena una ciudad maravillosa donde vivir.

La ciudad de Pasadena está proyectando un plan de 10 años para asegurarse de que el arte y la cultura siempre tengan prioridad. Le rogamos que nos de sus ideas durante una reunión comunitaria y foro abierto a efectuarse el Jueves 18 de Noviembre de 5 a 8 p.m. en el Centro Comunitario de Educación, 3035 E. Foothill Blvd.

Este foro municipal abierto es el último en una serie de conversaciones comunitarias que se planearon como parte del Nexus Cultural, cuyo propósito es bosquejar un plan cultural extenso para Pasadena. El documento se incluirá en el Plan General de la ciudad para asegurarse de que el arte se entreteteje con cada aspecto de nuestra comunidad, desde desarrollo económico y comercial hasta educación, recreación, obras públicas, parques y salubridad.

Para mayor información, llame al 744-7062.

Permanezca a Salvo de Incendios Durante la Temporada de Fiestas

Las decoraciones, velas y árboles navideños son verdaderamente festivos, pero a la vez constituyen un peligro de incendio.

Si compra un árbol de Navidad para dentro de su casa, asegúrese de que sea fresco y manténgalo en agua (si tiene un árbol artificial, que lo sea de lenta combustión). No ponga su árbol muy temprano ni lo deje pasado el 8 de Enero. Árboles resacos pueden ocasionar incendios y el fuego puede propagarse rápidamente a muebles y cortinajes cercanos. Compruebe que sus luces navideñas no tengan alambres gastados, grietas en el aislamiento, enchufes rotos o trizados, ni uso excesivo. No sobrecargue sus enchufes y no conecte más de tres hileras de luces juntas salvo si las instrucciones le indican que no hay peligro. Si enciende velas durante la temporada de fiestas, asegúrese de colocarlas en un lugar y receptáculo firmes donde no alcancen niños ni mascotas. No deje velas encendidas sin vigilarlas, ni salga jamás de la casa dejándolas prendidas. Por último, recuerde siempre tener baterías nuevas en sus detectores de humo y practique los planes de escape con su familia. Para mayor información, llame al 744-7276.

Etcétera

El Alcalde iluminará al árbol de Navidad 2004 de Pasadena el Viernes 3 de Diciembre a las 6 p.m. en Paseo Colorado. Habrá entretenición, refrescos e invitados especiales. 744-4755. Compre obsequios y decoraciones únicos en Santa's Boutique el Sábado 9 de Diciembre de 9 a.m. a 4 p.m. en Victory Park. Llegue temprano para desayunar con Santa entre las 8 y 11 a.m. 744-7507.

Se necesitan sitios de votación y personal de asistencia (incluyendo bilingüe en Español, Chino y otros idiomas) para las elecciones primarias el 8 de Marzo y las elecciones generales el 19 de Abril. 744-4124.

Las máquinas sopladoras de hojas pueden usarse en Pasadena de 8 a.m. a 6 p.m. los días de semana y de 9 a.m. a 5 p.m. los Sábados. Trabajo de construcción puede efectuarse de 7 a.m. a 7 p.m. de Lunes a Viernes y de 8 a.m. a 5 p.m. los Sábados. Se prohíbe el trabajo de construcción los Domingos y festivos. 744-6005.



NOVEMBER / DECEMBER 2004

117 E. Colorado Blvd.
P.O. Box 7115 Pasadena CA 91109-7215
Published by the City of Pasadena Public Affairs Office

E-mail: aerdman@cityofpasadena.net (626) 744-4755

City web site: www.cityofpasadena.net

Mayor: Bill Bogaard.

Councilmembers: Joyce Streator, Paul Little,
Chris Holden, Steve Haderlein, Victor Gordo,
Steve Madison, Sid Tyler.