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Work is Nearly Complete on Arroyo Parkway

WHEN THE ARROYO PARKWAY YEAR-LONG MAKEOVER IS COMPLETED this fall, the thoroughfare will be a pleasure to drive!

Coordinated by the Public Works Department, the project is improving the safety and beauty of the popular route from Colorado Boulevard to Glenarm Street. Del Mar Boulevard is being widened for a new westbound right-turn lane onto northbound Arroyo Parkway. New curbs and gutters are being installed, damaged sidewalks are being replaced and the center median island has been improved to ease traffic flow.

Crews are laying down new rubberized asphalt for a smooth ride. Also watch for graceful palm trees, new irrigation, landscaping and decorative crosswalks at Del Mar Boulevard, California Boulevard and Fillmore Street.

Work on phase one has been completed, including the stretch from Colorado Boulevard to California Boulevard. Phase two, from California Boulevard to Glenarm Street, was launched in early June and will be completed in September.



Arroyo Parkway is open to traffic during construction. Lane closures and other restrictions are in place to keep the project moving forward, so use Marengo, Raymond or Fair Oaks as alternates.

You'll see signs and changeable message boards along Arroyo Parkway and cross streets to remind you of construction delays and alternate routes.

Your patience will pay off this fall when the orange cones are taken down to reveal a beautiful new boulevard.

For more information visit www.cityofpasadena.net and click on 710 Mitigation Project under "Hot Topics" or call 744-4695.

Sidestep Traffic Snags

Map out the best route to work, school or errands at a new website developed by the Transportation Department that lists all major street projects in Pasadena, where they are and whether traffic lanes are closed in the area.

Traffic management plans are drawn up for every major project, including street signage, detours and other traffic controls. These types of projects are necessary to keep our roadways in top shape, and allow for improvements to our water and power systems and other infrastructure.

By directing traffic and suggesting alternate routes, the site helps shorten commutes, improve traffic flow, and protect the safety of motorists and city work crews.

For more information visit www.cityofpasadena.net/trafficadvisory or call 744-7439.

We're Going Monthly

When the Pasadena City Council adopted the operating budget for fiscal year 2009, which began July 1, 2008, funding was made available for Pasadena In Focus to be published monthly. We'll provide you with more information more often. This is particularly significant as we move forward with the update of Pasadena's General Plan.

Etcetera . . . Etcetera

✦ **Get your fill of fresh summer produce** at the Fruit of the Spirit Farmers Market open Saturdays from 9 a.m. to 3:30 p.m. at 1424 N. Lake Ave. starting July 5. 794-1162.

✦ **The free Pasadena Summer Art Festival** July 12 and 13 from 10 a.m. to 6 p.m. in front of City Hall features arts and crafts, international foods, children's activities and live music. 797-6803 or www.delmanoprod.com.

✦ **Traffic will be stopped on the Colorado Street Bridge** to make way for music, dancing, classic cars, food and other revelry Saturday, July 19, from 6 to 11 p.m. benefiting Pasadena Heritage. www.pasadenaheritage.org or 441-6333. The ARTS bus can connect you to the celebration. Visit www.cityofpasadena.net/artsbus.

✦ **Stock up on summer reading** at La Pintoresca Branch Library's book sale Saturday, July 26, noon to 5 p.m. at 1355 N. Raymond Ave. 10 books for \$1! Bring a canvas bag. 744-7268.

✦ **Get up and moving with Pasadena's mayor** at 7:45 a.m. the first Wednesday of every month for a walk around the Rose Bowl Stadium. Special guest walkers include JPL President Dr. Charles

Elachi Aug. 6; and Rose Bowl Stadium General Manager Darryl Dunn and Rose Bowl Aquatics Center Executive Director Kurt Knop Sept. 3. 432-1508 or www.upandmoving.org.

✦ **Pasadena Senior Center presents free community concerts** at Memorial Park every Tuesday at 6 p.m. through Aug. 26. 795-4331 or www.pasadenaseniorcenter.org.

✦ **Pack a picnic, grab a blanket and hop on the Metro Gold Line** to enjoy free evening concerts through Aug. 31 at Memorial Park's historic Levitt Pavilion. www.levittpavilionpasadena.org or 683-3230.

✦ **Enjoy a free night out with the kids** from 4 to 8 p.m. the first Tuesday of every month at Kidspace Children's Museum. www.kidspacemuseum.org or 449-9144.

✦ **Pasadena Public Health Department's Recovery Center** has provided caring, professional substance abuse programs for more than 30 years. Help plan the future with an online survey through July 31. www.cityofpasadena.net/publichealth.

✦ **Friendly volunteers are needed to help customers** and visitors find their way around Pasadena. Sign up for free training; you'll work one shift a week in the information booth in the beautiful grand entrance at Pasadena City Hall. 744-4748.

✦ **Call Pasadena Healthcare Link 24/7** at 744-7445 for free, reliable and confidential nurse advice, health information and referrals in English and Spanish, sponsored by the Pasadena Public Health Department.

✦ **Make sure your children 18 and under** have health insurance with free assistance from Pasadena Public Health Department. They can link you with affordable health, dental and vision plans. 744-6086.

✦ **From recent earthquakes in China to flooding in America's midwest**, it's important to remember that disasters can strike anywhere at anytime. Are you prepared? Call 744-7276 or visit www.cityofpasadena.net/disaster for emergency preparedness information.

✦ **Note:** 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.

Noticias En Breve

Ya está por terminarse el trabajo de Arroyo Parkway

Cuando la renovación de Arroyo Parkway que ha tardado un año, se de por terminada este otoño, será un placer manejar por la vía pública.

El proyecto está mejorando la seguridad y la belleza del popular recorrido de Colorado Boulevard hacia la calle Glenarm. Se está ampliando Del Mar Boulevard con un nuevo carril hacia el oeste que vira a la derecha y da al carril del norte de Arroyo Parkway. Se están instalando nuevos bordes de la acera y las alcantarillas, las aceras dañadas están siendo remplazadas y el camellón se ha mejorando para facilitar el flujo del tráfico.

El equipo de trabajo está poniendo el nuevo asfalto de goma para que se sienta más suave al manejar. También observe las elegantes palmeras, nuevo sistema de irrigación, plantas y cruce peatonal decorativo en Del Mar Boulevard, California Boulevard y la calle Fillmore. Los trabajos de la fase uno están casi por completarse, incluyendo la ampliación del Colorado Boulevard hacia el California Boulevard. Los trabajos que se empezaron a principios de junio de la fase dos, desde el California Boulevard hacia la calle Glenarm se completarán en septiembre.

Arroyo Parkway está abierto para el tránsito durante la construcción. Hay algunos carriles cerrados y otras

Se continua adentro . . .

Do it Right: Get a Business License!

IF YOU ARE OPERATING A BUSINESS IN A COMMERCIAL AREA WITHOUT A LICENSE, you have until July 31, 2008, to get one without penalty. Residential business operators will be notified by mail and will have 30 days from the date of the letter to complete and submit all related forms to the Business License Office without penalty. Download an application from www.cityofpasadena.net (click on E-Government) or pick one up at the Municipal Services Office in Room N106 at Pasadena City Hall, 100 N. Garfield Ave.

The Pasadena Municipal Code requires that every person who conducts business in Pasadena have a license, even if you run a small operation out of your home. This ensures that everyone is playing by the same rules and our quiet neighborhoods are protected from major business operations.

The state discloses business-related income tax information to cities, so Pasadena is able to track which businesses are operating without a license. During the grace period, noncompliant business owners can obtain a license by paying just the current license fee.

Those who wait until after July 31 will be charged the license fee plus penalties and interest on all prior years' fees.

If you have questions about the requirements, visit www.cityofpasadena.net (click on E-government) or call 744-7019.



Step Outside and Fight Crime

NATIONAL NIGHT OUT IS TUESDAY, AUG. 5. Plan a block party, take your family on a flashlight walk, barbecue in your driveway or simply step out on your porch.

Pasadena Police Department urges residents to take part in this unique drug- and crime-prevention event sponsored annually by the National Association of Town Watch and local Target stores. The fun event is meant to strengthen neighborhood spirit and police/community partnerships, raise awareness of local anti-crime and anti-drug programs and, most important, send a message to criminals that Pasadena's neighborhoods won't tolerate crime!

The event brings together residents, law enforcement agencies, community-based organizations, businesses, Neighborhood Watch groups and local leaders. Worldwide, more than 34 million people participated last year!

Participation is free and simple: Turn on your porch light and step outside that evening. You can also invite your neighbors to a community gathering, or schedule a neighborhood association or Neighborhood Watch meeting, and invite your police officers to stop by. Call the Community Services Section at 744-7659 or e-mail aramos@cityofpasadena.net – they'd love to visit your neighborhood! The benefits will last long after you go back inside.

Cool (and Free!) Entertainment for a Hot Summer

THE LAZY DAYS OF SUMMER ARE A GREAT TIME to catch a flick, dive into a novel or indulge a new passion. And it's all free, thanks to Pasadena Public Library.

Stop by the Donald R. Wright Auditorium at Central Library, 285 E. Walnut St., Wednesdays at 1 p.m. in July and August for classic films in air-conditioned comfort. Enjoy the musicals "Cats" on July 16, "That's Entertainment" on July 23 and "Sweet Charity" on July 30. Your favorite books jump to the big screen with "Little Women" on Aug. 6, "The Secret Garden" on Aug. 13, "The Indian in the Cupboard" on Aug. 20 and "The Borrowers" on Aug. 27.

Don't miss a special ceremony Sunday July 20 at 2 p.m. at Central Library, when baseball greats Buck O'Neil, Emmett Ashford and Bill "Billy Buck" Buckner will be inducted into The Baseball Reliquary Inc.'s Shrine of the Eternals. All month long, watch for displays of art and mementos celebrating America's favorite pastime.

Heading to the beach? Choose from thousands of bestsellers, classics, fiction and non-fiction books or digital music selections at www.cityofpasadena.net/library (click on Digital Library), then download your favorites to a PC, laptop or PDA in copyright-protected Windows Media Audio or Adobe PDF format. You can borrow up to five items for 14 days using your Pasadena Public Library card. Watch for digital download videos this fall!

For more information on these and other library programs, call 744-4066.

Buy Pasadena!

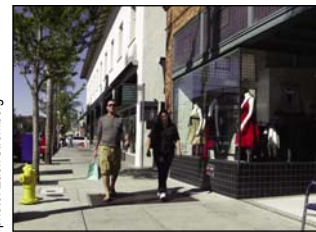


Photo: Zarek Stromberg

WHETHER YOU'RE GOING OUT TO DINNER, shopping for a new pair of shoes or need a new car, buy Pasadena!

By shopping inside Pasadena city limits, you support our local economy. And as our businesses succeed, more jobs are created! This provides our residents with a range of employment opportunities.

Most of the services provided by the city of Pasadena – police and fire protection, parks, libraries and more – are funded in part by local sales tax. When you buy Pasadena, 15¢ of every \$20 spent stays in

town. This may not seem like a lot, but it adds up: The total topped \$25 million last year alone. That's a great excuse to go shopping!



Celebrate the Tranquil Arroyo

A CLEAR STREAM IS TRICKLING UNDER THE OAKS OF THE CENTRAL ARROYO SECO just as it did centuries ago, thanks to the completion of a \$2.5 million restoration project sponsored by the city of Pasadena and the Arroyo Seco Foundation.

Help celebrate this achievement during a dedication ceremony Wednesday, Aug. 27, at 4 p.m. in the picnic table grove at Brookside Park. The grove is at the south end of the park near Rose Bowl Aquatics Center.

During the restoration, crews and volunteers removed invasive plants, installed native California trees, created a system to capture oil and grease runoff from the parking lot and renovated the stream bed to provide a better home for native California Chub fish. Crews also installed more than 300 stormwater capture screens to keep trash and debris out of the stream.

For more information visit www.arroyoseco.org or call 304-3417.



restricciones para que el proyecto siga adelante, por lo tanto, utilice Marengo, Raymond o Fair Oaks como rutas alternativas.

Para mayor información llame al 744-4695.

¡Obtenga su Permiso de Negocio!

Si usted ha estado operando un negocio sin un permiso de negocio, tiene hasta el 31 de julio de 2008, para obtener uno sin las penalidades. Descargue del Internet la solicitud www.cityofpasadena.net (click en E-Government) o obtenga una copia de la Oficina de Servicios Municipales en la sala N. 106 en la Alcaldía de Pasadena, 100. N. Garfield Ave. El código municipal de Pasadena requiere que toda persona que hace negocio en Pasadena tenga un permiso, aunque maneje una pequeña empresa desde su casa.

Durante el periodo de gracia, los dueños de los negocios que no están en cumplimiento pueden obtener un permiso con solo pagar el pago actual del permiso, pero para aquellos que esperan pagar después del 31 de julio se les cobrará todos los cobros del permiso actual y los retroactivos, más las penalidades y los intereses.

Si tiene algunas preguntas sobre los requisitos, llame al 744-7824

La Conservación de Agua de Pasadena está fuera de Objetivo

¡A pesar del alcance extenso acerca de la escasez de agua proyectada y una súplica por el alcalde y el ayuntamiento para reducir el uso de agua en toda la ciudad por un 10 por ciento, el consumo del agua de Pasadena aumentó esta primavera!

La causa es más probable al aumento del cuidado del césped y paisaje que se riegan debido a las altas temperaturas en Abril – el 50 por ciento más este mes que en Abril del 2006.

Esto puede venir como una sorpresa, pero los céspedes se enfrentan mejor con las variaciones de condiciones meteorológicas.

Sobre-regar perturba realmente la capacidad del césped para aclimatarse a las temperaturas más calientes. Regar su césped por lo menos siete minutos, dos veces por semana, debe surtir efecto para la mayoría de las propiedades.

El Plan de la escasez de agua del Código Municipal de Pasadena, puesto en efecto por el Ayuntamiento de Pasadena en Diciembre del 2007, pone las medidas voluntarias en lugar para conservar agua y lograr la reducción importante del 10 por ciento. Nueve medidas de conservación de agua son el enfoque de este plan.

Este plan voluntario esta todavía vigente. Cuando encaramos un verano largo y caliente y los desafíos potencialmente más grandes de abastecimiento de agua, la adherencia a estas medidas son más críticas que nunca.

Si usted ve ejemplos del desecho de agua, como las regaderas rotas, regando durante horas del mediodía, etc., por favor llame a la línea de escasez de agua de PWP las 24 horas al 744-8888.

Etcétera, etcétera...

Llame al 744-7445 para información gratis, fidedigna y confidencial de la salud y para ser referido en inglés y español.

Si sus hijos tienen 18 años o menores y no tienen seguro médico, llame al 744-6086 para ayuda gratis para encontrar un seguro de salud que pueda costear, planes para la vista y dental.

Protect Little Swimmers



EVERY SUMMER, CHILDREN AND WATER GO TOGETHER like peanut butter and jelly. Follow these important tips from Pasadena Fire Department to keep your little ones safe.

- Never assume your child is water-safe even if he or she has had lessons. Children shouldn't be left alone near a pool or spa, or by a lake, river or ocean, even for a second.
- If you're planning a pool party, the first item on your to-do list is to assign someone to watch swimmers at all times. Instruct that person not to look away from the pool and to keep children from running, pushing or jumping on other swimmers, diving into shallow water or screaming (this could mask a real emergency).
- Have children stay out of the pool after a heavy meal or during a storm, and never let them carry glasses or bottles around the deck
- Keep life-saving equipment and a cordless phone near your pool. (Plastic inner tubes, inflatable armbands and other toys won't save a life!) If an emergency happens, call 9-1-1 right away and don't hang up until the operator does.
- Once everyone dries off for the day, lock the gate and store any tricycles and pool toys that might attract children to the area.

For more information visit www.cityofpasadena.net/fire and click on Public Safety Tips or call 744-4675.



Play it Safe in the Sun

IT'S GREAT TO ENJOY THE OUTDOORS BUT IT'S EASY TO OVERDO IT on hot summer days. Heat-related illnesses, such as heat exhaustion and heat stroke, happen when your body can't keep itself cool. Pasadena Public Health Department warns that these conditions can be life-threatening, especially for senior citizens, children and those with chronic medical or mental health conditions.

Prevent problems by drinking plenty of non-alcoholic, non-caffeinated fluids all day long. If possible, stay inside during the hottest part of the day and don't engage in strenuous activity. Outside, wear lightweight clothing, use sunscreen and pace yourself.

Watch for early signs of heat-related illness in friends and family, including muscle cramps, nausea and vomiting, weakness, dizziness or headache. If these happen, have the person drink fluids, find an air-conditioned shopping mall or library to rest, or go home and take a cool shower, bath or sponge bath.

Call 9-1-1 immediately if the person shows confusion, a temperature above 102 degrees, hot, dry and red skin, or fast and shallow breathing. While you wait for help, get the person to a shady area to cool off as quickly as possible. Provide a cool cloth, bottle of water or spray mist.

For more information call 744-6089.



Note to Mosquitoes: Buzz Off!

MOSQUITOES AREN'T JUST ANNOYING – they can spread potentially dangerous diseases.

Help keep the pests in check with these tips from Pasadena Public Health Department.

- Mosquitoes need a water source to breed. Dump out any standing water on your property including buckets, planters, old tires and other containers that may have collected rain or sprinkler water.
- Keep your pond, swimming pool or spa well-maintained, with adequate filtration and chemical additives to prevent mosquito breeding.
- Mosquitoes can also breed in the standing water along the curb. The department regularly surveys city streets to stamp out potential breeding grounds. If you know of any problem spots, or if you have a pond and would like to pick up mosquito fish that eat larvae, call the Environmental Health Division at 744-6004.



Step into a Police Officer's Shoes

PASADENA POLICE DEPARTMENT'S NEXT CITIZENS POLICY ACADEMY starts Aug. 28 and your name could be on the roll call.

Designed to promote a better understanding of the tough jobs our officers face, the free 12-week class will teach you everything you ever wanted to know about local law enforcement. Sessions are Thursdays from 6 to 9:30 p.m. at police headquarters, 207 N. Garfield Ave., and dinner is provided.

Presented in a friendly, casual environment by some of Pasadena's finest, the course covers police communications, criminal law and procedures, street crime enforcement and investigations, field identification, weaponless defense training, event planning and youth programs.

You must be at least 18 years old, live or work in Pasadena, have no misdemeanor convictions for the past year and absolutely no felony convictions.

Space is limited. To apply or for more information, call the Community Services Section of Pasadena Police Department at 744-4551.

Resident Goes Native for Water Savings



LONG-TIME PASADENA RESIDENT AND ENTREPRENEUR JERRY ROBIN turned the landscape at his home into an eco-friendly, water-saving environment – and gained well-deserved recognition in the process.

For his efforts in transforming his front yard from a tired old St. Augustine lawn into an attractive, low-water-use space featuring sedum, fescue, a self-designed water feature and a succulent rock garden, Jerry received a coveted Golden Arrow Award from Pasadena Beautiful Foundation.

But it's his back yard that showcases the most effort. Furthering his interests in California native plants, cooking and wildlife conservation – not to mention creating a healthy, stress-busting living space – Jerry turned his yard into a native plant/edible garden. A variety of sages, penstemons, mallows and ceanothus share space with fruit trees, berries plants, grape vines and raised vegetable beds made from reclaimed concrete.

"Native plants need only infrequent watering," he said. "I'm conserving water and I get to enjoy all the sights, scents and sounds of nature. And nothing beats home-grown fruits and vegetables."

His property is registered with the National Wildlife Federation as a Certified Wildlife Habitat providing food, water, cover and places to raise young for a year-round parade of wildlife. Visit www.nwf.org/backyard for more information.



Free Workshops for Water-Wise Residents

LEARN TO SET UP A WATER-EFFICIENT IRRIGATION SYSTEM for your yard by attending a brand-new series of workshops. Free to all Pasadena Water and Power water customers, the workshops are perfect for anyone interested in maintaining a beautiful landscape without wasting water.

Sessions are set for:



- Wednesday, July 23, from 6:30 to 9 p.m.
- Wednesday, Aug. 20, from 6:30 to 9 p.m.
- Saturday, Aug. 23, from 8:30 to 11 a.m.
- Wednesday, Sept. 10, from 6:30 to 9 p.m.
- Saturday, Sept. 27, from 8:30 to 11 a.m.
- Saturday, Oct. 25, from 8:30 to 11 a.m.
- Wednesday, Oct. 29, from 6:30 to 9 p.m.
- Wednesday, Nov. 12, from 6:30 to 9 p.m.

A certified landscape professional will teach you about the latest irrigation equipment and sprinkler systems, how to calculate your watering needs and irrigation schedule, plus plenty of water-wise gardening tips.

All classes will be held at the Eaton Canyon Nature Center, 1750 N. Altadena Dr. Go to www.cityofpasadena.net/savewater to reserve your spot!



Energy Resource Planning Kicks Off

PWP IS PREPARING A NEW INTEGRATED RESOURCE PLAN (IRP) and is seeking public input and participation in the planning and review process. The IRP is PWP's roadmap for ensuring reliable, cost-effective and environmentally responsible electric supply for its customers over the next 20 years. This important document takes into consideration future energy demand, electricity rates, environmental impacts, emerging technologies and renewable energy, among other factors. To stay informed, receive updates about public meetings and be a part of planning your city's energy future, join the IRP mailing list and submit your comments and questions on the PWP website.



Pasadena's Water Conservation is Off Target

DESPITE EXTENSIVE OUTREACH ABOUT A PROJECTED WATER SHORTAGE and a plea by the mayor and city council to reduce citywide water use by 10 percent, Pasadena's water consumption increased this spring!



The cause is most likely an increase in lawn and landscape watering due to higher temperatures in April – 50 percent more that month than in April 2006.

This may come as a surprise, but healthy lawns can cope with variations in weather patterns.

Over-watering actually disturbs the ability of grass to acclimate to hotter temperatures. Watering your lawn just twice a week should do the trick for most properties.

The Pasadena Municipal Code's Water Shortage Plan I, put in effect by the Pasadena City Council in December 2007, puts voluntary measures in place for conserving water and achieving that important 10 percent reduction. Nine water conservation measures are the focus of this plan:

- Refrain from hosing or washing sidewalks, walkways, driveways, parking areas and other paved surfaces.
- Refrain from cleaning, filling and maintaining levels in decorative fountains, ponds, lakes and similar structures unless such structure is equipped with a water recycling system.
- Refrain from serving drinking water, unless at the express request of a customer, in all restaurants, hotels, cafés, cafeterias and other public places where food is sold, served or offered for sale.
- Promptly repair all leaks from indoor and outdoor plumbing fixtures, including sprinkler systems.
- Refrain from allowing water to run off landscape areas into adjoining streets, sidewalks, parking lots and alleys.
- Refrain from allowing water to run off into adjoining streets, sidewalks, parking lots or alleys while washing vehicles.
- Refrain from landscape watering more often than once every three days.
- Refrain from landscape watering between 10 a.m. and 5 p.m.
- Refrain from filling or refilling swimming pools.

This voluntary plan is still in effect. As we face a long, hot summer and potentially greater water supply challenges, adherence to these measures is more critical than ever before.

If you see examples of water waste, such as broken sprinklers, watering during midday hours, etc., visit www.cityofpasadena.net/savewater or call PWP's 24-hour Water Shortage Hotline at 744-8888.

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