

**\* Accepting the current behavior of UCLA and UCLA Opponent College Football Fans as a reasonable standard is not appropriate.**

The underlying assumption of the FEIR is that Pasadena City Police, security, and the RBOC are already running a tight ship with respect to fan control, behavior, and violence, and we should have no concern about cumulative effects of such issues should we increase more football games that now would include NFL fans as well. As the local community organization Day One incredibly lucidly documented on Nov 17 2012 at the USC/UCLA game, rules pertaining to alcohol consumption are completely disregarded and drunken behavior is widespread and of exceptionally high concern from a crime and human health issue. The DEIR is legally inadequate on this front and has failed to study current environmental impacts of football fans at the Rose Bowl and considered what new NFL fans would bring, and whether MMs proposed can be considered to be effective given they are not working presently. You will also see that trash bins are not, and cannot, be reasonably expected to be used by fans whose behavior approach to such an event is as shown. The DEIR is flawed in assuming trash bins are used to dispose of trash. As shown, the golf course itself is often what is used. I will also note that as people consume very high amounts of alcohol the likelihood of vomiting increases, and it is expected that a percentage of fans will vomit wherever they can. This poses a health risk for clean-up crews, and will again provide a food source for a growing pest population.

I include photos in this report showing the widespread drinking misconduct at the UCLA/USC game on Nov 17 2012, having been given permission from Wesley Reutmann, Environmental Protection Director, Day One. His correspondence is copied below. As you can see, as a public health professional Wesley Reutmann was taken aback by the shocking behavior he saw.

"Hi Jonas,

Yes, feel free to use our photos. We took them to help educate and inform the public about the current state of affairs, which were far worse than we ever imagined. As a resident and public health professional, I have to admit I was taken aback by the extent of what we saw and disinterest by local law enforcement and security personnel.

We will also be attending tomorrow night's meeting to share our experiences firsthand with the Council.

-w

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**Wesley Reutmann**  
Environmental Prevention Director, Day One  
175 N. Euclid Avenue  
Pasadena, CA 91103  
(626) 229-9750 Fax (626) 792-8056  
Email: wesley@dayonepasadena.org  
www.dayonepasadena.org"

Additional photos and video footage showing obscene drunken behavior, and the inability and disinterest of some security members to stop it, can be viewed at the following link:

**[http://www.pasadenastarnews.com/breakingnews/ci\\_21998040/transportation-official-says-710-tunnel-will-be-hard](http://www.pasadenastarnews.com/breakingnews/ci_21998040/transportation-official-says-710-tunnel-will-be-hard)**

Photos showing obscene degree of drinking behavior taken by "Day One" on 11-17-2012:



Letter detailing concerns to the DEIR on the NFL / Rose Bowl project  
under consideration by the City of Pasadena - Oct 8, 2012  
Prepared by Jonas C. Peters - 596 Rosemont Ave Pasadena CA

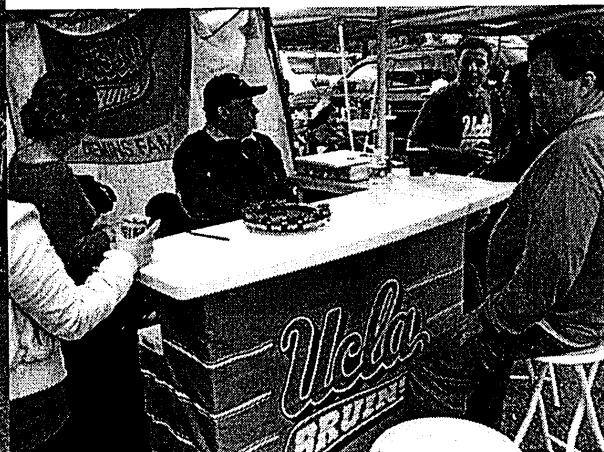


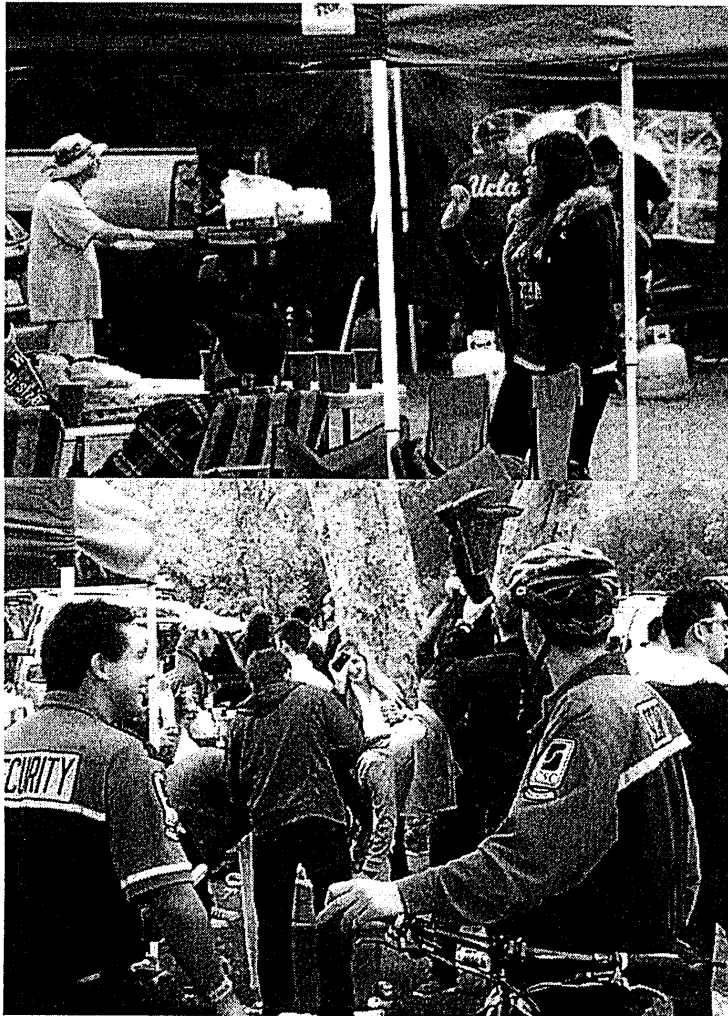
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**\* The FEIR remains legally inadequate in its evaluation of particulate matter (PMs) and other pollutants (e.g., NO<sub>2</sub>) resulting from the project, particularly in the Rose Bowl vicinity and surrounding areas at time points where emissions are highest. These levels also need to be evaluated as a function of the types of weather conditions that are typical of the region from Aug-Jan. Citizens would need to know how long exposure to unhealthful levels of pollutants can be anticipated (before and after game), and this is a concern for all Displacement Events at the Rose Bowl. But cumulative health risks need to be carefully evaluated as we now discuss increasing the number of days of such risk, possibly to include Pasadena's Department of Public Health, as result from exposure of pollutant levels that far exceed SCAQMD thresholds.**

Several qualified scientists, including Professors Dianne Newman and John Seinfeld of Caltech, and also myself, have previously underscored concerns about the findings and also the adequacy of the air quality study in the EIR. The DEIR and the updated FEIR state quite clearly that air quality would be negatively impacted, and pollutants including PMs (particulate matters) "would exceed the SCAQMD thresholds" and therefore "daily cumulative emissions generated by the proposed projects would be considered a significant impact". PMs are well known to be linked to severe human health issues. The FEIR states particulate matter (PM) and other pollutant levels, measured ca. 3 miles away from the Rose Bowl at a facility near Caltech, would rise to nearly an order of magnitude (10x) higher than SCAQMD thresholds. PMs in the Rose Bowl area itself would undoubtedly be even worse owing to the local heavy traffic and geography there, where the 'bowl' holds onto air and pollutants much longer than elsewhere. No mitigation measures will change this, according to the FEIR. This kind of anticipated result from an EIR study should alone perhaps imply a "no go" for a project, as local residents shouldn't knowingly be subjected to such a health hazard when it is avoidable by simply not moving forward with the project.

We are not alone in our view that the FEIR should go further to describe the true PM levels (and other pollutants) in the specific region around the Rose Bowl including its surrounding neighborhoods. The FEIR includes a letter (begins at 3.0-20) provided by the South Coast Air Quality Management District that raises a host of issues and specifically request a "localized analysis" – See 3.0-24. The text goes on to state:

"The proposed project will emit substantial emissions from local roadways due to significant traffic volumes accessing and exiting the project site. However, the Draft EIR does not contain a modeling analysis of all sources of NO<sub>2</sub> and PM emissions from local roadways around the project site. Because of the substantial emissions from vehicles associated with this project, AQMD staff recommends that the emissions from NO<sub>2</sub> and PM emissions be modeled from offsite NO<sub>2</sub> and PM transportation emission sources (i.e., up to a quarter of a mile perimeter from the project site) and all onsite sources to determine the project's potential acute health impacts and ambient air quality impacts."

In short, the AQMD letter has highlighted the same exact concern underscored by Professors Newman, Seinfeld, myself and others. We need very reliable models, or better yet, specifically measured data close to the project site, instead of models that play with the numbers. The response to the AQMD recommendation in the FEIR is lacking in substance. But we are fortunate to be in Pasadena, the HUB of world expertise on the very air quality issue we seek to address. So we propose the following practical solution. A team of Caltech scientists, advised by Professors Seinfeld and his colleague Professor Richard Flagan, both leading authorities on the measurement of PMs and air quality standards in Southern California, can as a service to the City and its citizens, make real time measurements at sites throughout the Rose Bowl area and very nearby neighborhoods during a heavy volume displacement event to determine what the true pollutant levels are, and how long they persist. Setting up such a study will take time and effort, but it can be done and discussions have already begun amongst the faculty group as to



how we might organize such a study. Given the unfortunate compressed timeline by which the City Council is moving to approve this FEIR on Nov 19<sup>th</sup>, it's just not possible to deliver a sound scientific study in time. But it could be well planned for next year's football season, now that the serious concern has been brought forward and exposed. It is admittedly unfortunate that the City Council didn't engage it's local Pasadena experts earlier in this process. Seinfeld and others have been an asset to Pasadena on the recent 710 expansion issue, engaged by the Mayor as an expert, and so the Mayor and City Council members are certainly aware of what an expert like him can bring to the table. Similar expertise is needed to reliably evaluate air quality impacts of this project, and we have just the team to do it. Indeed, I suspect it has the potential to be a high publicity event and a great learning experience for undergraduate and graduate students. So I implore you, slow things down and lets do some reliable fact-finding on air quality related to this project, using real time data and measurements that can be done on currently scheduled displacement days, and be open minded to being influenced by the results of the study.

*On a more personal note, I have a young 5-year old son whose lungs will continue to develop during this "temporary" 5 year project. If it starts next year, he will be subjected to a known and avoidable health hazard during his years of 6-11. That's one of the real potential costs to my wife and me, our son, and to the hundreds and maybe thousands of local parents of children whose lungs have to develop while breathing our local air. We can't avoid it. We live here. Very short-term exposures to unusually high PM concentrations can have very serious long-term health consequences. You cannot and should not casually over-ride this very serious concern. We need to know whether there is too much of an acute health hazard risk at stake.*

**\* FEIR remains legally inadequate and scientifically unsound with respect to its various assumptions and the lack of studies that evaluate ecological impact of the proposed project on local wildlife, soils, ground-waters, aquifers, rodent and other animal pest populations. These concerns were previously expressed in my letter commenting on the DEIR (labeled Letter 48).**

In addition to the comments presented in my previous letter of Oct 8<sup>th</sup>, I note that the FEIR is reliably laughable in its consideration of substantive comments on ecological concerns. I provide the following emblematic example of the vacuous nature of the most of the responses provided in the FEIR to citizen that worked hard to consider what environmental impacts need to be addressed that have not been addressed:

**\* Pest populations:**

See my comments from previous letter (48) on this issue. In response, the FEIR offers the following:

Response 48-17

"Refer to Response 8-22. Also, the quantity of small bits of food which might escape containers or clean up on 13 additional days from August through January, and which is spread throughout the areas in which tailgating is permitted, is not expected to be able to support a substantial increase in the pest population or to otherwise translate into health impacts. There is no evidence that the pest population in the Arroyo is currently constrained by lack of food resources. Small bits of food waste would also be expected from picnics and organized sports activities that occur in the Arroyo in the absence of a displacement event. Although impacts related to trash and debris would be less than significant, MM 2.0-1 has also been included in the project. This measure would ensure trash does not remain on the site, thereby further reducing the potential for a substantial increase in the pest population."

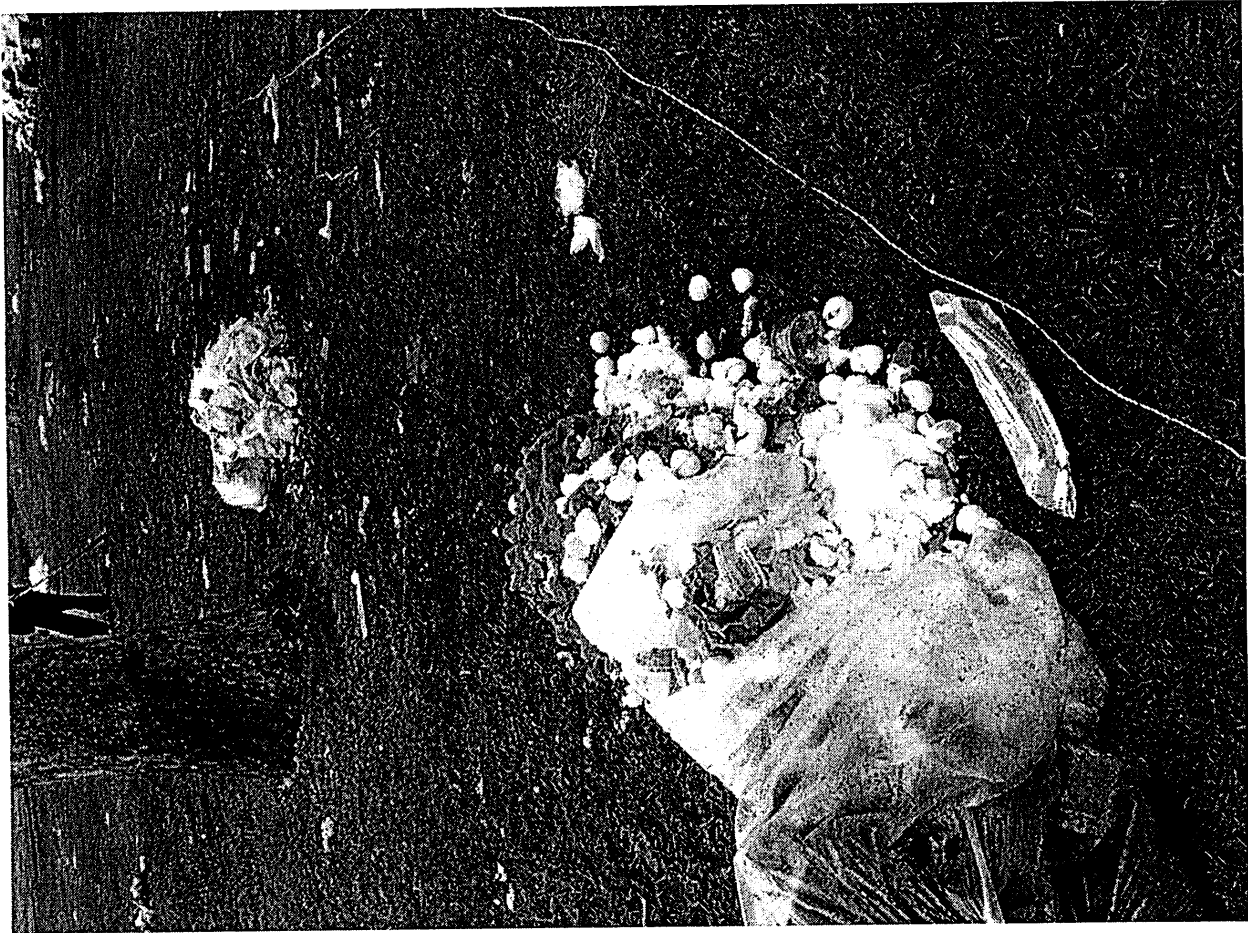
Describing the vast quantities of food waste at the Rose Bowl that "might escape containers" is insulting to all of our collective intelligence. As proof, I took my camera with me for my

morning jog today (11/18/2012), arriving at the Rose Bowl at 9:45am and finishing the RB loop at 10:15am. I focused on the “small bits” of trash that “escaped” containers, and took some three dozen photos, some of which I include below as low-res jpegs. I am happy to provide high res photos independently, and can submit them via e-mail, and have many more photos. Indeed, the Brookside golf course had the appearance of a sea of trash, almost non of it in closed containers. It should go without saying that pests like beavers, ground squirrels, skunks, possum, coyotes, rats, mice, etcetera, forage at night and will tear into the flimsy bags that might have at one point during game time held some percentage of the waste discarded. The exposed food was abundant – not small bits. There were hot dogs, huge portions of fruit, trays of rice, dozens of eggs, and plenty, plenty more. Everywhere. Now, workers were cleaning, and I applaud their efforts, but on questioning that told me it was incredibly difficult to get huge portions of the waste off the soil.

From an ecological standpoint, a population of pests is sustained by food and water, shelter, and held in check by the predator population or active human controls. The actual number of pests in the Rose Bowl area should be largely proportional to the food available to supply it, because water is always available. There are of course already pests here – plenty of them of all sorts. The question is that is the rough population of the various types of pests, some of whom are known to carry rabies, and how might their population numbers change as a result of this project? The cumulative effects of a huge amount of food debris remaining overnight and through much of the following day, on a weekly basis, where the food is scattered “everywhere” rather than in appropriate bins might be to dramatically increase the local pest population in this area - indeed, how could it not? It is very unlikely increased scattered food trash will have little to no have an impact on indigenous wildlife, and pests in particular. That's why we all keep a clean house and don't leave food about and keep our trash bins in our yards covered, and why we use a bear locker when we camp, to keep food away from pests. I will say that based on my photos today - which were shocking to me once I focused on them - serious mitigation measures to attenuate the amount of time food-born trash given the new frequency of games would be needed, are not presented in the FEIR, and should have been offered. For example, clean-up on the day of the game itself, instead of the next day (1 night's foraging per week on a never-ending supply can sustain many pest populations); serious fines for any discarding of trash other than in an appropriately labeled bin that can be closed, etc. If this project goes forward, the local pest population will suddenly have a “feast” 25 weekends in a row instead of the random 8 or so they currently have in the Fall. This strikes me as a possible significant local environmental issue, and one that needs to be seriously evaluated and mitigated in an EIR, and it is casually discarded in the FEIR response to my letter. The DEIR is flawed in assuming trash bins are used to dispose of trash. As shown in the pics, the golf course itself and surrounding fields/lots is often what is used. I will also note that as people consume very high amounts of alcohol (and they do – see NFL Fan Violence section and pics) the likelihood of vomiting increases, and it is expected that a percentage of fans will vomit wherever they can. This poses a health risk for clean-up crews, the public, and will again provide a food source for a growing pest population. The cumulative effects need to be considered, and are not in the DEIR.

Bottom-line conclusion: Based on my observations today (11/18/2012) and based on my understanding of ecology as pertaining to local wildlife, the FEIR remains appallingly inadequate legally, on the trash issue (Aesthetics category of CEQA), Recreation category, and Biological Resources category (negative impact), and solid, real Mitigations are required which have yet to be included. The City's ability to deal with this type of issue already borders on the incompetent, as my photos show, and the proposed project will make the cumulative effects far worse.

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### **Chemical waste seepage – FEIR remains legally inadequate in its study**

Equally emblematic of the FEIRs inadequacy pertains to the response regarding chemical waste that can and would be likely to accumulate in the soil and groundwater of the Rose Bowl/Central Arroyo area. Additionally, microbial populations that fluctuate (and perhaps rise) as a function of increased metabolites from all forms of waste are known to mobilize such pollutants into ground waters, in addition to natural seepage owing to diffusion and seepage increase by running water from rains. These effects would be likely to be cumulative, and my letter of Oct 8<sup>th</sup> (no. 48) requested feedback on this issue in the FEIR, with scientific data in support. The responses to my comments in the FEIR are:

48-16

“Passenger vehicles emit a variety of air pollutants, with the majority being criteria pollutants such as NO<sub>x</sub>, ROG and CO. These pollutants are not known to pollute ground or surface water, even after rain events. Passenger vehicles also emit small amounts of other pollutants that may be washed out of the atmosphere during rain events and potentially infiltrate local water. However, in the context of regular daily traffic outside of events at the Rose Bowl, the very limited number of displacement events allowed under the proposed project, and the limited number of times rain would correspond with displacement events this would not represent a meaningful source of contamination for ground or surface water. It is unlikely that the total contribution to pollution levels in local water sources would even be detectable, nor would it represent a cumulatively significant source, as the operation of the proposed project is limited to 5 years, after which period there would be no contribution at all to local water pollution levels.”

Response 11-19 – related, same topic

“For example, pesticides and fertilizers can find their way into groundwater supplies over time. Pollutants such as oil and gas leaking from cars parked on the grassy areas such as Lot H and Brookside Golf Course could also find their way into groundwater over time. The trace amounts of motor vehicle-related pollutants deposited during a displacement event would be filtered by the soils and would not be expected to be present at concentrations high enough to reach groundwater. These pollutants would remain within areas of the Brookside Golf Course used for parking during displacement events and would break down gradually, a process that would be facilitated by irrigation of the golf course. All projects within the City must comply with Section 8.70 (Stormwater Management and Discharge Control) of the Pasadena Municipal Code. Implementation of good housekeeping requirements such as the collection, storage, and minimization of runoff would occur under this ordinance.”

“MM 2.0-2 After each NFL event at the Rose Bowl, RBOC shall be responsible for visually inspecting parked areas for signs of oil, fluids, or other potentially harmful substances within 24 hours of an NFL event. In the event such substances are discovered, the soil shall be removed and disposed of in accordance with applicable regulations. RBOC shall provide the City of Pasadena Department of Public Works with a written summary of the visual inspection and any necessary soil removal.”

The response is inadequate, and seems to be based on the author’s biased intuition regarding what might or might not be a significant impact. With a traffic intersection, real data is used to determine level of service and level of impact, and the same is needed for ecological concerns. This is a big one. Again, I refer to the photos contained in this letter as evidence that fans at football games dispose of lots of items in a careless manner, and this debris and all its contents sit on the grassy fields for many hours, even days, and their contents can be mobilized. Where fuels from vehicles and cooking items/equipment are discarded or accidentally spilled, there is no quick fix. So it is really about the ecological balance of area. The MM 2.0 that workers will walk around looking for spilled gasoline or oil is silly. What are the qualifications of the workers that will do this? Will they walk every inch? Wear chemically protective clothing?

What visual marker does one use for a colorless transparent liquid spilled on grass/soil to distinguish from water? As with most all the FEIR comments, the responses given take the path of least inquiry, offering responses that may not be at all scientifically accurate. This is one area where cumulative impacts could be serious, and MMs to sample soil in all areas before seasons begin, during seasons, and after them, would be critical, and to have in place measures to deal with problems if they arise. We need not look far back to find instances where severe environmental hazards can be created from chemical waste in natural areas. The Rose Bowl/Central Arroyo is one such place. The DEIR is legally inadequate on this issue and ecological considerations in general.

**Economic benefits or lack thereof – FEIR is legally inadequate:**

The FEIR casually provides some statements about the economic benefits to the area, including the from the Chamber of Commerce. Many business owners disagree, and I had mentioned the possible flaw in economic reasoning of the DEIR. Lots and lots of people avoid many businesses in Pasadena on game days because people just want to get out of the City and avoid the clutter. I provide the following text from a resident that owns a small business and who is opposed to this project:

“Not only will the NFL destroy the neighborhoods surrounding the Rosebowl, it will also damage the economic viability of local businesses. I have had a business in Pasadena for over 21 years; it is located near Old Town and on "game" days there is no business because people do not come to Pasadena since everyone knows the congestion is nightmarish. The people have voted unanimously against having the NFL at the Rosebowl. Why are the people who supposedly represent us supporting a position that is so contrary to our express desire? I say it is time for a grassroots organization to rise up against these so-called representatives and begin serious RECALL proceedings against the Mayor and the City Council members who support this slap in the face to the voters. Why should our lovely community be punished and pillaged so that the City and the RBOC can attempt to find revenue for their 200 MILLION dollar eyesore boondoggle that we neither needed nor wanted?

Sincerely,  
Cherie Felix  
Pasadena, California”

**Questionable economic analysis by BSG:**

1. *It is impossible for there to be any meaningful review or vetting* of the BSG revenue estimates that are the proposed basis for a finding of overriding consideration because:
  - a. The BSG findings were only posted publicly on November 9, just five working days prior to the EIR being considered by the City Council on November 19
  - b. The so-called “full analysis” attached to the BSG estimate is nothing more than a PowerPoint-style presentation that does not provide nearly enough in the way of background, details, assumptions and methodology by which the \$5 million to \$10 million net revenue estimate was calculated
2. *There is very little comparability* between the examples of other temporary NFL stadium deals on which the BSG estimate is based and the situation that can be expected to unfold in Los Angeles.
  - a. Up to five-year tenure rather than just a year or two



- b. Stiff competition between one or more venues in region to lure the NFL as a temporary tenant which will drive down revenue potential for the venues as they try to offer “the better deal” to the NFL
  - c. What on the one hand can be expected to be strong pressure from the City of Los Angeles for the temporary location to be in the City and on the other hand, a long record of strong local opposition to any NFL presence at the Rose Bowl
3. On behalf of any stadium owner, *has BSG ever done any previous projections* of the potential net revenue to the owner of a stadium for: *(I would be very surprised if the answer to either of these questions is “Yes”)*
- a. Use as a temporary NFL venue? If yes, how did the predicted net revenue compare with the actual net revenue?
  - b. Use as a permanent NFL venue? If yes, how did the predicted net revenue compare with the actual net revenue?

**Comments about the process by which public input has been solicited and the DEIR and FEIR have moved to this vote:**

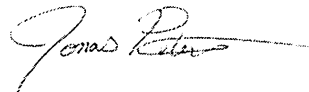
Mayor Bogaard and City Council members:

I want to respectfully express my very high degree of disappointment in the manner by which this entire project has been handled thus far with respect to adequate education of the public and substantive exchange with all of you. Those of us fortunate enough to have found out a few months ago that this project was being considered attended meetings, offered comment, but could ask no questions and receive no feedback until the FEIR was distributed. No meaningful discussion hence occurred. Mayor Bogaard, why have you not held a town hall meeting on this topic? What topic could be more important to citizens of this city, and local residents around the RB in particular? District council members, who amongst you has adequately engaged your constituents and worked hard to explore all the issues with them? I know that my District 1 councilwoman has not done so, as do all of my neighbors in the East Arroyo. Do any of you know what your constituents collectively think?

Many Pasadena citizens are still unaware this project is even being considered. No signs were to my knowledge posted in the Rose Bowl area, neighborhoods around the Rose Bowl, or Pasadena in general to bring awareness to the public of the project consideration. I have stated this point previously, as early as August to my District 6 Councilwoman and also to Mayor Bogaard, hoping signs would appear. Flyers were distributed only to within 500 ft of the Rose Bowl, which includes essentially zero residents. Regardless of what your legal obligation was (and that I don't know), your moral obligation was to take every pain to educate the public of our City about this project, using flyers sent to their homes and by posting signs throughout the RB recreational area, substantively reflecting the accurate pros and cons. *So many people still are unaware!* There was a vote in 2006 on a similar project where 72% of the citizens voted against the project. One would have therefore presumed the bar would therefore be very high to educate citizens about going back to a project of similar but not exactly the same scope. So many more people would have learned about this project and weighed in had you simply posted some signs on fences along the Rose Bowl loop, or at the Aquatic Center, Kids Space, playgrounds, etc. That you did not, that you are holding this City Council vote on Nov 19<sup>th</sup> which is the week of Thanksgiving, that this meeting is being held just 10 days after the public had access to the FEIR, that you did not allow the Planning Commission to provide a formal

collective opinion about this project (despite Councilmember Tornek urging the Council to do so, and the request of the Planning Commission to do so), that you were filmed at the October 29<sup>th</sup> council meeting stating that allowing the Planning Commission to weigh in formally could be “legally problematic” assuming they don’t agree with your positions and hence censored them, that the DEIR was so sorely lacking in substance and legally inadequate, and that the subsequent FEIR offers responses that are vacuous smoke screens rather than respectful, validating answers to questions we citizens are really concerned about, that your Council is rich with conflicts of interests including members that also serve on the RBOC, can imply only one thing: You were planning to steam roll this project forward regardless of the FEIR, and regardless of public opinion. Indeed, the impression left to me is that we have been witnessing a box-ticking exercise. You aren’t really considering the FEIR, you are waiting for it to be handed to you so you can sign off on it, whatever the costs are to our local environment (indeed, have you actually read it? Have you read our letters?). If these points are not true, then I ask, what would the FEIR have had to conclude such that you would feel this project should not move forward? As bad a study as the FEIR is, it nevertheless states clearly that 4 of the 7 major areas studied will be significantly and unavoidably impacted. And these are serious impacts in areas we citizens care about greatly. You already had on hand an old EIR from the 2006 debacle. What in the new EIR study would have changed the math so that now this project would now be wise/unwise? Please, stop disregarding the public, begin to treat us respectfully, and slow this process down and have a substantive exchange of the merits of this project or lack thereof, and how to really mitigate the environmental impact if the project does in the end move forward, which I hope it doesn’t. You are moving full steam ahead thus far on false premises, both environmental and economic, and the FEIR is a flawed study and should not be adopted.

Sincerely,



Jonas C. Peters  
596 Rosemont Ave  
Pasadena CA 91103

## Jomsky, Mark

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**From:** Jack Rebman <jackrebman@gmail.com>  
**Sent:** Sunday, November 18, 2012 8:28 AM  
**To:** Jomsky, Mark  
**Cc:** bbogard@cityofpasadena.net; Madison, Steve; mbeck.@cityofpasadena.net; president@lvaa.net  
**Subject:** NFL at the Rose Bowl

Mr. Jomsky

Please express our thoughts at Mondays hearing on the proposal to host an NFL team.

My wife and I are strongly opposed to the proposed use of the Rose Bowl for NFL games. The UCLA USC game once a year and Rose Bowl game on Jan 1 are great traditions, and we should be happy to host them in spite of the traffic disruptions. The NFL brings a new element, which can be observed by watching the difference between a College game and an NFL game on TV. The traffic will be more difficult and more frequent and the dangers from intoxicated drivers will greatly increase. We recognize the positive benefits of hosting the NFL to the local merchants and to the city of Pasadena, but putting this burden on the local residents is unconscionable.

--

Jack and Eileen Rebman  
1333 Lida St.

**Jomsky, Mark**

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**Subject:** FW: ROSE BOWL - NFL

**From:** Joan Terry <jterry88@charter.net>

**Date:** November 18, 2012, 1:18:25 PM PST

**To:** <bbogaard@cityofpasadena.net>, "'Madison, Steve'" <smadison@cityofpasadena.net>, <ttornek@cityofpasadena.net>, 'vofpasadena.net' <jrobinson@cityofpasadena.net>, <mmcaustin@cityofpasadena.net>, <vgordo@cityofpasadena.net>, <jmcintyre@cityofpasadena.net>, <rstone@cityofpasadena.net>, "'Beck, Michael'" <mbeck@cityofpasadena.net>

**Subject:** ROSE BOWL - NFL

Please consider carefully the CONS of permitting the Bowl to be leased to an NFL team for a 5-year or any other period of time. I have read through the (last count) 65 letters addressing this proposal and found only 3 that "unconditionally" favored this deal – one from a resident of East Pasadena. The majority of these letters were from learned, rational and professional people with no "NIMBY" ax to grind (e.g. Cal Tech professors and PhDs.) Those with an "ax to grind" (in the immediate vicinity of the Bowl) have well-founded and factually relevant concerns re the disruption these Bowl events bring to their otherwise tranquil neighborhoods. Yet, they have tolerated the "authorized" 12 events for many years; events which see their property used as trash collectors, urinals and walkways through their lawns and gardens. More than doubling the number of events the NFL would bring is simply unfair and a serious breach of the agreement made years ago to limit RB events to 12 (UCLA home-games) per year.

Aside from the broken promises of the RBOC and the City of Pasadena, the most absurd aspect of this "proposal" is that there is NO PROPOSAL AT ALL! Countless dollars (but not enough, apparently) have been expended in an effort to entice an NFL team – any old NFL team – to this revamped venue, but so far no takers. (Sorta like planning a \$50K wedding in the hopes that a groom – any old groom - will materialize before the flowers wilt!)

Regards,

Joan Terry

232 Glen Summer Road

November 18, 2012



David Sinclair  
Planning Department  
175 N. Garfield Ave  
Pasadena, CA 91109  
email: [dsinclair@cityofpasadena.net](mailto:dsinclair@cityofpasadena.net)

Re: Final Environmental Impact Report (SCH# 2012031053) Temporary Use of the Rose Bowl Stadium by the National Football League (NFL)

Dear David:

Thank you for the detailed response to our letter of October 8, 2012. We are pleased that you have made some amendments to the EIR and provided supplementary information about other concerns we have.

However, WPRA still opposes certification of the Final Environmental Impact Report on Temporary Use of the Rose Bowl Stadium by the National Football League (NFL).

The Board of Directors of West Pasadena Resident's Association unanimously voted to oppose certification of the final EIR. The motion reads,

"Based on a failure to meet certain conditions, which a WPRA survey showed had to be met for a majority of our constituents to support consideration of a temporary lease of the Rose Bowl by an NFL team; and based on the inadequacies of the EIR, as expressed previously to the City Council by WPRA President Bill Urban and board member Fred Zepeda, the WPRA opposes certification of the EIR and any project approvals based on it."

There are two main factors driving this decision:

1. **80% of our residents oppose use of the Rose Bowl under the conditions described in the EIR.** WPRA surveyed residents in its area in 2011 asking what they thought about the City considering NFL use of the Rose Bowl. Residents feel strongly about the issue, and 43% of respondents said the City should not consider temporary use at all. A sizable portion, 37%, said the City should consider it, but only if certain conditions could be met. The top concerns are

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traffic, crime and safety, and crowds and disorderliness. You can see the detailed survey results on our website (<http://www.wpra.net/i4a/pages/index.cfm?pageid=3407>).

After analyzing the EIR, it is clear that there are few mitigation measures for these concerns, so 80% of our residents would be against temporary use under the conditions described in the EIR.

**2. Certification of "overriding consideration" is premature.** The City Council is supposed to certify that the benefits from NFL use outweigh the "significant and unavoidable" impacts described in the EIR. How can they do this, when the benefit is described by the highly speculative Barrett Analysis, there is not even an NFL team to consider, and the analysis of impacts in the Draft EIR was forcefully challenged by its reviewers? All the neighborhood organizations around the Rose Bowl and several city commissions said that the Draft EIR was woefully inadequate, and gave specific reasons.

The Final EIR provides point-by-point responses to each reviewer, but it is left to the City Council to make a decision based on a 680-page, fragmented document and one night's testimony.

We urge the City Council to reject this Environmental Impact Report and subject it to review by the public and by the City's Commissions. This is essential to allow the City Council to see clearly the effects of temporary use of the Rose Bowl by the NFL so they can make an informed decision.

Very truly yours,



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Bill Urban  
WPRC President

cc: City Manager Michael Beck  
Mayor Bill Bogaard  
Councilman Steve Madison  
WPRC Board Members

## Jomsky, Mark

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**From:** Renee Veale <cottonveale@earthlink.net>  
**Sent:** Sunday, November 18, 2012 4:17 PM  
**To:** Jomsky, Mark  
**Cc:** Bogaard, Bill  
**Subject:** NFL at Rose Bowl

As a long time resident, 34 years, on Linda Vista Avenue I join the Board of Directors of the Linda Vista-Annandale Association and the East Arroyo Preservation Committee in OPPOSING the use of the Rose Bowl by the NFL.

I agree with all the arguments presented against this move which will change the character of our family oriented neighborhood, causing traffic problems, noise and POLLUTION !

Hope we prevail

Renee Veale  
[cottonveale@earthlink.net](mailto:cottonveale@earthlink.net)

## Jomsky, Mark

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**From:** Vorsanger1@aol.com  
**Sent:** Monday, November 19, 2012 8:41 AM  
**To:** Jomsky, Mark; Bogaard, Bill; Madison, Steve; Beck, Michael; president@lvaa.net  
**Subject:** ROSE BOWL & NFL

Good morning,

My wife and I are residents of the Linda Vista area. As such, we are strongly opposed to the use of the Rose Bowl for activities as disruptive as hosting NFL games. Our objections are based on a number of issues.

1) Inviting a NFL team at this stage is disingenuous. It is apparent to us that this had been all along the intent of the Rose Bowl management. Why, were it not the case, embellish the facility, complete with "luxury boxes" when the use of the Rose Bowl is generally limited to concerts or college games ? The tactic used is that of presenting the residents with a "fait accompli", and ignore entirely the legitimate concerns of the residents. This is on the fringe of dishonesty.

2) Given the fact that current construction is above budget and not on time gives indication that the managers involved have no clue as to the fiscal impact on the City of hosting NFL games. As is usual with politically-motivated project decisions, the positives are exaggerated and the negatives minimized, until reality sets in. There is ample evidence nationwide that hosting a NFL team does not generate the revenues which have been projected. We find no comfort in the ability of the individuals responsible to project correctly revenues and costs. This must be addressed. Perhaps the decision-makers could be held responsible for their errors in projecting future benefits to the City of an NFL team playing at the Bowl ?

3) Anyone who has seen the damage done to the Brookside golf course over the weekend at the time of the UCLA-USC game can anticipate a doubling or tripling of that damage, since the course is used as a parking facility at the time of important games. I assume that the managers responsible for the decision to invite a NFL team have not factored in the cost of repeated repairs to the surface of the course.

4) In addition to the physical damage to the golf course, which will have to be repaired repeatedly, there is also the issue of trash and damage to the areas surrounding the Bowl. Please take a walk in the neighborhood after a major event. The nearby roads and streets are littered with trash, broken bottles, etc... Please factor in the costs of repeated cleanings, but consider what doubling or tripling this will do to the neighborhoods which surround the stadium.

Sincerely,

Celia & Charles Vorsanger  
1241 Linda Ridge Rd.  
Pasadena 91103



## Jomsky, Mark

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**From:** Judy Yamada <jyamser@aol.com>  
**Sent:** Saturday, November 17, 2012 8:46 AM  
**To:** Jomsky, Mark; Bogaard, Bill; Madison, Steve; Beck, Michael  
**Subject:** NFLUse of the Rosebowl

Gentlemen: I thought that Pasadena citizens voted against the NFL using the Rose Bowl. Why does this issue never go away? Why is Pasadena City government even considering trashing our neighborhood? Why can't an NFL team use the Coliseum? Teams used to use it and it is nearer the proposed new stadium site than Pasadena. Please. do not do anything to encourage the NFL's use of the Rose Bowl and please get rid of this issue once and for all. This matter is like the 210 freeway extension; it hides for a while until its proponents come up with another excuse for its consideration. Kindly make it very clear that the NFL is not welcome in Pasadena neighborhoods. Thank you.

Judith Keith Yamada  
1465 El Mirador Drive  
Pasadena, CA 91103  
(Linda Vista Neighborhood)