

McMillan, Acquanette (Netta)

From: cityclerk
Sent: Friday, March 20, 2026 1:32 AM
To: Iraheta, Alba; Jomsky, Mark; Robles, Sandra; Sabha, Tamer; McMillan, Acquanette (Netta); Soo, Christine
Subject: FW: SUPPORT - Proposed Electric Rate Adjustments

From: p brown
Sent: Friday, March 20, 2026 1:31:39 AM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk <CityClerk@CityOfPasadena.net>
Subject: SUPPORT - Proposed Electric Rate Adjustments

You don't often get email from [earn why this is important](#)

[!] CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

Hello,

I wish to voice my SUPPORT for PWP's proposed rate hike.

The Eaton Fire demonstrated the importance of keeping electric infrastructure robust. Rising energy use and the growing effects of a changing climate also demand that we have a resilient energy infrastructure.

Pasadena is blessed with a public utility that puts customers, not shareholder profits, first. The proposed 7% rate hike is not unreasonable.

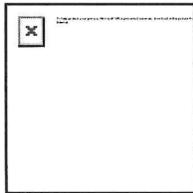
I am not a PWP residential customer and not employed by PWP, the City of Pasadena, or any business doing business with PWP.

Paul Brown
Pasadena (District 6)

From: William M. Paparian
Sent: Friday, March 20, 2026 3:41 AM
To: PublicComment-AutoResponse
Subject: Item #16 for 3/23/26 - Electric Rate Adjustment

[1] **CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

• Pasadena Ratepayers Deserve More Than Another 22% Hike



- [William Paparian](#)
- February 27, 2026

I have watched with growing concern as our city's policies increasingly prioritize ambitious goals over the everyday realities of its people.

By William Paparian

The proposed electric rate increases by Pasadena Water and Power (PWP)—a phased hike averaging 7% three times over the next year, culminating in a cumulative rise of about 22%—exemplify this disconnect. But this isn't just about higher bills; it's about a system that forces ratepayers to shoulder a "triple burden," paying three times for the same essential service. It's a broken model that demands reform, not rubber-stamping by the Pasadena City Council.

Burden #1: Paying for a Costly Clean-Energy Transition

At the core of this "pay three times" dilemma is the funding of PWP's operations and its push toward 100% carbon-free electricity by 2030. Residents already contribute through their monthly bills to cover rising power procurement costs, infrastructure upgrades, and grid modernization. The clean-energy mandate adds new expenses: shifting to pricier renewables like solar and battery storage, investing in local generation projects, and integrating variable energy sources without compromising reliability. The Electric Rate Study projects a \$67.9 million revenue shortfall over two years under current rates, much of it tied to these escalating costs. In short, we're paying once for a utility striving to be sustainable, but without enough efficiencies to keep it affordable.

Burden #2: The General Fund Transfer Hidden in Your Bill

3/23/2026
Item 16

The second payment arrives through the annual transfer from PWP's Light and Power Fund to the city's General Fund. Mandated by the City Charter (Section 1408), this transfer of 12% of gross income from electric sales—projected at roughly \$28.5 million in FY 2026—subsidizes municipal services like police, fire, parks, and libraries. While these services matter, electric customers disproportionately bear this burden. Because the transfer is built into PWP's revenue requirements, it inflates the costs that rates must recover and diverts utility dollars from grid improvements or customer relief.

Burden #3: Rate Hikes That Fill the Gaps

The third payment shows up in the proposed rate hikes themselves, which act as a catch-all to cover the gaps created by the first two burdens. Without these increases—expected to generate \$84 million in additional annual revenue once fully implemented—PWP warns of depleted reserves, delayed infrastructure projects, and risks to service reliability. But this creates a cycle in which higher transfers and rising operational costs drive shortfalls, which justify rate hikes, which then increase future transfers because they're percentage-based. Residents end up paying again through elevated bills to sustain an inefficient system. Officials tout the phased approach as customer-friendly, but it still compounds to a 22% increase over 12–13 months, hitting households and businesses hard during persistent inflation.

The Human Cost of Pasadena's Triple Burden

This triple burden is eroding Pasadena's livability. Pasadena is already one of the most unaffordable cities in the country, and these rate hikes accelerate that trend. For families grappling with soaring housing costs, property taxes, and everyday expenses, an extra \$14–20 per month may seem modest, but it stacks on top of prior utility adjustments and other city fees. Small businesses face added pressures that could stifle growth. And low-income households, even with assistance programs, often fall through the cracks. Pasadena was once a place where middle-class families could thrive. Now, policies like this risk turning it into an enclave for the wealthy, pricing out the very residents who built this community.

A Pattern Pasadena Can't Ignore

The irony is stark: in pursuing environmental goals and fiscal stability, the city is undermining affordability and equity. The Electric Rate Study notes that Pasadena's rates remain competitive with neighboring utilities, but competitiveness means little when the baseline is already burdensome. We've seen this pattern before, from sewer fee protests to earlier electric rate hikes, where public outcry highlights the same issues: lack of transparency, overreliance on ratepayers, and failure to explore alternatives such as Charter amendments to cap transfers or seeking state and federal grants for green initiatives.

A Chance to Demand Real Reform

It's time to break this cycle. The upcoming public hearing on March 2, 2026, offers a critical opportunity for residents to demand accountability, not just tweaks to the proposal, but systemic changes. Reduce the General Fund transfer percentage, prioritize cost-cutting within PWP, and ensure that clean-energy investments include strong affordability safeguards. Pasadena deserves

a utility that serves its people, not one that burdens them three times over. Speak up, make your voices heard, and reclaim our city's promise of accessibility for all. Only then can we truly power a sustainable and affordable future.

Caltech

Facilities

RECEIVED

2026 MAR 23 AM 9:11

David Kang
Associate Vice President of Facilities
(626) 395-4464
David.Kang@caltech.edu

CITY CLERK
CITY OF PASADENA

March 19, 2026

Subject: Caltech comment on proposed electric rate increases

Dear Mayor Gordo and City Councilmembers,

Thank you for the opportunity to comment on Pasadena Water & Power's (PWP) proposed electric rate increases. Caltech appreciates its longstanding relationship with the City and PWP. Our collaboration has deepened since 2024, when we signed a memorandum of understanding confirming our mutual intent to realize shared goals of decarbonizing and modernizing our energy systems.

While we understand the challenges of deferred maintenance and infrastructure upkeep, we respectfully ask that PWP's three proposed rate increases be spread over a three-year period, rather than the 12 months currently proposed. This phased approach would similarly help residents, businesses, and institutions across Pasadena make the adjustment.

Based on our analysis through the PWP tool, the rate increase to Caltech will occur primarily in our demand charge, which we expect will increase by at least \$2.6 million per year. As a 501(c)(3) non-profit organization, an increase of this amount will be extremely difficult to absorb within our fixed budget.

We further ask that the City review where these charges are implemented. The demand charge is a fixed cost based on peak demand. Instead, a fee based on actual electricity consumption could incentivize end users to reduce the total quantity of energy consumed.

Caltech is a leader in clean energy research and operations. Since we installed our first cogeneration unit in 1968, we have created a diversified portfolio of energy generation, including fuel cells and 2.5 MW of solar. We have also invested in energy efficiency. We will continue to demonstrate creative innovation in energy and sustainability to help Pasadena, and our neighbors beyond, to become cleaner, more efficient, and more resilient, all in a cost effective and replicable way.

We understand PWP's requirement to address deferred infrastructure needs. We respectfully urge the City to adopt a three-year phased approach that balances the need for infrastructure investment with affordability and stability for all ratepayers. We remain committed to working in partnership with the City and PWP to advance our shared goals of sustainability, reliability, and long-term resilience.

Respectfully,



David Kang



RECEIVED
2026 MAR 23 AM 9:11
CITY CLERK
CITY OF PASADENA

March 20, 2026

Mayor Victor Gordo and Pasadena City Council
100 N. Garfield Avenue
Pasadena, CA 91109
VIA EMAIL

Re: Electric Rate Increases

Dear Mayor Gordo and City Council,

At its March meeting, the Board of Directors of the Pasadena Chamber of Commerce and Civic Association voted to oppose the rate increases proposed by the Pasadena Department of Water and Power.

The Chamber of Commerce opposes Pasadena Water and Power's plan to raise electric rates because these increases will harm business owners at a time when many small businesses can ill afford to take on increased costs. The Chamber urges PWP leadership to bolster its revenue in other ways, including reducing its costs, using its reserves, eliminating losses and offering incentives to customers who cut their usage.

Pasadena business owners and residents already face an affordability crisis spurred by the rising cost of housing, rising unemployment, sluggish job growth, geopolitical tension, inflation and price hikes at the pump. It makes no sense to increase the onus on businesses and residents.

We urge you to immediately reconsider this overly demanding and burdensome plan.

Thank you,

A handwritten signature in black ink, appearing to read "Frank C. Girardot".

Frank C. Girardot
Chair of the Board

A handwritten signature in black ink, appearing to read "Paul Little".

Paul Little
President and Chief Executive Officer

McMillan, Acquanette (Netta)

From: cityclerk
Sent: Friday, March 20, 2026 1:40 PM
To: Iraheta, Alba; Jomsky, Mark; Robles, Sandra; Sabha, Tamer; McMillan, Acquanette (Netta); Soo, Christine
Subject: FW: Proposed electric pricing increase in Pasadena

From: melody schoenfeld <
Sent: Friday, March 20, 2026 1:37:52 PM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk <cityclerk@cityofpasadena.net>
Subject: Proposed electric pricing increase in Pasadena

You don't often get email from r . [Learn why this is important](#)

[] **CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

To Whom It May Concern:

As a small business owner in Pasadena, I will not be able to afford a 22% increase in my electric bill. This will put me, and many other business owners, in financial dire straits and will likely cause us to fold. We are already suffering with increases in prices everywhere-- please do not force us to pay more for utilities on top of all of this.

Melody L. Schoenfeld, MA, CSCS

2019 NSCA Personal Trainer of the Year

Personal Fitness Professional's Personal Trainer of Year Finalist, 2020

Pasadena 2020 Award: Personal Trainers/Fitness

"Diet Lies and Weight Loss Truths" now available: <https://amzn.to/2RPasM7>

"Pleasure Not Meating You" now available: <https://www.amazon.com/Pleasure-Not-Meating-You-Science-Based/dp/151362895X>

"Strength Training For All Body Types: The Science of Lifting and Levers" now available: <https://us.humankinetics.com/products/strength-training-for-all-body-types>

McMillan, Acquanette (Netta)

From: cityclerk
Sent: Friday, March 20, 2026 2:22 PM
To: Iraheta, Alba; Jomsky, Mark; Robles, Sandra; Sabha, Tamer; McMillan, Acquanette (Netta); Soo, Christine
Subject: FW: Fedde Furniture: vote "NO" on electric rate increase

From: mark@fedde.com
Sent: Friday, March 20, 2026 2:21:49 PM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk <cityclerk@cityofpasadena.net>
Subject: Fedde Furniture: vote "NO" on electric rate increase

You don't often get email from [mark@fedde.com](#). [Learn why this is important](#)

[!] CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

Mr. Jomsky,

Fedde Furniture has been in business in Pasadena since 1937. The businesses that are left in Pasadena cannot afford any electric rate increase from Pasadena water and power. An estimated 22% increase will force even more businesses to close. It is already painful to see all the empty business buildings in Pasadena, there will be many more that will close if this rate increase is approved. Every small business is facing operational cost increases at a record level. We all need the help and support from the City of Pasadena. Thank you.

Mark Fedde
Fedde Furniture
www.Fedde.com

McMillan, Acquanette (Netta)

From: cityclerk
Sent: Sunday, March 22, 2026 5:51 PM
To: Iraheta, Alba; Jomsky, Mark; Robles, Sandra; Sabha, Tamer; McMillan, Acquanette (Netta); Soo, Christine
Subject: FW: Oppose: Electric rate increases

From: Justin Glover
Sent: Sunday, March 22, 2026 5:50:19 PM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk <cityclerk@cityofpasadena.net>
Subject: Oppose: Electric rate increases

You don't often get email from [Justin Glover](#) [Learn why this is important](#)

[!] CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

I am a homeowner and work in a small business in Pasadena. I oppose the plan to raise electric rates because these increases will harm businesses at a time when many small businesses can ill afford to take on increased costs.

The city should look at other solutions including reducing its costs, using its reserves, eliminating losses and offering incentives to customers who cut their usage.

Justin Glover

McMillan, Acquanette (Netta)

From: cityclerk
Sent: Monday, March 23, 2026 10:03 AM
To: Iraheta, Alba; Jomsky, Mark; Robles, Sandra; Sabha, Tamer; McMillan, Acquanette (Netta); Soo, Christine
Subject: FW: PWP Proposed Increases

From: Karin Luster
Sent: Monday, March 23, 2026 10:02:38 AM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk
Subject: PWP Proposed Increases

[You don't often get email from . Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

[] CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

I am a Pasadena resident and I oppose the proposed increases to the electric rates.

A 21-22% raise over the next year will put an undue burden on residents when we can ill-afford them.

Pasadena residents and businesses (my husband is also a Small Business owner in Pasadena) already face an affordability crisis by the rising cost of housing, rising unemployment, sluggish job growth, geopolitical tension, inflation and price hikes at the gas pumps.

People are already leaving Pasadena at record rates. PUSD is losing students every year. Many didn't come back after finding housing after the Eaton Fire. Please do not force more out by passing this price hike request.

Please urge PWP leadership to bolster its revenue in other ways, such as reducing its costs, using its reserves, eliminating losses and offering incentives to customers who cut their usage.

Please register my opposition to this price hike.

Thank you,
Karin Luster

McMillan, Acquanette (Netta)

From: cityclerk
Sent: Monday, March 23, 2026 10:42 AM
To: Iraheta, Alba; Jomsky, Mark; Robles, Sandra; Sabha, Tamer; McMillan, Acquanette (Netta); Soo, Christine
Subject: FW: Opposition to Rate Hike

From: Sackett, Jennifer (Avison Young - US)
Sent: Monday, March 23, 2026 10:41:44 AM (UTC-08:00) Pacific Time (US & Canada)
To: cityclerk <cityclerk@cityofpasadena.net>
Cc: Huynh, Hai (Avison Young - US) ; Cardenas, Sonia (Avison Young - US)
Subject: Opposition to Rate Hike

You don't often get email from [cityclerk@cityofpasadena.net](#) [Learn why this is important](#)

[!] **CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you **know** the content is safe. Report phish using the Phish Alert Button. For more information about the Phish Alert Button view article "KB0011474" on the DoIT portal.

Hello

We are writing to you to voice our opposition to the rate increase proposed by the Pasadena Water & Power.

Sincerely,

Jennifer Sackett
Property Administrator
[+1 626 568 0300](tel:+16265680300)
jennifer.sackett@avisonyoung.com | avisonyoung.com
300 North Lake Avenue Suite 925 Pasadena CA 91101

**AVISON
YOUNG** [Property Listings](#)
[LinkedIn](#) | [Instagram](#)

Avison Young – Southern California, Ltd. | [Legal Disclaimer](#)