



## DECEMBER 2012

### MESSAGE FROM SCOTT OCHOA



*Glendale City Manager*

Going through my iTunes music collection reminded me precisely why I love this time of year. Sentiment and reflection, for better and for worse, permeate every aspect of the season--from the crisper weather, to the shorter days, to the sense of anticipation in the eyes of children, to the respective (and mostly cheerful) attitudes of family, friends and coworkers, to the mere faces of people on the street. And there is a song for each mood, each person.

I've taken the liberty of providing you with my own holiday playlist for your listening pleasure. Some selections you may appreciate, others you may scoff at, still others you may be puzzled by - but here it goes:

-- *Run Rudolph Run*, Chuck Berry. A great kick-start to any holiday party.

-- *White Christmas*, Otis Redding. No disrespect to the many outstanding artists who have covered this classic, but Otis infuses so much soul into this track that I really can't listen to any other version.

-- *Santa Claus Is Coming to Town*, The Crystals. If you like the "Wall of Sound" girl-groups,



## Convenient Christmas Tree Recycling

December 26, 2012 through January 18, 2013

Remember to recycle Christmas trees after the holiday season with the Integrated Waste Management Division's free curbside recycling program. Follow these easy steps to recycle your Christmas tree:

1. Remove all ornaments, decorations, nails, buckets, bags, and stands. Tinsel and flocked trees are acceptable.
2. Trees greater than eight feet tall should be cut in half.
3. Single-family homes: place trees next to refuse on service day.
4. Apartments and businesses: place trees together in the parkway by 7:00 am on service day (beginning at 7:00 pm the night before). Do not place trees in refuse collection rooms.

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## Holiday Refuse Collection Changes

The City of Glendale Integrated Waste Management Division will not provide refuse collection on December 25th or January 1st. Between December 25th and January 4th, customers with Tuesday through Friday refuse collection will be serviced one day later. For example, customers with Tuesday collection will be serviced Wednesday, and customers with Friday collection will be serviced Saturday. Monday refuse collection will not be affected.

Additional details about Christmas Tree recycling and refuse collection changes are available on the [Public Works website](#).

this a great cover.  
 -- *All I Want For Christmas Is You*, Mariah Carey. A heavy dose of pop/bubblegum, but it works!  
 -- *Blue Christmas*, Elvis Presley. Gotta have the King represented on the list.  
 -- *Cheech's Christmas Story*, Cheech & Chong. The holidays can be stressful; it's important to laugh.  
 -- *The Christmas Song*, Nat King Cole. A holiday tradition; this selection hopefully "classes up" the list.  
 -- *Have Yourself a Merry Little Christmas*, Frank Sinatra. Any of the Chairman's renditions recall a classic holiday scene... or the scene in *The Godfather* when Tom Hagen is picked up by Virgil Solozzo.  
 -- *Baby, It's Cold Outside*, Ella Fitzgerald & Louis Jordan. In a G-rated musical era, this classic featured PG-13 undertones!  
 -- *Same Old Lang Syne*, Dan Fogelberg. A wistful recollection of holiday loves lost.  
 -- *A Holly, Jolly Christmas*, Burl Ives. Reminds me of those funky 1970s animated holiday specials featuring the Heat Miser and the Abominable Snowman.  
 -- *River*, Joni Mitchell. Haunting and hurting, Joni Mitchell's bittersweet classic contrasts holiday sentiment with a sense of disillusionment that described the 1970s.  
 -- *A Long December*, Counting Crows. A Gen-X holiday classic...it practically drips 1990s twenty-something angst.  
 -- *Everyday Will Be Like a Holiday*, William Bell. A lost soul classic from an underrated artist.  
 -- *Christmas (Baby Please Come Home)*, Darlene Love. Perhaps my most favorite holiday song: simultaneously upbeat, sad, hopeful, and achingly belted out by Darlene Love. The U2 version comes close, but this version is the standard bearer.  
 -- *Last Christmas*, Wham. What can I say? A guilty pleasure held over from those darn 1980s...

Now, you may be asking, 'What does any of this have to do with the municipal operation of the City of Glendale?' Aside from hopefully spurring sales at Glendale's two Apple stores (and thus generating sales tax revenue), nothing really. Admittedly, this is all more than a bit self-indulgent. But



## Holiday Safety

The Glendale Fire Department would like to wish everyone a happy and safe holiday season, and offer a few [holiday safety tips](#):

If purchasing a tree for the holidays, do not place the tree in front of heaters, fireplaces, or doorway exits, and make sure to monitor it for dryness. When stringing lights on trees, be sure to use "UL approved" lights to prevent fire hazards.

While cooking or baking holiday treats, remain in the kitchen to avoid potential fires. If you need to leave the home, please remember to turn off the oven and stove. Also, be sure to keep small children away from hot appliances to prevent injuries. Do not place oven mitts, pot holders, or any other flammable items on the stove.

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## Spark of Love Toy Drive

Glendale Firefighters will be joining ABC7 for the 20th annual "Spark of Love" Toy Drive. This campaign collects new, unwrapped toys and sports equipment for underserved children in the community. To support the "Spark of Love" campaign, bring a new, unwrapped toy to a local Glendale fire station or to Glendale City Hall from December 1 - 20.

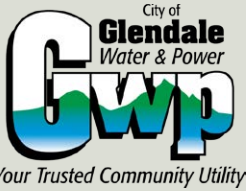
The Metrolink Holiday Train will be arriving at the **Glendale Train Station**, 400 West Cerritos Avenue, on **Sunday, December 9, at 5:45 pm** to entertain members of the community. Glendale Firefighters will be on site to receive donated, unwrapped toys. Everyone is welcome to bring their families and enjoy the holiday show. For more information, please contact [Brandy Villanueva](#) at (818) 550-5641 or visit [ABC7's Spark of Love website](#).

## Community Development Launches Newsletter

After undergoing a period of reorganization, the [Community Development Department](#) (CDD) wants the public to know about the

it's the holiday season and besides, I already got my Christmas present--2012 was the year I became the City Manager of Glendale. I've got to find a song for that...

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### Free Shade Trees

Glendale Water & Power's (GWP) Tree Power program is back! All eligible residential customers can receive up to three free shade trees to plant on their property. Residents can work with GWP's Tree Power Program Arborist to choose from 30 shade tree varieties and find the perfect planting location for their new trees. For more information, please contact [Tree Power](#) at (818) 957-4425.



To learn more about other GWP programs and receive important information, including their [From the Source](#) newsletter, visit the [GWP website](#) and sign up for email updates along the right side of the main page.

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### LIBRARY, ARTS & CULTURE NEWS



#### Brand Library & Art Center

Follow the progress of the Brand Library renovation online. The [Library website](#) includes thumbnail photos that take you to photo albums that capture the renovation in various stages. New information

spectrum of services it has to offer. Subscribe to their new electronic newsletter, *CDD Connection*, to stay informed about the latest in CDD-related news. Topics will range from historic preservation to information about licensing and permits, economic development, affordable housing opportunities, and much more.

Read the [November/December issue](#) of *CDD Connection*. For more information about the newsletter, please contact [Sandra Rodriguez](#) at (818) 548-2877.



## PARKS MAKE LIFE BETTER



### Club Maple Holiday Party Thursday, December 13, 5:30 pm

Please join Club Maple at their annual holiday party on **Thursday, December 13**. Club Maple is part of the Community Services and Parks Department's Therapeutic Recreation program geared specifically for developmentally disabled adults. It provides an opportunity for individuals to participate in a healthy, positive, recreation-based program designed to increase socialization and interaction. Activities are appropriate to skill and ability in a friendly and safe environment. Club Maple meets every Thursday from 5:30 - 8:00 pm at the Maple Park Community Center.

If you have a family member or friend that may benefit from this program, please attend this annual holiday party to meet staff and program participants. The party will take place from **5:30 - 8:00 pm** at **Maple Park Community Center, 820 East Maple Avenue** in Glendale. Light refreshments will be served in celebration of the holidays. For questions or more information, please contact [Kenneth Khan](#) at (818) 548-3783.

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### Glendale Winter Shelter Program December 1, 2012 - March 1, 2013

The Glendale Winter Shelter Program is a regional program funded and administered by the Los Angeles Homeless Services Authority as a hypothermia prevention program. The program operates from December 1st through March 1st of each year. Glendale's main homeless agency, Ascencia, operates the Winter Shelter, which has 80 beds this year. Those interested in participating in the program can enroll in person at Ascencia, 437 Fernando Court in Glendale, or by calling at (818) 246-7900.

There is no fiscal impact to the City of Glendale for the operation of this program, but various City Departments leverage resources

and photos are added almost every week.

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**GLENDALE2GO!**

Save time with the Library's mobile app:

- Search the catalog
- Place holds and renew items
- Browse the Library's historic photo collections
- Practice a language
- Connect to the [Library Facebook](#) pages, the [City of Glendale Twitter](#) feed, and more!

Find the GPL Mobile app via your Android or Apple app stores.

**Library Holiday Closures**

Christmas

CLOSED: Monday and Tuesday, December 24 and 25

New Year's

CLOSED: Monday, December 31, at 5:00 pm

CLOSED: Tuesday, January 1

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**CALENDAR**

**December 1-20 - "Spark of Love" Toy Drive**  
*See story above for more info.*

**December 8 - Loading Dock Book Sale**, 9 am - 12 noon  
Central Library Loading Dock  
222 E. Harvard St.

**December 8 - MacValley Users Group Workshop**  
11 am - 3 pm  
Central Library  
Conference Room B  
222 E. Harvard St.  
The MacValley Users Group is a non-profit Apple registered user group with the latest information on all Apple products and Apple-related software.

including: Police, Fire, Public Works, Community Services and Parks (Adult Recreation Center), and Library, Arts & Culture. For volunteering opportunities, please contact Elizabeth Tismeer of Ascencia at (818) 409-0506 or visit the [Ascencia website](#).

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**Homeless/Senior Connect Day**

On **Thursday, December 13**, private and public service organizations will provide information and resources to homeless and senior persons in the greater Glendale area. Homeless and senior attendees will be assisted in accessing critically needed resources. Participating agencies include Ascencia, Los Angeles County Departments of Social Services and Public Health, City of Glendale's Community Services & Parks Department and Verdugo Job Center, Social Security Administration, Housing Rights Center, and Neighborhood Legal Services.

This event will take place at the **Glendale National Guard Armory** located at 220 East Colorado Street in Glendale, between **10:00 am and 2:00 pm**. Lunch will be provided by Tres Hermanas Taqueria.

**Volunteer opportunities are available**, and range from participating in the planning and coordinating aspects of the event to assisting homeless and senior participants on Connect Day. To volunteer, please contact Elizabeth Tismeer of Ascencia at (818) 409-0506. For general information, please contact Arsine Isayan at (818) 548-3249 or visit the [City of Glendale website](#).

**Stay Sober or Get Pulled Over**

'Tis the season for festivities and the Glendale Police Department (GPD) would like to remind the community to stay responsible during the holidays. The ongoing campaign, *Stay Sober or Get Pulled Over*, will have extra enforcement this December with DUI saturations and checkpoints. GPD will have additional officers on the roads to keep Glendale safe from impaired drivers; those caught driving impaired can expect jail, license suspension, insurance increases, as well as fines and fees that can exceed \$10,000.

DUI deaths remain the largest percentage of all traffic fatalities at a staggering 30% nationally. Working together, these fatalities can be reduced. Always make sure to have a designated driver or cab fare to make it home safely. If a driver is suspected of being under the influence of drugs or alcohol, call 911.

**December 9 - Metrolink  
Holiday Express Train  
Celebration, 5:45 pm**  
Glendale Train Station  
400 W. Cerritos Ave.  
*See story above for more info.*

**December 13 - Homeless &  
Senior Connect Day**  
10:00 am - 2:00 pm  
Glendale National Guard  
Armory  
220 E. Colorado St.  
*See story above for more info.*

**December 13 - Lecture and  
Book Signing, 7:00 pm**  
Central Library Auditorium  
222 E. Harvard St.  
Author Jon Krampner will  
present *Creamy & Crunchy: An  
Informal History of Peanut  
Butter*. *More info [here](#).*

**December 13 - Club Maple  
Holiday Party, 5:30 - 8:00 pm**  
Maple Park Community Center  
820 E. Maple Ave.  
*See story above for more info.*

**December 14 - Fiesta de Las  
Luminarias, 5:00 - 8:00 pm**  
Casa Adobe de San Rafael  
1330 Dorothy Dr.  
Students from Keeling Piano  
Studio will perform from 5:30 -  
7:00 pm.

**December 15 -  
Children's Piñata Party**  
1:00 - 3:00 pm  
Casa Adobe de San Rafael  
1330 Dorothy Dr.  
Horace Mann Ballet Folklorico  
will perform at 1:30 pm, and  
children can line up to break  
the traditional piñata at 2:30  
pm.

**December 15 - Fiesta de Las  
Luminarias, 5:00 - 8:00 pm**  
Casa Adobe de San Rafael  
1330 Dorothy Dr.  
Faith & Grace Grimes play harp  
and sing from 6:00 - 7:30 pm.

**December 25 - Federal  
Holiday - City offices and  
libraries CLOSED**



*Photo courtesy of the Glendale News-Press.*

## Economic Indicators Dashboard November 2012 Highlights

Glendale Economic Indicators conveyed stability with modest growth over last year, indicating growing potential. Class A office vacancy inched down to 22.3%, versus 24.5% at the close of 2011. Retail property vacancy remained flat at 3.9% against year end 2011; and industrial property vacancy tightened to 2.2%, versus 4.0% last year, showing continued high demand for Glendale in these sectors.

Ending 2011 as one of the nation's safest cities over 100,000 in population, Glendale crime statistics still improved with a 15.6% reduction in violent crimes reported and a 9.5% reduction in property crimes reported.

Sales tax collected in the second quarter of 2012 was 6.0% ahead of the same period in 2011, reflecting growing consumer confidence. According to [Zillow.com](#), Glendale's median home price of \$497,000, softened in September 2012 compared to September 2011 with a 1.5% reduction.

Additional information on the November 2012 Economic Indicators can be found [here](#).

### **"BRAND BOULEVARD."**

**At a meeting of the Glendale Improvement Association held Thursday evening a resolution was adopted asking that the boulevard adjacent to the new electric railroad be named by Mr. Brand after his own name. The request comes as a recognition of the benefits that will accrue to Glendale from the building of the new road, and of Mr. Brand's personal interest in the work.**

## Glendale History Online

This brief article found in the *Los Angeles Times* dated January 16, 1904, documents a significant change to the map of Glendale. To learn more about Leslie C. Brand, the iconic Glendale businessman who asked for and received his own street name, visit the [Brand Library website](#).

*Do you know what the name of the street was before it became*

*Brand Boulevard?*

***STAY CONNECTED!***

**Sign up for Glendale's City Connection:**  
[www.ci.glendale.ca.us/cityconnection](http://www.ci.glendale.ca.us/cityconnection)

**Follow us on Twitter:**  
[www.twitter.com/myglendale](http://www.twitter.com/myglendale)

This is an official publication of the City of Glendale, distributed by the Public Information Office. For inquiries, please contact Christine B. Powers, City Connection Editor: [cpowers@ci.glendale.ca.us](mailto:cpowers@ci.glendale.ca.us) or (818) 548-4844.