



FEBRUARY 2012

**MESSAGE FROM  
SCOTT OCHOA**



*Glendale City Manager*

As we move into the new year, we are pleased to present a new appearance for City Connection. In only the first two months of my time with Glendale, we have already entered a new year, a new look, and now have to focus on a new strategy for economic development. The loss of economic stimulation and job creation previously provided by the Redevelopment Agency will have an impact on Glendale. The City is committed to ensuring Glendale's economic viability, and will work tirelessly to maintain the quality of life our community expects.

*Some good news:* our Police Department has released its 2011 crime statistics. Public Safety has always been Glendale's top priority and this year's numbers prove our dedication to safety is unflinching. Part 1 crimes, reported to the FBI for jurisdictional comparison, were down for 2011, ensuring that Glendale remains in the top 10 "Safest Cities" in California with

**Glendale Gets Animated**

Glendale has begun implementation of its new community-wide brand, which celebrates the City's animated and dynamic character. The brand positions Glendale as a place where the fusion of imagination and vision come together in our unique neighborhoods and business districts. It also leverages the fact that some of the world's foremost animation and entertainment companies call Glendale home. But equally important, the new brand represents how 33 distinct neighborhoods and 6 business districts combine, bringing to life the spirit of Glendale.



The Glendale brand development was a collaborative effort that brought together views and ideas from Glendale residents, community organizations, chambers of commerce, businesses and schools--every Glendale stakeholder had an opportunity to provide suggestions. Truly, this is a community brand, developed with and for the community.

A strategic plan has been developed to integrate the new brand throughout the City, including:

- Communications
- Community Outreach
- Architecture
- Events
- Economic Development...and more

Contact Annette Vartanian [avartanian@ci.glendale.ca.us](mailto:avartanian@ci.glendale.ca.us) if you would like to learn how your group or business can incorporate the brand into your programs.

**Public Works Annual Slurry Seal Program**

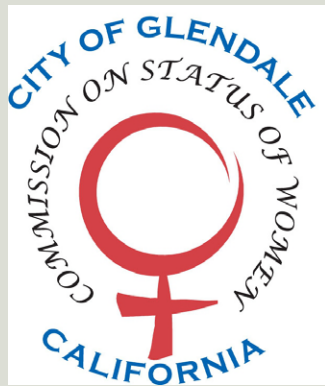
a population of 100,000 or more. The numbers show an overall 6% reduction in violent crimes, highlighted by a notable 9% drop in reported robberies. There was also a very impressive 49% decrease in identify-theft related crimes, undoubtedly a reflection of the Police Department's efforts to educate the community and thoroughly investigate violators, bringing them to justice.

For additional information on these issues, click on the links:

[The Need for Economic Development](#)

[Redevelopment Public Service Announcement](#)

[Police Department Reports & Activity](#)



**CSW Seeks "Jewels"**  
The Committee on the Status of Women is seeking nominations for its annual Jewels of Glendale Awards which recognize women who have overcome hardships to become strong role models.  
[Submit your nomination](#)

### Library Author Events

**Damage Control**  
Glendale Author Denise Hamilton reviews her new book, "Damage Control" - an engrossing story of teenage friendship and adult betrayal in a wealthy political family.  
**Thursday, Feb. 16 - 7:00pm Central Library**  
[Damage Control with Denise Hamilton](#)

## Maintaining & Upgrading Glendale Roads

As part of the City's street maintenance effort, the Engineering Division of Public Works undertakes an annual slurry seal program to ensure our streets are well maintained. Pavement crack sealing, slurry sealing, and repainting traffic markings are major elements of this program. Slurry seal maintains streets in good condition and prevents further deterioration of the existing pavement. Slurry sealing is a thin layer of asphalt applied to the pavement that will extend the life of the street for several years. The streets in this annual program include:

- Santa Carlotta Street
- Lauderdale Avenue
- New York Avenue
- Paraiso Way
- Maryland Avenue
- Boston Avenue
- Pontiac Street
- Verdugo Park
- Parking lot at Deukmejian Park

For more information about slurry seal or the work schedule, call (818) 548-3986.

Before and after photos of Santa Carlotta Street show the difference slurry seal makes.



## Parks Can Bring a Party to You!

### *Climbing Wall - Glendale ROCKS!*

The portable climbing wall is 26 vertical feet of pure fun and excitement! The wall can be used for fundraisers, company events,



**Hollywood Left and Right:  
How Movies Stars Shaped  
American Politics**

Author Steven Ross has been nominated for a Pulitzer Prize for this work on film and social history.

Wednesday, Feb. 22 - 7:00pm  
Central Library

Hollywood Left and Right: How  
Movie Stars Shaped American  
Politics with Steven J Ross



New Exhibit at Brand Library  
For more than 40 years, the Annual Juried Exhibitions at Brand Library have featured the work of some 2000 artists from around the country. A new exhibit, "Purchasing Power: Jurors Make Their Mark" honors those artists, educators and critics who have served as jurors over the years. This particular exhibit focuses on the period of 1971-1980 and runs through March 3, 2012.  
<http://www.brandlibrary.org>

**CALENDAR**

February 10  
Glendale Pops Orchestra Presents  
"This is Romance" with Kenny Loggins  
(818) 243-ALEX

February 11  
Stream Restoration Hike at  
Deukmejian Park - 10:00 am

grand openings, physical education classes or special events. The wall can handle four climbers at a time and up to 45 climbers per hour. The standard rental package will include two employees, the wall and safety equipment for a two-hour period. Program info: (818) 548-3220.  
<http://www.parks.ci.glendale.ca.us>



**Mobile Movie Package - Flicks on the Go**

Watching a movie under the moonlight brings back the days of the drive-in era and will surely have nostalgic appeal to families throughout our Clty. We can bring that feeling to your special event! The "Flicks on the Go" package includes:

- 18 X 24 foot inflatable screen
- High power video projection
- Quality 5.1 surround movie sound system
- 3 employees for delivery, install, operation and breakdown
- Popcorn machine and craft tables (for an additional fee)

For more information, call (818) 548-3785 or visit:  
<http://www.parks.ci.glendale.ca.us>

**Party on the Go**

Each party package is designed for children ages 5-12 and will include arts and crafts, sports and games. The basic "Party on the Go" package will include two staff for two hours and six games/activities for up to 12 children. Additional fees will apply for larger packages. For program information, call (818) 548-3220.

**TOT TIME**



Tot Time is a FREE drop-in program for preschoolers (age 5 and under)



(818) 548-3795

**February 11**

SAT/ACT Review - 12:30 - 4:30 pm  
Montrose Library  
(818) 548-2048

**February 13 and 27**

Central Library: 4:00 - 6:00 pm  
Teen Advisory Group  
HS Students can earn 2 volunteer hours.

<http://mstallings@ci.glendale.ca.us>

**February 20**

**President's Day - Federal Holiday  
City offices and Libraries Closed**

**February 23**

Tax Preparation and Filing Help @ the  
Verdugo Jobs Center.  
Reservations are a must.  
(818) 409-0400

*Notice: As of this date, there will  
be no more regular meetings of the  
Glendale Redevelopment Agency.*

and their parents. The Center provides play equipment and parents provide the supervision. No registration required.

**Mondays and Fridays from 10:00 am to Noon**  
Maple Park Community Center, 820 E. Maple St.

**Tuesdays and Thursdays from 10:00 am to Noon @**  
Pacific Community Center, 501 S. Pacific Ave.

More information available in Leisure Guide  
<http://www.ci.glendale.ca.us/parks/pdf/LG-Winter11.pdf>

### *Keep America Beautiful Honors Glendale*

Glendale has been recognized by the Keep America Beautiful (KAB) organization for its exceptional achievements in the areas of program beautification, citizen engagement and environmental stewardship. The following awards were presented to the City in January:

1. **First Place National KAB Award for Beautification** for the Monterey Road Eco Community Garden West which transformed a vacant lot into a garden that showcases native plants and uses recycled water.
2. **First Place Creativity and Outreach Media Award** for the City's "Volunteerism: It's a Matter of Civic Pride" Public Service Announcement.
3. **President's Circle Award** which recognizes the efforts made by Glendale to reduce litter, minimize waste and beautify and improve the community.
4. **First Place Affiliate Award** (for communities with populations of 50,000 - 200,000) which recognizes Glendale as the leading City with programs to prevent litter, beautify, reduce waste and improve the quality of life.