



JULY 2012

**MESSAGE FROM
SCOTT OCHOA**



Glendale City Manager

As hard as it has been to get to this point--revolving around a tremendous amount of planning, estimating, analyzing, etc.--truly the hard work now begins. Now, we actually have to execute the Council's vision, and deliver quality programs and services to our residents and businesses despite a severely reduced budget. And this budget adoption process has been remarkable--despite the State's best efforts to export their financial woes to local government, Glendale is finding ways to sustain service levels and contain costs.

As we outlined during the budget adoption process this spring, part of our value proposition to Glendale residents and businesses has to revolve around meaningful communication with our customers. Make no mistake, the business of government is rife with posting requirements, public disclosures and legal notices; however, it is a central tenet of exceptional customer service that we go beyond what is simply required and ensure that we, as your City government, engage you in the decisions that are made.

*Love the '60s or the '70s?
Join Us at Glendale's 19th Annual
Cruise Night!*

On **July 21**, one of the most popular car shows in Southern California returns to Glendale. Glendale Cruise Night 2012 will attract over 40,000 visitors to view pre-1979 classic cars and enjoy some of the greatest music from this era.



Headlining this year is "Surfin' Safari" performing the band's *Endless Summer Tour* marking the 50th Anniversary of the Beach Boys. "Surfin' Safari" is unrivaled in its sound, presentation and professionalism, an ultimate tribute to the Beach Boy style with such hits as "Surfing USA," "Surf City," and "California Girls." Opening for "Surfin' Safari" will be "Creedence Relived." From "Proud Mary" to "Bad Moon Rising," this group will recreate the sounds of one of America's greatest rock bands--Creedence Clearwater Revival.



The event runs from 5:30 to 10:30 pm on Brand Boulevard between

As an example, the City Council will consider an electrical rate increase for GWP customers in August 2012. Rather than simply post the requisite agendas, or even hold the customary "community meetings" at a couple of locations around town, we want to make certain that we understand customers' needs. We are using a focus group comprised of community members to help ensure that we anticipate the needs of various types of customers; we are disseminating information to local newspapers (including Armenian, Spanish and Korean language publications); we are scheduling television appearances (again on multi-language outlets); we are utilizing social media to get the word out.

The idea is that our role and function revolves around public engagement. And, given that fact, we must embrace this participation and provide a framework for well-made and considered decisions. Folks may disagree with one another; but if they take the time to become educated on the topic, at least we can disagree agreeably. Given the nearly unprecedented challenges we currently face, working together to create common sense and workable policy is our best bet at assuring Glendale's long-term success and upward trajectory.

Of course, if not...there's always baseball season. Go Dodgers and Happy New (Fiscal) Year!!!



Citywide Litter Index Survey Results

Each year, volunteers work with City staff to assess the amount of litter found through-out Glendale. At the end of the "Litter Index Survey," the City is given a "litter grade." The results are now in: you can find out how your neighborhood and the entire City scored in comparison to previous years. Visit the Glendale Litter Index at: [Litter Index Survey](#).

City Gains New Businesses

The Garden Center at 350 N. Glendale Avenue has welcomed two new businesses:

Broadway and Lexington. Prior to the live show, a DJ will perform at the main grandstand's new location, Wilson and Brand Boulevard, while visitors stroll among 400 classic cars and visit the display booths and kids' activities. And the best part? It's free. For more details and parking information, visit: [Cruise Night 2012](#).

Note: On the day of the event, Brand Boulevard will be closed from Broadway to Milford, beginning at 10:00 am. Wilson, California and Lexington will be closed between Orange and Maryland. Street closures will remain in effect until midnight.

Parks Make Life Better

According to a research study conducted by the California Parks and Recreation Society (CPRS), Californians reported the following items as the most important to the way parks and recreation agencies make their lives and communities better. Following are some of the ways that Community Services and Parks makes this happen!

- * **Access to the serenity and inspiration of nature**
Check the Community Services & Parks Trails & Open Space calendar for Bird Watching, Photography, Earthquake Hike, Campfire Hikes and lots of trails. Walk the track at the Sports Complex and enjoy the scenery overlooking Glendale!
- * **Facilities for self-directed and organized recreation**
Four community centers provide drop-in activities for kids and adults, plus fitness programs.
- * **Positive alternatives for youth which help lower crime and mischief**
STAR collaboration with the Police Department, Junior Lifeguards, GYA employment program and volunteer opportunities.
- * **Organized activities that facilitate social connections, human development, therapy, the arts and lifelong learning**
The Recreation Guide on the City website features over 105 sports, art classes, camps, dance activities, tot time and more!

In short, Glendale's Community Services & Parks Department MAKES LIFE BETTER!

Visit [Glendale Parks](#) or call (818) 548-2000 for more information.

From Gas Station to Art Gallery!



The City of Glendale, along with local resident Michael Sheehan, is turning this Adams Square mini-park landmark into an art gallery. A grand opening reception on **July 1** from 4:00 to 7:00 pm kicks off a unique two-month exhibit. "Words of American Patriots" features

- Verizon Wireless
- Alta Hair Salon



And, Kforce Staffing Agency has moved from Encino to 500 N. Brand Blvd. They bring approximately 20 employees.



GWP Community Meetings

Glendale Water & Power has organized four public information meetings to provide customers with information on a proposed electric rate increase. Residents and stakeholders are encouraged to attend and learn how the proposed electric rate increase may affect them.

Public information meetings will be held on the following dates and times:

Wed, July 11, 12:00-1:30 pm
Glendale Police Community Room
131 N. Isabel St, 91206

Wed, July 11, 7:00-8:30 pm
Maple Park Community Center
820 E. Maple St, 91205

Mon, July 16, 7:00-8:30 pm
Sparr Heights Community Center
1613 Glencoe Way, 91208

Wed, July 18, 7:00-8:30 pm
Clark Magnet High School Cafeteria
4747 New York Ave, 91214

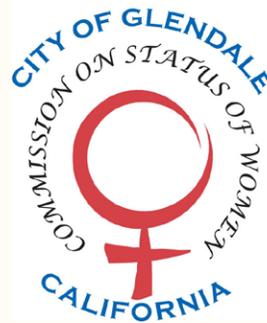
For more information on public information meetings, please contact (818) 548-3300 or visit: [GWP](http://www.gwp.org).

Library News

Glendale Public Library recently launched a new technology that allows users to borrow and read eBooks at home or on the go. Readers can now browse a digital bookshelf from anywhere or use a 3M Discovery Terminal at the Library and start reading on a laptop, continue on an iPad, and finish the book on an Android Smartphone. The

artwork from 60 individuals including City Manager Scott Ochoa and Council Member Laura Friedman, who have created card-board "canvasses" displaying the words of 18th, 19th or 20th century patriots. The artwork will remain on display until August 28 during normal park hours. For details, call (818) 548-2000.

Camp Rosie Returns This Summer!



Camp Rosie, developed by Glendale's Commission on the Status of Women, will once again host a free day camp for young women and girls between 12 and 18 years of age--empowering them to make personal, financial and career choices to achieve self-sufficiency. CSW collaborates with many local service providers and other departments to bring this opportunity to Glendale. The Camp will be held at the Pacific Community Center, 501 S. Pacific Avenue during two sessions: **July 9 - July 26, and July 30 - August 16**. To enroll in Camp Rosie, visit [Commission on Status of Women](http://www.cswglendale.org) or call (818) 548-4844.

Splash Into Summer!

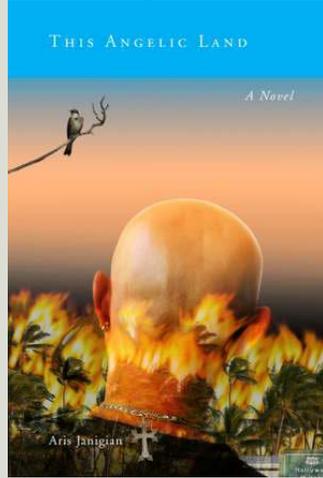


Over 2,953 kids & adults will take swim lessons, participate on a youth swim team or enjoy water aerobics this summer in Glendale! For information about open swim hours/days, lesson times, water aerobics and other water safety programs offered by the City of Glendale at Pacific Pool, visit: [Glendale Aquatics](http://www.glendaleaquatics.org).

"I Love My Neighborhood Poster Contest"

3M Cloud Library is compatible with PCs, Macs, iPads, Nooks, Androids and 3M eReaders. Stop by the Central Library and learn all about it!

"This Angelic Land"
Thursday, July 12 - 7:00 pm
Central Library



Author Aris Janigian tells the story of Adam Derderian during his six-day journey through the heart of riot-torn Los Angeles during the Rodney King riots. Sponsored by the Friends of the Glendale Public Library in cooperation with Abril Books.

Summer Reading for all Ages
The annual summer reading program continues for kids, teens and adults!

CALENDAR

July 4 - Federal Holiday - City offices and libraries closed

July 11 - GYA Awards Lunch
11:30 am, Anoush Banquet Hall
1320 W. Glenoaks Blvd.
(818) 548-2714

July 12 - Author Event
7:00 pm - Central Library
222 E. Harvard St.
"This Angelic Land" by Aris Janigian
(818) 548-2030

July 19 - Grand Opening of Doran Gardens - 10:00 am
331-345 Doran Avenue
(818) 550-4527

July 21- Cruise Night
(See article above for details)



Finalists in this year's "I Love My Neighborhood" Poster Contest displayed their prizes at the awards ceremony. Grand-prize winner Michelle Tahmasian, a 6th grade student at Balboa Elementary, had her poster reproduced in the two giant banners above the stage. Read more at: [Poster Contest](#).

Brand Library Renovation Upgrades Historic Facility



The Brand Library and Art Center, listed in the Glendale Register of Historic Places, is set to undergo a facility upgrade including structural, plumbing, electrical and landscaping improvements, as well as new furniture and handicap accessibility upgrades. The construction will provide better accommodations for collections, improve accessibility to the building, and expand its services for new and existing audiences. It will also restore historic features of the Brand era architecture that were present within the original 1904 structure. The project is expected to begin shortly and be completed by November 2013.

East Glenoaks and Adjacent Streets Rehab Project

Street improvements including surface grinding, application of crack seal, slurry seal, asphalt rubber hot mix, reconstruction of curbs and gutters and ADA curb ramps will begin later this month on East Glenoaks Boulevard between Verdugo Road and the Scholl Canyon Golf Course entrance, Chevy Chase Drive (between Wilson and Figueroa), and other streets in the area. Improvements near Glenoaks Elementary School will be completed during summer recess to minimize impacts on GUSD's operations. The project will conclude in late August, barring unforeseen conditions. More information on the project is available on the Public Works website: [Street Upgrades](#).



*STAY CONNECTED: Sign up for Glendale's
City Connection:
www.ci.glendale.ca.us/cityconnection*

*And follow us on Twitter:
www.Twitter.com/MyGlendale*