



## AUGUST 2013

### MESSAGE FROM SCOTT OCHOA



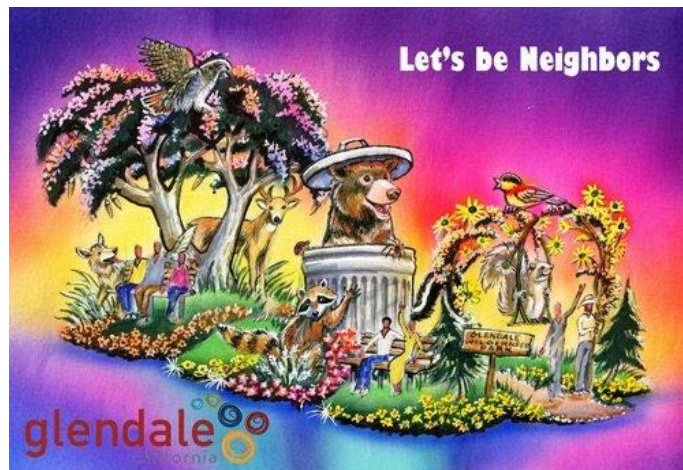
*Glendale City Manager*

I hope you are enjoying your summer. Based on energy usage reports from GWP, it seems that many of our customers are enjoying their air conditioning and ceiling fans - and that's a good thing. Usage equals revenue, and a healthy revenue stream allows GWP to maintain its standing as your trusted and reliable municipal utility.

Currently, there is a lot of talk about GWP around town. We have just wrapped up an intensive two-month public outreach effort to educate customers about a pending five year rate plan. The City Council is scheduled to consider the plan on August 6th and vote on it on August 13th. They will also decide on how much the low-income and senior discount should increase as well.

This plan will address the impacts of the Great Recession on GWP (during which base rates were not increased) while still keeping Glendale competitive in the region for the electricity costs. The net result will be ensuring that GWP has a healthy and reasonable flow of revenue to sustain its operations. In doing so, the rate plan will allow GWP to

## Glendale's 100th Rose Float Entry Design Approved



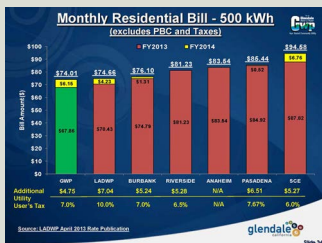
On Tuesday, July 23, Glendale City Council unanimously approved the design of the 2014 Glendale Rose Float. Click [here](#) to review the report on Glendale's 100th Rose Float entry.

The City of Glendale has established a fund to engage the community and encourage private donations and sponsorships for Glendale's entry in the 2014 Tournament of Roses Parade. For a minimum donation of \$25, Glendale residents will be entered into a raffle drawing for a chance to win two tickets to ride on Glendale's 2014 Rose Float on New Year's Day. Click [here](#) to learn more!

## Become a Glendale Firefighter

issue electrical revenue bonds that will facilitate \$60 million worth of infrastructure work. Lastly, this strategy will allow for the restoration of GWP's financial reserves to prudent levels. These reserves were drawn down during this period of no base rate increases because we continued to invest in important capital projects like the Glorietta substation, grid modernization, electric relay protection, and the 12 KV conversion program.

The rate plan is predicated on a series of system-wide rate increases of 8%, 7%, 5%, 2%, 2%. The compounded five-year total for residential customers is 29%; for businesses, it is an average of 24% (average of 5.8% and 4.8% per year, respectively). Residential customers' proposed increase is marginally more than commercial customers because, under Prop 26, one class of customer can no longer subsidize another. Admittedly, this is a significant proposed rate increase. Considering, however, that base rates have not increased for some time, this rate plan reflects a conservative yet realistic distribution of costs to operate the utility. And, in looking at electrical rates of our surrounding utilities, even after the first round of rate increases GWP is the lowest cost for residential service and at the average for commercial service. What does this equate to? I urge you to go to the [GWP web calculator](#) to see how much the increase means to you in dollars and cents.



One question I got from folks



Swearing-in ceremony for new Glendale Fire Department recruits.

The Glendale Fire Department (GFD) is hiring firefighters! Applications will be accepted from Monday, August 5 through Friday, August 16. To learn more about the Glendale Fire Department and the firefighter position, review the GFD website at [GlendaleFire.org](http://GlendaleFire.org) or follow GFD on Twitter [@GlendaleCAFire](https://twitter.com/GlendaleCAFire).

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## Safe Start to the School Year

August marks the start of school and the Glendale Fire Department encourages students and parents to start the new school year with a lesson in safety.

- When riding a bike to school, ALWAYS wear a helmet, stop at crosswalks and walk your bike across the street.
- When walking across the street, remember to look both ways before stepping off the curb and use the crosswalk to cross the street.
- When waiting for the bus, take five giant steps away from the curb.

The Glendale Fire Department wishes all of the students and parents a safe return to the new school year. To learn more about year round school safety, please visit [GlendaleFire.org](http://GlendaleFire.org).

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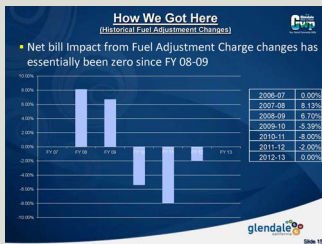
## Are You Prepared for Emergencies?

Community Emergency Response Team (CERT) training will begin on Wednesday, September 4. The class will be held for four consecutive Wednesdays: September 4, 11, 18 and 25, from 5:00 - 10:00 pm at the Fire Prevention Bureau, located at 780 Flower Street. More information can be found [here](#). To register for the class, please contact the Glendale Fire Department Public Education Division at (818) 548-6404.

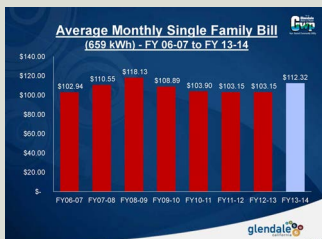
## North Brand Blvd Office Towers Ramp up



during the public outreach effort was, "My electrical rates have indeed gone up since 2007-08. What gives?" To be sure, kilowatt hour rates for energy did tick up during this timeframe. That is because the fuel component of the rate structure can change to cover fluctuations in the cost of fuel sources (most notably, natural gas). This fuel adjustment is a pass-through charge - it goes up and it comes down, and it doesn't accrue to GWP's bottom line. Indeed, in FY 08-09 and FY 09-10 the fuel adjustment charge increased; in the subsequent three years it ratcheted back down to its original level. This means that most customers are on average paying the same amount for energy in 2013 as they did in 2007!



Obviously, the world has changed a great deal since then. Regulatory mandates to increase "green energy" in California have taken hold and added significant cost, costs of doing business (insurance, supplies, vehicles, etc.) have increased, and, of course, the cost to maintain vital infrastructure remains a major cost-driver. The good news in this new proposed rate plan allows us to reestablish the cost structure for the utility - that is, contained in the rate plan is all of our best thinking about the future costs of natural gas, regulatory compliance, financial reporting, infrastructure replacement and general operating costs. Because we have not had a base rate increase in so long, these factors have been thrown off-kilter resulting in the adjustment charges mentioned above. The point is that the proposed increase in base rates resets all of these factors and takes them into account.



Glendale office towers in the North Brand Boulevard area are enjoying new tenants and amenities, indicating that the City's Class A Office environment is rebounding nicely from the Great Recession. Avery Dennison Corporation, a global leader in labeling and packaging materials and solutions, will relocate its corporate headquarters from Pasadena to the state-of-the-art office building at 207 Goode Avenue in Glendale. The company is expected to move in early 2014.

Avery Dennison will join Whole Foods Market's Southern Pacific regional headquarters as tenants in the building. The 207 Goode building features brand new construction, efficient floor plates and a LEED Gold rating from the U.S. Green Building Council.

Another two key occupants, Trader Joes Market and Walgreens, have entered agreements to occupy the property at 101 E. Glenoaks, and provide much desired walking-distance amenities to office workers north of the 134 Freeway. Construction on the two stores is expected to begin this fall. Learn more about the projects [here](#).

## National Night Out 30th Anniversary



The other question I got from folks is, "Can't you cut more from somewhere else to delay or reduce the rate plan?" GWP has been very aggressive in containing its costs. Especially over the last two years, we have cut budgets extensively (including the capital improvement budgets), we have reduced the workforce and paired management in half; the City Council has refused salary increases and required employees to pay an even greater share of their retirement costs (Glendale currently leads the region, and perhaps even the State, in this category), and we have begun to systematically reduce the City's reliance of the general fund transfer. At this point, we are at a crossroads with our utility and need to recognize that the independence and security of ownership occasionally comes along with the sometimes bitter pills of cost and responsibility.

GWP's base rates have not increased since FY 2007-08; that is, all throughout the Great Recession the City Council made the conscious decision not to unduly add to the economic burden of customers. Now we need to reconcile with reality and either increase the rates to more realistic levels, continue to defer infrastructure replacement at a tremendous risk to reliability, safety and cost, or divest ourselves from the electric utility business.

Glendale gets great value from having its own utility; it seems pennywise and pound foolish not to protect this important community asset.

Utility	2007*	2008*	2009*	2010*	2011*	2012*	2013*	2014*	Cumulative Increase from 2006
BWP	2.7%	1.7%	-3.2%	3.1%	7.0%	3.2%	0.0%	1.8%	17.0%
PWP	8.5%	8.3%	1.2%	0.1%	2.8%	4.5%	1.5%	1.0%	31.0%
LADWP	3.2%	7.0%	10.1%	5.4%	2.3%	5.1%	4.5%	5.8%	52.1%
GWP	8.7%	9.4%	-2.2%	-9.5%	-1.6%	0.1%	8.0%		12.5%

\*2007-2012 - all utility information from calendar year report from DCE EIA-961.  
2013-2014 - information from fiscal year CMRG Statistics.  
\*2006 is a projected value.

Volunteer Spotlight



National Night Out is set for the evening of Tuesday, August 6. This is a community-driven event where neighbors meet neighbors to share concerns, strategies and ideas for safer communities. The Glendale Police Department partners with event hosts to coordinate and plan events. Last year was Glendale's largest National Night Out with a total of 51 events citywide, and is projected to be even larger in 2013! Come together with neighbors and take a stand against crime, drugs and disorder in Glendale neighborhoods. Learn more at [glendaleno.com](http://glendaleno.com) or call Sergeant John Gilkerson at (818) 548-4015.

PARKS MAKE LIFE BETTER

Maryland Avenue Park



PRELIMINARY GRAPHIC PLAN  
**MARYLAND AVENUE PARK**  
CITY OF GLENDALE

As a part of the East Garfield Revitalization Plan, Maryland Avenue Park is one component in a multi-disciplinary effort to improve the neighborhood bounded by Glendale Avenue, Brand Boulevard, Chevy Chase Drive and Maple Street.

Based on input from the community outreach process, the proposed park design features covered picnic tables, outdoor exercise equipment and public art with an overall design theme inspired by the history of the Tropico Neighborhood. The park also has environmentally friendly design features which include drought-tolerant native plants to provide habitat and foraging opportunities for wildlife, irrigation using a "Smart Controller" to maximize water efficiency and permeable paving to minimize runoff into the storm drain system. Learn more [here](#).

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Indoor Soccer League at the Civic



*Leticia Gonzalez, Neighborhood Services Volunteer.*

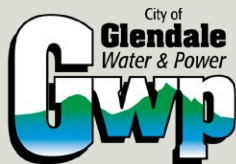
Leticia Gonzalez, her neighbor Robin Rose and their husbands Paul and Ken joined the City's [Adopt-a-Block Program](#) in July of 2007. They recruited some of their neighbors to pick up litter in their neighborhood and named their group "Pride of Buckingham," a reflection of the sense of pride and ownership they feel for their Buckingham Road neighborhood.

### Employee Spotlight



Michael Nilsson is Glendale's Mobility Planner, creating policies that improve the way people move within the City and overseeing projects that impact the City's transportation system. These programs include the [Safe and Healthy Streets Plan](#) and the [Space 134 Project](#). Watch this [clip](#) to learn more about Michael Nilsson and Mobility Planning in Glendale.

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Your Trusted Community Utility

### Proposed Electric Rate Increase

Glendale Water & Power will be presenting the proposed electric rate structure to the City Council on August 6th at 6:00 pm in Council Chambers, 613 E Broadway. To learn about the proposal, please click [here](#).

### Fraudulent Utility Calls Continue

Recently, Glendale Water & Power small business customers have been receiving calls from people impersonating GWP



Sign up to be a part of Glendale's first indoor soccer league for adults beginning this September. The league will take place at the Glendale Civic Auditorium, where a soccer rink was recently installed to make use of the facility's 10,000 square foot upper level.

Registration for the league will begin on Thursday, August 15, with a mandatory manager's meeting taking place on Monday, August 19 at 7:00 pm. The manager's meeting will be held at the Adult Recreation Center, 201 E. Colorado Street in Glendale. The cost per team is \$490.00, plus \$20.00 per team per game for officials.

If you would like to register a team, or for more information, please contact Sevag Garabetian (818) 548-3773 or [sgarabetian@ci.glendale.ca.us](mailto:sgarabetian@ci.glendale.ca.us).

### Brand Library Renovation Update Modern Day Michelangelos



Artist reproducing the hand-painting ceilings at Brand Library.

Restoration artists from Spectra Historic Restoration Company have worked to reproduce the original wall colors and ceiling stencils from 1904 that were recently uncovered during the Brand Library & Art Center Renovation. Recreating the ceiling stencils requires artists working to understand the original images and colors, then tracing with a pounce wheel and transferring the images to the ceilings with charcoal. Layers of color are applied to produce the final images. When the Brand Library & Art Center reopens in 2014, visitors will enjoy a remodeled art and music library and a restored Victorian era mansion. Please visit [brandlibrary.org](http://brandlibrary.org) or [Facebook](#) for renovation updates and photos.

### South Brand Preferential Parking

employees, asking customers to pay their utility bills over the phone or face a water and power shut off.

GWP wants to remind its customers that **payment information is never taken over the phone**. If customers receive such calls they are advised to call GWP at (818) 548-3300. Detailed information on phone call and payment procedures can be found [here](#).

### Donate Blood, Save a Life!



The easiest way to save a life is to donate blood. Join the City of Glendale at a blood drive on August 8, from 9:00 am. - 3:00 pm at the Glendale Police Department's Community Room, 131 N. Isabel St. All participants will receive two tickets to the Laugh Factory Comedy Club. To make an appointment visit [redcrossblood.org](http://redcrossblood.org), enter sponsor code: "cityofglendale."

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### CALENDAR

**August 6 - National Night Out, 6:00 pm**  
City wide!  
*See story above for more info.*

**August 7 - Community Meeting: Street Rehabilitation Project, 6:00 - 8:00 pm**  
Balboa Elementary Auditorium  
1844 Bel Aire Drive  
Learn about the street rehabilitation project and provide feedback.  
*More info [here](#).*

**August 8 - Spanish Book Club/ Club de Lectura en Español, 6:30 - 8:00 pm**  
Central Library  
222 E. Harvard St.  
*Daughter of Fortune by Isabel Allende / La Hija de la Fortuna.* Club meets the 2nd Thursday of the month.  
*More info [here](#).*

**August 8 - City of Glendale Blood Drive, 9:00 am - 3:00 pm**  
Police Community Room  
131 N. Isabel

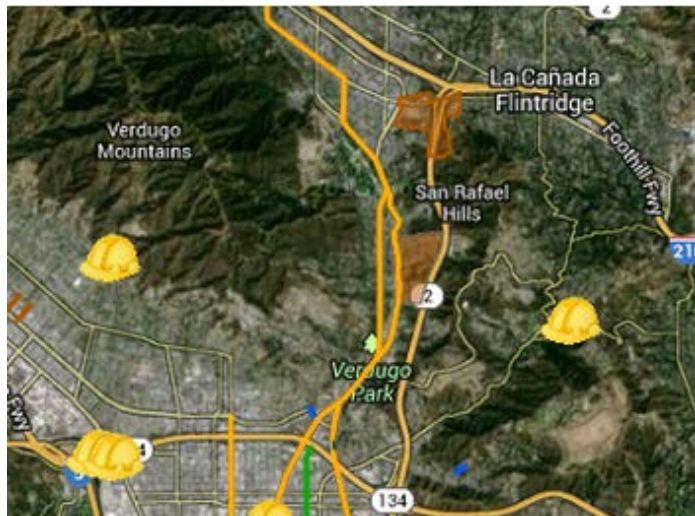


*Look for new parking signs in the South Brand District.*

The City Council recently established the South Brand Special Preferential Parking District. This area is bound by Central Avenue to the west, Colorado Street to the north, Glendale Avenue to the east, and San Fernando Road to the south. This is an economically vibrant neighborhood with a mix of uses and contains the largest concentration of automobile dealerships in the region. The designated parking policies are designed to improve the quality of life for residents while ensuring the continued success of the businesses in the area. Learn more at [glendaleparking.com](http://glendaleparking.com).

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### Capital Improvement Projects



*Live map of Capital Improvement Projects.*

Public Works Engineering is continuously working to progress the City's infrastructure through planning, surveying, design, contract administration and construction management. At any given time, the Engineering Division is engaged in multiple construction projects at various stages of development. This robust infrastructure construction program involves significant roadway improvements, City facility upgrades as well as pedestrian and vehicular traffic safety enhancements. Economic indicators are picking up and so is construction work in Glendale. Currently, there are 14 Capital Improvement Projects under construction, a total valuation of over \$30 million.

Learn about current and completed construction projects [here](#). We appreciate your patience as we work to improve our City's infrastructure!

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### FREE Bulky Item Pick Up



See story above for more info.

**August 10 - Loading Dock Book Sale, 9:00 am - 12:00 pm**  
Central Library Loading Dock  
222 E. Harvard St.  
The Friends of the Library raise the money to support Library programs and collections.  
*More info [here](#).*

**August 10 - Perseid Meteor Shower, 9:00 - 11:30 pm**  
Deukmejian Wilderness Park  
3429 Markridge Road  
The Burbank Sidewalk Astronomers are back for a late night program and to share their telescopes and knowledge on meteors, comets and asteroids. To RSVP [email](#) or call (818) 548-3795.  
*More info [here](#).*

**August 14 - Community Meeting: Cañada Blvd. Infrastructure Improvements & Honolulu Ave. Rehabilitation Project, 6:00 - 8:00 pm**  
Municipal Services Building  
633 E. Broadway, Room 106  
Come and learn about the project, including upgrade of the water mains, storm drains, traffic signals and street pavement.  
*More info [here](#).*

**August 17 - Third Saturday Wilderness Workday, 8:00 am - 12:00 pm**  
Deukmejian Wilderness Park  
3429 Markridge Road  
Join the monthly workday crew as they water the young trees and continue to assault the weeds in the park.  
*More info [here](#).*

**August 22 - Fahrenheit 451 Screening, 7:00 pm**  
Central Library Auditorium  
222 E Harvard  
Enjoy a birthday cake for Ray Bradbury, a screening of Françoise Truffaut's *Fahrenheit 451*, adapted from Bradbury's novel, and a discussion and book signing with Steven Paul Leiva, author of *Searching For Ray Bradbury*.  
*More info [here](#).*

**August 28 - Jeraldine Saunders=The Love Boat Sails Again! 7:00 pm**  
Central Library Auditorium  
222 E Harvard  
Meet the original Love Boat Lady, Jeraldine Saunders and her biographer, Sheila Murray, along with a 3-foot replica of the original Love Boat!  
*More info [here](#).*



Submit a bulky-item request three working days prior to the refuse collection day in the area to schedule free pick-up of larger unwanted items such as electronics, couches or mattresses from summer cleaning. To schedule a pick-up, or for more information, please call the Public Works Integrated Waste Management Division at (818) 548-3916, or submit an electronic request online at [GlendaleRecycle.com](http://GlendaleRecycle.com).

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## Rebates Offered for Mulching



The City of Glendale encourages residents to leave grass clippings, branches and other yard trimmings on their lawns to decompose and nourish the soil. The Public Works Integrated Waste Management Division will provide a rebate of \$50 for a chipper/shredder or \$5 for a mulching mower retrofit blade per residence. Rebate applications and further program details are available [here](#).

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## Glendale Awarded for Excellence in Comprehensive Integrate Solid

## Waste Management

The City of Glendale received a prestigious national award from the Solid Waste Association of North America (SWANA) naming Glendale's Integrated Waste Management Division winner of the 2013 SWANA Silver Excellence Award in the Integrated Solid Waste Management Systems category.

The award recognizes the City of Glendale's comprehensive integrated waste management system that includes an aggressive recycling program, a city landfill with long-term capacity and methane recovery and free on-call collection of bulky and electronic items. The award also recognizes the recent request for proposals for an anaerobic digestion project at Scholl Canyon Landfill, a refuse fleet almost exclusively fueled on Compressed Natural Gas, the distribution of over 5,600 home composting bins since program inception and the adoption and assertive outreach campaign of a single-use plastic bag ban.

## Go Green By Going Orange or Blue!



Purchase a reusable book bag for only \$2 at any Library, Arts & Culture location. Sales from the bags support children's reading programs.

## *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 Tamar Hadjimanoukian, City Connection Editor: [thadjimanoukian@ci.glendale.ca.us](mailto:thadjimanoukian@ci.glendale.ca.us) or (818) 548-4844.