



## JANUARY 2013

### MESSAGE FROM SCOTT OCHOA



*Glendale City Manager*

Happy New Year!

Though Glendale ends 2012 on a high note--stronger, leaner and better reconciled with the costs of operating a full-service municipality in California--we have barely a moment to catch our collective breath before we embark on the new journey through 2013. Indeed, the obstacles before us remain. They are formidable and familiar: the State of California's dysfunction, federal intractability, the fragile economy. Yet I am optimistic about the future and our prospects for success.

Please note that my optimism is not merely a "feel good" vibe of benevolence that often accompanies the holiday season and the New Year. Rather, my eagerness to move into 2013 reflects a reasoned confidence in the decisions we have made, the policies adopted by the City Council and the dedication of the people who serve this community. I welcome the New Year less to escape 2012 and more to run toward the opportunities that lie ahead of us. Like a fighter who has trained and sacrificed for the chance to step into the ring, this organization has absorbed



### Get a Good Look Before It's Gone! Glendale's Rose Parade Float on Display January 3

On New Year's Day, Glendale's 99th float entry, "Living The Good Life!" rode down Colorado Boulevard in the 124th Annual Rose Parade. Glendale's float featured a trolley with 12 riders, a meandering film strip, tall columns of iconic images in Glendale, and animated searchlights. The float won the Governor's Award for best depiction of life in California. The City of Glendale is the second longest running float participant in the parade's history.

The float is being delivered to Glendale on the evening of January 2, and will be on display in front of the Alex Theater at 216 North Brand Boulevard all day on January 3. Come get an up-close glimpse of the intricately-decorated float before it leaves the following morning!

the cuts and reductions and harshness of an unforgiving barrage of setbacks--yet we remain strong and effective. And, having withstood this offensive, we are able--and I dare say wanting--to begin again and continue with the work of making Glendale the premiere community in our region.

Fiscal Year (FY) 2012-13 is truly a transitional and evaluative year. We are executing our programs and projects with precision and an eye on exceptional customer service; and as we approach a new budget year, we will assess our successes and shortcomings. From there, we will focus on FY 2013-14: our new base year. 2013 will be difficult; it may even be treacherous. But Glendale has been steeled by the challenges we've faced and we are better for the experience. Thus, I suspect that the greatest threats to our success may come from within--the temptation to lose focus and organizational velocity, the sacrifice of patient preparation in favor of instant gratification, allowing weariness to undermine long-term priorities and planning. Yet I hope and expect that as these pitfalls emerge, we will remain mentally tough and organizationally balanced.

To this end, my primary reason for optimism about the future is our people. We have spent the last twelve months navigating and improvising; endeavoring to sustain service levels for our citizens and customers while asking our employees to do more with less. And we are succeeding. We are delivering on our value proposition that our community is safer, cleaner, more stimulating and more cost-efficient. This practice of adapting, evaluating, changing and learning is part of our organizational culture--it is the "Glendale Way." This culture manifests in the effort of our employees and the pride and professionalism they exhibit on



### Calling All Candidates and Voters!

This coming April, registered voters in Glendale will go to the polls to select the City's next Treasurer and City Clerk, along with three members of the City Council, the Glendale Unified School Board, and the Community College Trustees. **Anyone interested in running for any of these seats must start the process by taking out nomination papers from the City Clerk's office starting January 3.** To get your name officially on the ballot, a requisite number of valid signatures must be collected and a filing fee must be paid. To learn more about the process and all the requirements involved, visit the City Clerk's office Monday - Friday, 8:00 am - 5:00 pm. **The filing period is set to close on January 24, unless otherwise specified.**

As always, the City Clerk's office will be sure to bring you the latest and most up-to-date information on where, when, and how to vote, along with information about all the candidates and measures. For more information, visit [Glendale Votes](#), follow the City Clerk's office on [Twitter](#), or call (818) 548-4000. Remember that voting is your most important civic duty and we're counting on you!

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### Licensing & Permit Services Has Moved

The City of Glendale strives to provide efficient and professional service to the community. In an effort to better accommodate the public need for licensing and permitting, applications once processed in the City Clerk's office are now available at the Permit Service Center in the Community Services Department, 633 E. Broadway, Room 101. The counter will be open 7:00 am to noon, and by appointment.

The following licenses and permits are included in the transfer:

- Licensing & Permit Advertising
- Amusement & Arcade Devices
- Animal License
- Catering Truck
- Entertainment
- General Peddler
- Motorized Peddler
- Novelty Peddler
- Outdoor Merchandising Permit
- Non-Emergency Medical Transportation Vehicles & Taxicabs
- Recycle & Antiques
- Soliciting
- Miscellaneous

Special event and film permitting will remain in the City Clerk's office. For questions, please visit [Licensing & Permits](#) or call (818) 937-8300.

a daily basis. Together with our volunteers and community partners, and led by our City Council, the City of Glendale will boldly and intently move into 2013.

People make places and Glendale is a special place indeed. Here's to a positive and prosperous New Year!

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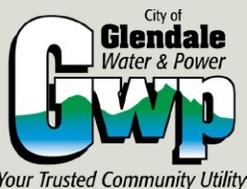


### Glendale Medic Program

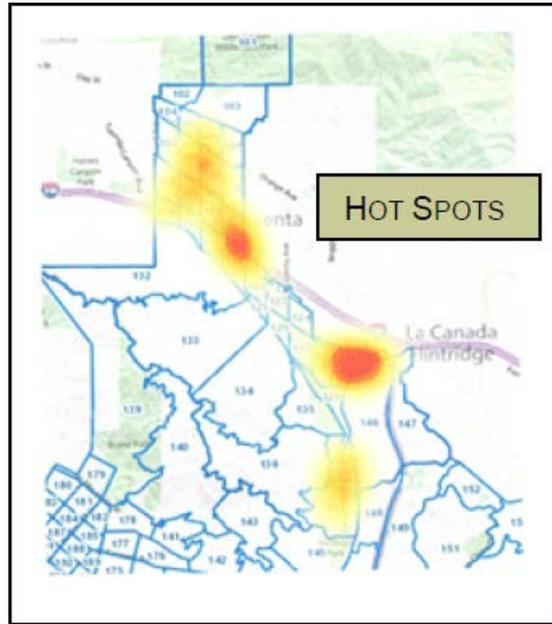
The Glendale Medic Program is a voluntary membership program managed by the Glendale Fire Department that provides residents and businesses of the City of Glendale the opportunity to prevent unexpected expenses related to paramedic services and emergency ambulance transportation.

This program is a subscription service for that offers unlimited use of Glendale Fire Department's emergency medical system at a reduced rate of \$60 per year. For Glendale Medic members with medical insurance, payment from the insurance company covers any outstanding deductible or co-payment balance. For Glendale Medic members without medical insurance, the cost of medical transportation will be reduced by 50 percent. To learn more about the program and to complete the application, please call (818) 548-4041 or visit [EMS/Ambulance Services](#).

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As we enter 2013, Glendale Water & Power (GWP) would like to remind customers of the



### Predictive Policing

Prison Reform in California has put thousands of parolees back on the streets. With oversight transferred to the over-worked county system, there is very little supervision for these criminals. In addition, some felonies have been reclassified, which means fewer and shorter local jail terms. Glendale is beginning to see the evidence of these criminals' activities, and with no new resources or funding, the Glendale Police Department (GPD) is using its limited resources in more effective ways, including predictive policing.

Predictive policing allows GPD to anticipate and better respond to crimes that may happen in the future. The Crime Analysis Unit analyzes historical crime data to spot patterns, identify crime hot spots, and specify times when crime may occur. To learn more about what the GPD is doing in your neighborhood to prevent crime through predictive policing, read the [Glendale Crime Trends Bulletin](#).

### PARKS MAKE LIFE BETTER



### Wilderness Workday at Deukmejian Park Help Fulfill Your New Year's Resolution to Become More Interesting in 2013

Join the Community Services & Parks Department for their first Wilderness Workday of 2013 on **January 26** as they continue their efforts to restore and maintain Deukmejian Wilderness Park. This is part of the ongoing Third Saturday Wilderness Workday program. In

host of programs established to meet utility needs. Please click on any of the following links to learn more about each program:

- **Money Saving Programs**  
- GWP is here to help customers, including low-income residents, save money on energy and water bills.
- **See Your Usage Online**  
- Learn about your home's energy use, see how you compare to your neighbors, and learn ways to save money.
- **Save Energy With Your Friends** - See how your energy use stacks up against friends and homes across the U.S. Join groups and discover how you can save even more.
- **Energy Saving Tips** - GWP's comprehensive guide to saving energy.
- **Water Saving Tips** - Water conservation tips to help save water and money.
- **Plant a Beautiful Water-Wise Garden** - With California friendly plants it's possible to reduce outdoor watering without sacrificing beauty.
- **Pay Your Bill Online** - Login to your account or sign up for online access.
- **Tree Trimming** - This service is only available for trimming trees which have grown into power lines. This is not a general landscaping or gardening service.
- **Electric Vehicle Charging Information** - The age of electric vehicles is fast approaching. GWP can help you prepare.

**GWP Fraud Alert**

GWP learned that some customers received a call from an individual impersonating a GWP employee. This person asked customers to pay their utility bill over the phone by providing personal credit card information or their power would be turned off.

As a reminder, GWP representatives will never ask for payment over the phone, nor will a representative visit your home and ask for payment. If customers are contacted by GWP impersonators asking for payment, they should contact

order to avoid the Martin Luther King Jr. holiday weekend, however, the January Workday will actually take place on the FOURTH Saturday of the month.

The Wilderness Workday will take place from 8:00 am to noon at Deukmejian Wilderness Park, 3429 Markridge Road in Glendale. Those who attend should wear sturdy shoes and protective clothing, and bring sunscreen, gloves, pruning shears, and a hat. Snacks and drinks will be provided. There is no need to RSVP for this event. More information can be found here, or by contacting Marc Stirdivant (818) 548-3795 or via email.

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**Volunteer Opportunity:  
2013 Glendale Homeless Count**

Continuums of Care (CoCs) across the country undertake community-wide efforts to collect information on the number and characteristics of individuals and families experiencing homelessness. The U.S. Department of Housing and Urban Development requires CoCs to complete this point-in-time count at least every two years during the last ten days of January.

The City of Glendale will be conducting the 2013 Homeless Count on Wednesday, January 30. Volunteers are needed to help support with street outreach conducting the count.

The Glendale Homeless Count attempts to identify the number of homeless persons in the City of Glendale on any given day/night. The current number of homeless persons according to the 2012 point-in-time count is 293. This compares to 412 that were counted in January 2011. Accurate data helps communities to:

- Understand changes in trends among homeless populations;
- Adjust the types of programs and services available according to need and use resources as efficiently as possible;
- Raise public awareness about the issue of homelessness; and
- Measure community progress towards preventing and ending homelessness.

More information can be found here, or by contacting Ivet Samvelyan at (818) 548-3720 or via email.

**Bicycle Detection Devices**



As part of the City's Bicycle Master Plan, Glendale, like several California cities, has been including bicycle detection devices in all traffic signal installations and modification projects. The detection of bicyclists at signalized intersections can improve efficiency, decrease delay to bicyclists, and most importantly, promote safety by assuring that cyclists are provided with sufficient green time to clear the intersections.

In addition, as a part of the Glenoaks Boulevard Signal Modification

GWP immediately at (818) 548-3300.

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

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### LIBRARY, ARTS & CULTURE NEWS



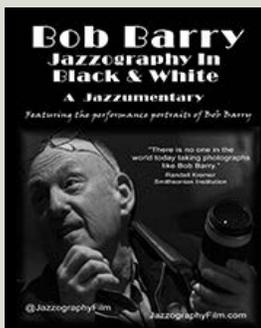
#### Brand Library & Art Center

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 and photos are added almost every week.



#### Yarn Projects from the Heart

Saturday, January 26, 12 pm Meet with other yarn crafters interested in knitting and crocheting for charity at the Montrose-Crescenta Branch Library. This charity has donated over 2,000 hats, scarves, and blankets since 2009! More information can be found [here](#).



project implemented last year, pavement markings for bicycle detection zones were introduced. The markings inform bicyclists where to position their bikes in order to be detected. The design has been incorporated into City standards for all future signal projects.

To report a bicycle detection problem, please call the Public Works Engineering Division at (818) 548-3945.

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### Bicycle Parking Program

As a result of the increasing demand for bicycle parking facilities, as well as the City's goal of promoting cycling, the Public Works Engineering Division started a City-Wide Bicycle Parking Program in August 2011. Since then, over 300 new bicycle parking facilities have been installed along streets, including Glenoaks Boulevard, Brand Boulevard, Broadway, Honolulu Avenue, Colorado Street, and Foothill Boulevard.



Recently, bicycle parking facilities were installed at six schools as part of the City's Safe Routes to Schools Program. The Public Works Engineering Division plans to install bicycle parking facilities for all schools throughout the City and Glendale Community College during next the several months. For more information and to request a bicycle parking facility, please click [here](#) or contact Public Works at (818) 548-3945.

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### Preferential Parking Permits Now Available Online

The City of Glendale currently provides preferential parking on over 100 residential streets throughout the City. Until now, the annual permits were only available to residents by mail or in person at the Civic Center. All permits may now be purchased online with a credit card at [Glendale Parking](#). An added benefit of purchasing online is that temporary permits can be printed immediately until the permanent permit arrives in the mail.

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### Make a New Year's Resolution to Recycle More

The New Year is a perfect time to resolve to increase recyclables in your curbside bin! The City of Glendale's Recycling Program collects a wide variety of items including beverage cartons, flattened cardboard, glass bottles and jars, paper, plastic bags, plastic bottles and containers, metal cans, miscellaneous plastic (non-electric plastic toys, Styrofoam® blocks and peanuts, clean eating utensils),

**Bob Barry: Jazzography In Black & White**

**Saturday, January 26, 2 pm**  
A spectacular concert at the Central Library Auditorium, featuring John Pisano & Barry Zweig, followed by a screening of the festival-nominated documentary about photographer Bob Barry. John Pisano and Barry Zweig are two of the most highly respected jazz guitarists on the LA music scene. More information can be found [here](#).



**The Beer Chicks!**

**Wednesday, January 30, 7 pm**  
The Beer Chicks are Christina Perozzi and Hallie Beaune, and they are at the center of the booming craft beer revolution. Their book, *The Naked Pint*, is a top seller on Amazon, and has schooled craft beer neophytes and beer lovers alike. Their second book, *The Naked Brewer*, offers beer lovers a guide to homebrewing, complete with seasonal recipes and rule-breaking brewing tips. Come meet them at the Central Library Auditorium! More information can be found [here](#).

**Library Holiday Closures**

*Martin Luther King, Jr.*  
CLOSED: Saturday, Sunday & Monday, January 19 - 21

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**CALENDAR**

**January 5 - Everyone Talks About the Weather: An Intro to Meteorology, 9 am - 12 noon**  
Deukmejian Wilderness Park  
3429 Markridge Road  
Lecture/hike; space is limited.  
RSVP to (818) 548-3792.  
*More info [here](#).*

**January 12 - Loading Dock Book Sale, 9 am - 12 noon**  
Central Library Loading Dock  
222 E. Harvard St.  
*More info [here](#).*

**January 21 - Federal Holiday**  
**City offices and libraries CLOSED**

**January 23 - Lecture and Book Signing, 7 pm**  
Central Library Auditorium

and scrap metal.

If you have a usable television, appliance, computer, or other home goods you no longer need, consider donating items to a local nonprofit before throwing these resources into our landfill. Detailed information on accepted recyclables, and for locations to reuse items and recycle electronics, visit [Glendale Recycle](#).

Learn to reduce your waste further by attending a free compost workshop where attendees receive a free home-composting bin and see a worm bin in action! Classes will be held on February 8 and 9. Register by calling the Integrated Waste Management Division by phone at (818) 548-3916 or by [email](#).



**Redevelopment Update**

Last year, the State did away with California's redevelopment agencies in order to divert funding to other uses. Redevelopment agencies were a primary local economic development tool, facilitating investment into underinvested and underutilized areas to stimulate economic activity and growth. Even though the agencies were eliminated, projects already in the works are legally obligated to be completed. Glendale has millions of dollars tied up in these obligations and the City is ensuring that these projects with community benefit are completed.

Since first hearing news that redevelopment agencies would be eliminated, the City has been exploring alternative and creative ways to continue the momentum of economic development in Glendale. Currently, the Economic Development Program is focusing on strategies to address three areas:

1. Growing Glendale's downtown into an "18-hour city," vibrant with workers, shoppers, entertainment seekers, etc., from 7:00 am to 2:00 am.
2. Increasing the occupancy rate of the highest quality office buildings (Class A) to bring more highly-paid workers to Glendale each day, which will, in turn, increase spending and vibrancy.
3. Providing a clear and consistent entitlement process and concierge service to businesses.

The City of Glendale looks forward to keeping Glendale vibrant and fresh and maintaining the momentum of positive growth in the community. Learn more about the [Successor Agency](#) and [Economic Development](#) in Glendale.

222 E. Harvard St.  
Author Art Cobery will present,  
*The Great Crescenta Valley  
Flood: New Year's Day 1934.*  
See story above for more info.

January 26 - Wilderness  
Workday, 8 am - 12 noon  
Deukmejian Wilderness Park  
3429 Markridge Road  
See story above for more info.

January 26 - Yarn Projects  
from the Heart, 12 noon  
Montrose Crescenta Branch  
Library  
2465 Honolulu Ave.  
See story above for more info.

January 30 - Glendale  
Homeless Count  
City-wide effort.  
See story above for volunteer  
opportunities and more info.

January 30 - The Beer  
Chicks!, 7 pm  
Central Library Auditorium  
222 E. Harvard St.  
See story above for more info.



## Montrose Turns 100!

The Montrose community will celebrate its centennial this February. This photo from the Library, Arts & Culture Department's Special Collections shows the familiar curved corner at Honolulu and Verdugo, circa the 1920s.

To learn more about the Montrose area, attend Art Cobery's lecture at the Central Library on January 23 where he will discuss his new book, *The Great Crescenta Valley Flood: New Year's Day 1934*. More information can be found [here](#).

## 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.