



JUNE 2013

**MESSAGE FROM  
SCOTT OCHOA**



*Glendale City Manager*

The City Council held four Fiscal Year (FY) 2013-14 Budget Study Sessions in May. The primary takeaway was that, despite the State of California's and the general economy's best efforts, Glendale is finding ways to thrive in the wake of the Great Recession. This is not by accident, but rather through vision, leadership, patience and discipline.

The City Council adheres to its "Council Priorities:" the basic policy planks that guide all of our program efforts. They are:

*--Fiscal Responsibility: We must be structurally balanced, realistic in our assumptions and prudent in our expenditures.*

*--Exceptional Customer Service: We must be empathetic problem solvers, exhibiting respect and a sincere desire to aid our residents and customers.*

*--Safe & Healthy Community: Protection of life and property is a foundational mission for this organization. We will offer assistance to anyone in need, and do so with respect and dignity.*



**MYGLENDALE**

**Download the App Today!**

It's now easier and faster than ever to report an issue or problem in Glendale. Download the free **MyGlendale** app on your Smartphone, take a picture of the issue you encounter, describe the issue using a drop down menu, and click send. The GPS on your phone notifies the City where the picture was taken. Once submitted, a work order is generated and the task is scheduled for repair. You can check back to see the progress and when the issue was resolved. It's that simple to keep Glendale beautiful.

**Issues you can report include:**

- Abandoned vehicles and shopping carts
- Animal services
- Building code violations
- Flooding
- Graffiti
- Homeless nuisance
- Illegal dumping/trash
- Illegal signs
- Overgrown brush and trees
- Potholes
- Sidewalks that are broken, cracked, or need cleaning
- Street lights and signs (broken, need replacing)
- Trees that are dying or pose a danger
- Trash removal and broken cans/bins
- Water leaks

--Economic Vibrancy: *This is our business plan, to attract investment and grow new revenue and opportunities for Glendale.*

--Infrastructure & Mobility: *Public infrastructure in all its forms is part of our legacy and part of the public trust; we must find ways to improve it for Glendale's next generation of leaders.*

--Informed & Engaged Community: *An informed public makes better policy. We will combat cynicism with knowledge and we will combat apathy with a genuine desire to listen.*

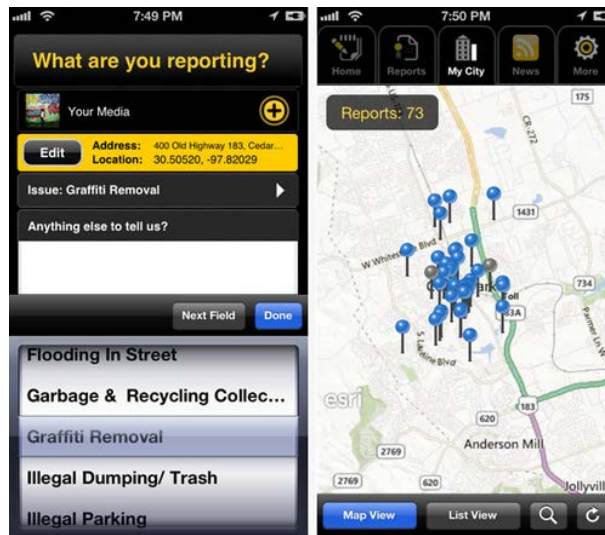
--Balanced, Quality Housing: *Ensuring safe, sanitary and decent housing is elemental to building an engaged citizenry. At the same time, we will ensure that neighborhoods are protected and their quality of life is unimpeded.*

--Community Services & Facilities: *Offering safe, clean and interesting opportunities for our residents to recreate and relax is important to their health and well-being.*

--Arts & Culture: *We value the whole person, and we hope to inspire our residents and businesses with thoughtful investments in the arts and cultural efforts.*

--Environmental Sustainability: *Preserving natural resources may be a global endeavor, but Glendale will act locally to adopt progressive yet practical policies to protect our planet.*

These Priorities form the basis of the departmental Strategic Goals. These goals (only a handful per department) are essentially outcomes that further the organization's satisfaction of the Council's Priorities. Yet such important objectives do not alone tell the whole story of the City's operations over the course of the year. The daily grind of filling potholes, writing traffic citations, checking out library books and maintaining parks are outputs that must be managed and measured to ensure that Glendale residents and businesses receive value for the taxes, fees and charges they



Screenshots of the MyGlendale app as they appear on a smartphone; the screen to the left shows how to select a problem to report, and the screen to the right shows a pin-dot map of the locations of reported issues.



Your Trusted Community Utility

## 2013-2018 Electric Rates

As the community's municipal electric and water utility for more than 100 years, Glendale Water & Power exists to serve its customers and the community by providing reliable electric and water service. That means making decisions and investments that focus on the best interest of its customers, including preparing to meet energy challenges of the future and protecting the environment. Beginning in 2013, GWP is proposing increases to its electricity rates. These increases are proposed to be phased in over five years to focus on:

- Aligning pricing with the true cost of providing service to residential and commercial customers while promoting better energy consumption decisions;
- Smart and timely investments in renewable energy to meet state mandates, which are more expensive; and
- Upgrading and modernizing our infrastructure for continued reliability and reduced outages.

GWP looks forward to engaging its residential and business communities through a series of interactive public meetings. The decision to raise rates does not come easily, but to best serve customers, GWP maintains a long-term perspective and strategy. Below are dates and locations of the upcoming public meetings:

Wednesday, June 5, 7:00 - 8:30 pm  
Dunsmore Park Community Room  
4700 Dunsmore Ave., 91214

Thursday, June 6, 7:00 - 8:30 pm  
Sparr Heights Community Center  
1613 Glencoe Way, 91208

Wednesday, June 12, 7:00 - 8:30 pm  
Glendale Police Department, Community Room

pay. This cascading relationship between Priorities, Strategic Goals and Key Performance Indicators (KPI) represent the qualitative side of City of Glendale's ledger; the quantitative side is the financial health and well-being of our organization. In our budget process, we endeavor to match these two indices together to offer a service level that is unparalleled in our region.

I am pleased and proud to state that Glendale is on track to adopt a balanced budget for FY 2013-14—pleased, because after cutting and restructuring so dramatically over the last several years, it is a relief to be able to see a light at the end of the tunnel; proud, because our employees have executed so very well despite a litany of challenges, distractions and pitfalls. Indeed, Glendale has led the way in the areas of pension reform and compensation reform in order to help ensure that operating costs do not crowd out service provision to the community. In consideration of goal attainment and our KPIs, it appears that we really have not skipped a beat operationally. Again, this doesn't happen by accident—it is a reflection of our employees' professionalism and dedication to the people they serve. I can hardly be more proud of and grateful for their hustle and focus, and I thank them all.

All this said, however, we are not without challenges. The State of California continues to hold hostage local economic development resources without any hint of a plan to try and put people back to work while simultaneously layering more unfunded mandates upon cities in the critically important arenas of public safety and environmental preservation. And while it is a sad truth that we actually expect the State to undermine our efforts, a more systemic threat emanates from within. As the impact of the Recession ebbs and economic vitality creeps back into a more normalized growth pattern, the temptation to return to a pre-Great Recession paradigm represents perhaps the greatest challenge to our continued progress. Restoration of previous benefit standards and cost structures will effectively undo all of the progress that has been made over the last years.

Naturally, the definition of "progress" in this context is a thorny issue. Does having less

131 N. Isabel St., 91206

**Thursday, June 13, 7:00 - 8:30 pm**  
 Boy Scouts of America  
 1325 Grandview Ave., 91201

**Wednesday, June 26, 7:00 - 8:30 pm**  
 Glendale Youth Center  
 211 W. Chestnut St., Suite 302, 91204

**Thursday, June 27, 7:00 - 8:30 pm**  
 Pacific Edison Community Center  
 501 S. Pacific Ave., 91204

For the most up-to-date meeting and proposed rate increase information, visit the [GWP website](#). Meeting locations, dates, and/or times are subject to change at any time; please call (818) 548-4828 or check the GWP website for changes. Those who can't attend a community meeting can still ask questions by emailing [GWPratequestion@ci.glendale.ca.us](mailto:GWPratequestion@ci.glendale.ca.us). GWP will post the question and answer on their website's Frequently Asked Questions (FAQ) page (names will not be used). Link directly to a Google Maps page that contains all community meeting information [here](#).



## Plastic Carryout Bag Ban Glendale Ordinance Goes into Effect July 1st

The City of Glendale recently adopted an ordinance banning plastic carryout bags and imposing a ten (10) cent charge on recyclable paper carryout bags. **Beginning July 1, 2013, plastic carryout bags will no longer be available** at farmers markets, larger grocers, and food marts with gross annual sales of \$2 million or more, and at stores of at least 10,000 square feet of retail space that have a licensed pharmacy. Shoppers are encouraged to bring reusable bags, or will be charged ten (10) cents for each recyclable paper carryout bag (some exceptions exist). Complete details and frequently asked questions can be found [here](#), or contact the Public Works Department at (818) 548-3900.

**Reusable bags are available for purchase** at the Public Works Administration Office, 633 E. Broadway, Room 209, or at the Ginger Bremberg Integrated Waste Management Facility, 548 W. Chevy Chase Drive in Glendale. Individuals may purchase up to ten (10) bags maximum per person for 50 cents each.

## Apply to Become a Board or Commission Member

With the recent reorganization of the City Council, there are a number of vacancies on nearly all boards and commissions in the City of Glendale that require immediate appointments. Serving on a board or commission is a great way to give back to the community and learn more about City government and various departmental operations. Appointees must be registered voters in the City of

truly represent "progress?" If you understand that what used to exist was unsustainable, then I would argue "yes." If you understand that such cost structures inflated over the last two decades beyond what they had been over the last two generations, then I would again argue "yes". Does this mean that our employees—who, again, perform exceptionally well—should not reap the rewards of jobs well done, new value creation and new economic opportunity? Of course not. It only means that we need to find more sustainable methods and models that will allow us to better anticipate and control costs; we need to better align rewards and incentives with achievement and execution; and we must be disciplined and honest about the realities we face. In reality, this is no easy task. If it were, someone would have written a bestselling management book about it by now and made a mint. Thus, we must work and reason together to find solutions that respect the wide array of interests.

The FY 2013-14 budget is our new baseline, our new reality. Where we go from here is entirely up to us—from policymakers to community members to employees to customers. That said, I have faith in the City's abilities to find lasting and equitable solutions...after all, we are Glendale.

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**Economic Indicators**

As of data available April 30, 2013, economic indicators for the City of Glendale show marked improvement over last year.

Glendale 2012 sales tax revenues increased 5.6% over 2011. New Vehicles (12.1% increase), Building and Construction (8.8% increase), and Restaurants (5.1% increase) were the categories that drove growth.

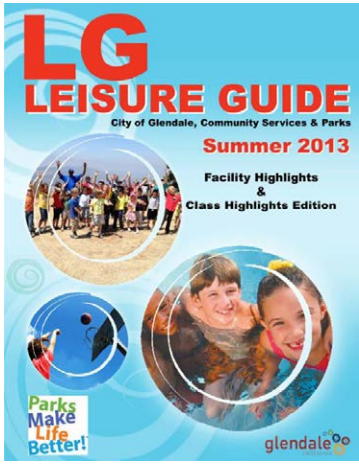
The median selling price of homes in Glendale was \$481,000 in March 2013, a 25% jump over the prior March. Glendale's median residential rent, \$2,534 per month, was the highest in the Burbank-Glendale-Pasadena tri-city area.

As of March 2013, Glendale unemployment was at 8.6%, outperforming LA County, whose

Glendale and serve in a volunteer capacity. Those interested in serving on a board or commission are encouraged to obtain an application from the office of the City Clerk.

A full list of the boards and commissions is available [here](#), and includes a description of the duties and requirements for each body. Applications should be turned in as soon as possible, as City Council is scheduled to make nominations by June 18. For more information about the process or to check on the status of an application, please contact Michael Dunn, Secretary to the City Clerk, via [email](#) or call (818) 548-2090.

**PARKS MAKE LIFE BETTER**



**2013 Summer Leisure Guide**

The Summer Leisure Guide is now available. Sign up for aquatics, day camps, classes, and more [here](#).

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**Grand Opening of Mountain Do & Catalina Verdugo Trails**

Community Services & Parks is excited to announce the grand opening of two new trails in Glendale: Mountain Do and Catalina Verdugo. The Mountain Do Trail is a 0.75 mile long fully accessible, decomposed granite path around the Glendale Sports Complex. The trail has three bridges and two rest areas that contain benches, tables, interpretive signs, and fitness equipment.



*Fitness equipment along the Mountain Do Trail.*

The Catalina Verdugo Trail is a 2 mile long multi-use, natural surfaced path in the San Rafael Hills that circles the entire Glendale

unemployment was at 9.9%. Healthcare represented the largest group of employees in the City of Glendale at 14,000, followed by Retail at 9,500, and Manufacturing at 7,500.

As of April 2013, Class A office vacancy has contracted to 19.2% as office users discover that Glendale rents are more affordable. Total Retail property vacancy remained steady at 4.3%, and Industrial vacancy was all but non-existent at 1.5%.

[Click here](#) to view the most current data available.

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**LIBRARY, ARTS & CULTURE NEWS**



**Reading is So Delicious!**

Check out the Summer Reading Program for ALL AGES through July 20, at all library locations. Kids, teens, and adults can read books throughout the summer and win prizes sponsored by the Friends of the Library.

Special Summer Reading events include:

- Animal Magic with John Abrams
- Buster Balloon
- Fantastic Patrick
- Ringmaster Rusty B. Runs Away to Join the Circus

Visit a Library, Arts & Culture location, download a Family Events [flyer](#), or visit the [website](#) for more information.

**GLENDALE2GO!**

Save time with the Glendale Public 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 page, City of Glendale Twitter feed,

Sports Complex. This trail contains interpretive panels, benches at overlook points, and a link to the Ridge Motorway.



*A view from the Catalina Verdugo Trail.*

More information on the grand opening can be found [here](#). Detailed information about both projects can also be found by visiting [Mountain Do Trail](#) & [Catalina Verdugo Trail](#).

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**Grand Opening of Indoor Soccer Rink  
Saturday, June 8**

Community Services & Parks would like to invite the community to the grand opening of the Indoor Soccer Rink at the Glendale Civic Auditorium. The grand opening will be held **Saturday June 8, from 11:00 am - 1:00 pm**. There will be exhibition games, free hot dogs, popcorn, and drinks.

Starting June 1st, the Indoor Soccer Rink will be available for field time and reservations based on availability. Admission to the opening and parking are free. Attendees are encouraged to park in the parking structure off Verdugo Road.

For more information, please call Lara Dalyan at (818) 548-2787 or Onnig Bulanikian at (818) 548-3248.



*Indoor soccer rink set up.*

and more!

Find the app via your Android or Apple app stores, or access it [here](#).



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### CALENDAR

**June 4 - Glendale College Chamber Music Ensembles, 7:30 pm**  
Central Library Auditorium  
222 E. Harvard St.  
Chamber Music at Glendale College consists of small groups of two to four players, in various combinations of instruments.  
*More info [here](#).*

**June 5 - Animal Magic with John Abrams, 6:30 pm**  
Casa Verdugo Library  
1151 N. Brand Blvd.  
*See story above for more info.*

**June 5 - GWP Community Meeting, 7:00-8:30 pm**  
Dunsmore Park Community Room  
4700 Dunsmore Ave.  
Come hear about the proposed electric rate increase.  
*See story above for more info.*

**June 5 - Photographic Journey to Armenia and Karabakh, 7:00 pm**  
Central Library Auditorium  
222 E. Harvard St.  
Author-photographer Matthew Karanian will speak about his book *Armenia and Karabakh: the Stone Garden Travel Guide*.  
*More info [here](#).*

**June 6 - Teen Movie: Beautiful Creatures, 2:00 pm**  
Central Library Auditorium  
222 E. Harvard St.  
*More info [here](#).*

**June 6 - GWP Community**



## Mandatory Commercial Recycling

Assembly Bill (AB) 341, which went into effect last year, requires all California businesses generating four (4) or more cubic yards each week of commercial solid waste to recycle. Multi-family residential dwellings with five (5) or more units must also recycle. Each property must comply by:

1. Separating recyclables from the trash and taking them to a recycling center;
2. Subscribing to the collection of recyclables by a permitted hauler; or
3. Subscribing to services (with comparable results to 1 or 2) with a permitted hauler who collects all waste in one bin and separates recyclable from the trash offsite.

Please contact your waste hauler for further details. For more information on Assembly Bill 341, please visit [Glendale Recycle](#).

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## New Compressed Natural Gas Vehicles

Be on the lookout for new Compressed Natural Gas (CNG) refuse vehicles and street sweepers in your neighborhood. The Public Works Integrated Waste Management Division recently purchased CNG vehicles with partial funding from the South Coast Air Quality Management District. These vehicles enhance Glendale's air quality, replace aging fleet, and improve driver efficiency and fleet uniformity. Fifty-one percent of the City of Glendale's Integrated Waste Management fleet runs on CNG.



*Residents are likely to see this Autocar Wayne Curbtender with 31 cubic yards capacity in residential areas.*

## West Nile Virus Detected in Los Angeles County

The West Nile Virus was recently detected in Los Angeles County for the first time this year. The West Nile Virus, which is transmitted to people from infected mosquitoes, can result in serious illness for some people. The City of Glendale urges residents to take the following precautions to protect themselves from being infected:

- Remove and standing water on your property;
- Properly maintain swimming pools;
- Repair all screen windows and doors on your house;

**Meeting, 7:00-8:30 pm**  
 Sparr Heights Community Center  
 1613 Glencoe Way  
 Come hear about the proposed electric rate increase.  
*See story above for more info.*

**June 8 - Loading Dock Book Sale, 9:00 am - 12:00 pm**  
 Central Library Loading Dock  
 222 E. Harvard St.  
 The Friends of the Library raise money to support Library programs and collections.  
*More info [here](#).*

**June 8 - Grand Opening of Indoor Soccer Rink, 11:00 am**  
 Civic Auditorium  
 1401 N. Verdugo Rd.  
*See story above for more info.*

**June 11 - All Library Locations Closed for Library, Arts & Culture Department's Development Day**

**June 12, GWP Community Meeting, 7:00-8:30 pm**  
 Glendale Police Department  
 131 N. Isabel St.  
 Come hear about the proposed electric rate increase.  
*See story above for more info.*

**June 13 - Spanish Book Club/ Club de Lectura en Español, 6:30-8:00 pm**  
 Central Library  
 222 E. Harvard St.  
*More info [here](#).*

**June 13 - GWP Community Meeting, 7:00-8:30 pm**  
 Boy Scouts of America  
 1325 Grandview Ave.  
 Come hear about the proposed electric rate increase.  
*See story above for more info.*

**June 14 - Compost Workshop, 8:00-9:00 am**  
 Learn to turn food scraps and yard trimmings into a valuable soil amendment.  
*Registration and more information available [here](#).*

**June 15 - Wilderness Workday, 8:00 am-12:00 pm**  
 Deukmejian Wilderness Park  
 3429 Markridge Rd.  
 Join the monthly workday crew as they water the young trees and continue to assault the weeds in the park.  
*More info [here](#).*

**June 15 - Coffee with GWP, 12:00-2:00 pm**  
 Maple Park  
 820 E. Maple Ave.  
 Join GWP for informal discussions on the proposed electric rate increase. Staff will be available to assist customers who bring their GWP bills with a rate calculator.  
*More info [here](#).*

- Stay indoors at dawn and dusk when mosquitoes are most active; and
- Use mosquito repellent and/or protective clothing when going outdoors.

Glendale residents can assist with West Nile Virus monitoring by reporting dead birds to the toll-free hotline (877) WNV-BIRD. In addition, free mosquito fish can be obtained from the Greater Los Angeles County Vector Control District. Call (562) 944-9656 for more information.

The City of Glendale presents  
 The 20th Annual  
**Cruise Night**  
 Glendale's blast to the past!  
**Saturday, July 20, 2013**  
 5:30 p.m. to 10:30 p.m.  
 Brand Boulevard - In the heart of Glendale

Bring your family and enjoy an evening of spectacular classic cars, and community displays.  
 Restaurants and stores will be open for business.  
 This event is for all ages and admission is FREE!

For more information, call (818) 548-6464, or visit [www.glendalecruisenight.com](http://www.glendalecruisenight.com).

## Glendale Litter Index

### Litter Survey: Volunteers Needed

Each year volunteers conduct a survey of the entire City to assess the presence of litter in our community. This year's survey is set for Thursday, June 20, and volunteers are needed to help. Participants and volunteers are teamed up with City staff, trained, and driven throughout various pre-designated routes to conduct the litter survey in residential neighborhoods, business districts, industrial zones, and freeway on and off-ramps.

Visit [Clean Up Glendale](#) to learn more about the program and the litter scoring system, or to find out how your neighborhood scored in 2012. Please contact Katrin Madatian at (818) 551-3098 or by [email](#) to volunteer for this year's survey or to obtain more information.

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### 25th Anniversary of Great American Clean Up

Approximately 200 volunteers participated in the Great American Clean Up on Saturday, May 18. This year marked the 25th Anniversary of Glendale's [Great American Clean Up](#), which started in 1988 as Glendale's Great Graffiti Paint Out and Community Clean Up Day. This community service event was developed to engage the community in addressing the problem of graffiti throughout the City. [Read more.](#)

**June 15 - Buster Balloon, 3:00 pm**  
Chevy Chase Library  
3301 E. Chevy Chase Dr.  
*See story above for more info.*

**June 18 - Fantastic Patrick**  
Montrose Library  
2465 Honolulu Ave.  
*See story above for more info.*

**June 22 - Yarn Projects from the Heart, 12:00 pm**  
Montrose Library  
2465 Honolulu Ave.  
Meet with other yarn crafters interested in knitting and crocheting for charity.  
*More info [here](#).*

**June 22 - Coffee with GWP, 12:00-2:00 pm**  
Wilson Mini Park  
1101 E. Wilson Ave.  
Join GWP for informal discussions on the proposed electric rate increase. Staff will be available to assist customers who bring their GWP bills with a rate calculator.  
*More info [here](#).*

**June 22 - Ringmaster Rusty B. Runs Away to Join the Circus, 2:00 pm**  
Central Library  
222 E. Harvard St.  
*See story above for more info.*

**June 24 - Adult Book Club, 6:15 pm**  
Montrose Library  
2465 Honolulu Ave.  
Club will discuss *The Other Boleyn Girl*, by Philippa Gregory.  
*More info [here](#).*

**June 24 - Animal Magic with John Abrams, 7:00 pm**  
Library Connection @ Adams Square  
1100 E. Chevy Chase Dr.  
*See story above for more info.*

**June 26 - GWP Community Meeting, 7:00-8:30 pm**  
Glendale Youth Center  
211 W. Chestnut St., Suite 302  
Come hear about the proposed electric rate increase.  
*See story above for more info.*

**June 26 - Maggie McClure in Concert, 7:00 pm**  
Central Library Auditorium  
222 E. Harvard St.  
Singer/songwriter Maggie McClure performs with special guest Shane Henry. McClure's songs can be heard on popular MTV television shows.  
*More info [here](#).*

**June 27 - GWP Community Meeting, 7:00-8:30 pm**  
Pacific Edison Community Center



*A volunteer rakes debris at the 2013 Great American Clean Up.*

## Help the Glendale Fire Department Reduce the Risk of Brush Fires



*A photo from the Wilson Terrace Fire on May 3, 2013.*

Every year, California experiences wildland fires that burn acres of land, displace families, and endanger the lives of firefighters. There are a number of areas within the City of Glendale that are considered to be high fire hazard severity zones. The Glendale Fire Department (GFD) partners with mutual aid agencies, such as Burbank and Pasadena, to conduct drills which aim to improve communications, establish unified command, and practice brush fire tactical operations because of a unique understanding of the terrain. Wildland fire training and exercises are critical to the safety of the firefighters and enhance GFD's ability to protect the residents of Glendale, especially during summer months with low precipitation and extremely dry fuel.

The GFD asks that residents maintain proper brush clearances, remove any dead trees, and follow all brush clearance standards. Residents can accomplish this and, at the same time, invest in Glendale's youth by hiring the Glendale Youth Alliance to perform brush clearance and general labor tasks at reasonable prices with quality work. For more information on how to hire youth workers or for a free estimate, please call (818) 548-3727. **For more information on brush clearance, please visit [Brush Clearance](#) or call (818) 548-6404.**



**Glendale City Golf Championship**

Presented by the Local Choice® Insurance Agents

**Save the Date for the 2nd Annual Glendale City Golf Championship**



501 S. Pacific Ave.  
Come hear about the proposed  
electric rate increase.  
See story above for more info.

- July 25 @ Scholl Canyon Golf Course
- July 29 @ Oakmont Country Club

Details to follow next month. For more information on the event and to register, please visit [Glendale Golf Championship](#).



An overhead shot of the performance held on May 19, 2013.

## Clump & Whistle

Glendale's Municipal Services Building (MSB) on the corner of Glendale and Broadway was the perfect "stage" for a participatory art performance by Machine Project, held as part of the Getty Foundation's *Pacific Standard Time Presents: Modern Architecture in LA*. The group selected the MSB as the performance location to highlight the building's modern architecture, which is widely recognized throughout the region for its futurist concrete structure supported by four pylons.

### **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)

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