



NOVEMBER 2012

MESSAGE FROM SCOTT OCHOA



Glendale City Manager

With November comes the end of the first quarter and the regular reporting to the City Council on the progress we've made in achieving a structural balance with our fiscal year (FY) 2012-13 budget. As you may recall, earlier this spring the City Council faced a \$15.4 million general fund deficit for the fiscal year beginning July 1, 2012. In a vacuum, cutting \$15.4 million from a general fund budget in excess of \$165 million doesn't seem like a potentially crippling blow. In the context of previous years' cuts, however, these cuts were extremely difficult.

For example, the more than \$20 million in general fund cuts over the last two years focused on deferring capital replacement and reducing maintenance & operations expenses. Consider, however, that the City of Glendale is a service-delivery organization—the bulk of our general fund costs are people: police officers, firefighters/paramedics, librarians, gardeners and clerks. Making significant reductions in staffing is the only way that we are going to be able to achieve real and needed savings. Now some might argue that rather than



Attention Glendale Voters!

A Message from the City Clerk
Ardashes "Ardy" Kassakhian

Mark your calendars: **Tuesday, November 6** is Election Day and Americans in every state will be going to the polls to vote. Polls will be open from 7:00 am to 8:00 pm all across Glendale for residents to get out and vote. For the most up to date information regarding the November General Election please visit the Los Angeles County Registrar of Voters' website at www.LAVOTE.net. Here you can verify registration status, download a sample ballot, and find out other useful information about this election.

IMPORTANT NOTE: Because the November Election is being conducted by the County of Los Angeles, polling locations may be different from that of local municipal elections in Glendale. Please check the location printed on your sample ballot or type in your address [here](#) to find your polling place.

For any other questions regarding the November Election, you may call the LA County Registrar of Voters at (800) 815-2666. Thank you and remember--your vote is your voice. Make sure it's heard!

Winter Storm Preparation

reduce staffing and services, we should instead make each employee marginally less expensive by cutting salary and benefits. Certainly, this is a logical response—indeed, it makes so much sense that it has already been implemented: over the last several years, the City has frozen salaries and negotiated significant givebacks from all but one of its employee unions. To their great credit, those unions that have worked with the City to reduce costs focused on “service” over “self.” At this point, Glendale employees pay a much greater portion of the cost of their own employment than counterparts in other cities. Their salaries are generally on par or lower than those in other cities; yet, to my thinking, their level of service is far in excess of those in other cities.

Despite these concessions, the deficit—prolonged by the lackluster economy and severely worsened by the State of California’s myopic dissolution of redevelopment—demanded reductions in staffing.

In July 2011, there were 1,873 full-time equivalent positions (FTE) budgeted for the City. By February 2012, that number was pared down to 1,842. By September 2012, that number dropped to 1,631; and by mid-November that number will be approximately 1,595. It has been nearly twenty years since the City of Glendale operated with so few FTEs. This is especially noteworthy considering that we have added and increased service levels considerably since that time.

Still, however, the City Council has been reluctant to cut service levels—or expectations for exceptional customer service. To the contrary, the Council and staff have accepted this reality as a challenge. Can we sustain service if we restructure? Can we refine and streamline operations, approvals and requirements such that we can sustain our “organizational velocity?” We have approached FY 2012-13 and FY 2013-14 as our “evaluation year” and our “new



With fall and winter weather conditions approaching, the need to prepare for excess rainfall, land erosion, and possible flooding has come upon the residents of Glendale. To prepare for these potential threats, clean out rain gutters to prevent rain build up and damage to roofs.

Residents are encouraged to utilize sandbags to prevent rain damage to their homes. **All Glendale Fire Stations have supplies of burlap bags available to the public at no cost.** Sandbags can also be found at the Glendale Public Works Yard, 541 W. Chevy Chase Drive. The City of Glendale does not provide the sand to fill the bags.

For additional resources and instructions on how to fill the sandbags, please visit the [Glendale Fire Department](#).



Glendale's Free Mulch Program

Now Available Through November

Fall is a great time to add a layer of mulch to landscape. Mulch suppresses weeds, holds moisture, and supplies nutrients to the soil. The City of Glendale is offering **free mulch**, a product of the City's tree trimming operations.

The Free Mulch Program converts unusable green material into a valuable resource. Residents may **pick up loads of tree trimming mulch from Brand Park**, located at 1601 W. Mountain Street, using their own vehicles and tools. For more information, please call Public Works Maintenance Services at (818) 548-3950.

PARKS MAKE LIFE BETTER

baseline year," respectively. That is, we will measure how well we perform under the circumstances this year, and then recalibrate to the "new normal" in FY 2013-14 and beyond.

Which brings me back to November and the end of the first quarter. This month we will evaluate our first quarter results; we will get the first glimpse of our performance with a reduced staff and increased expectations. Using a battery of strategic goals and key performance indicators, I have encouraged our employees to embrace the challenge and study the outcomes and outputs. After all, we are what our scorecard says we are. Appreciating this reality—indeed this truth—is the first step in cultivating the new and ongoing level of service we will provide and refining the value proposition we will offer to our residents, businesses and stakeholders.

Thanksgiving Food Drive

Through November 16



The Human Services Section of the Community Services and Parks Department is asking for the community's help with a Thanksgiving Food Drive.

Please help feed a homebound senior this Thanksgiving by dropping off a non-perishable food item to donation boxes located throughout the Glendale Civic Center at City Hall, the Municipal Services Building, and the Perkins Building.

Items items to donate include:

- Canned foods: meats, vegetables, fruits, soups, beans, chili
- Dry foods: cereals, powdered milk, pastas,



Maple Park Site Improvement Project Community Meeting: Wednesday, November 7

Please join Parks staff for a **community meeting** to provide ideas on site improvements at Maple Park. The meeting will be held on **Wednesday, November 7, from 7:00 to 9:00 pm** at the Maple Park Community Center, Meeting Room #2, located at 820 E. Maple Street. Conceptual plans are in place, but staff would like input as to what elements the community would like to see improve at the park.

For questions about this meeting, please call Adrine Golnazarian, Project Manager at (818) 548-2824.

Glendale Narrows Riverwalk Project Update

The Glendale Narrows Riverwalk, located on the north bank of the Los Angeles River across from Griffith Park, is part of a long-term, region-wide effort to create a riparian parkway and wildlife corridor along the Los Angeles River. Glendale staff coordinated extensively with numerous other cities and agencies on the development of the Los Angeles River Revitalization Master Plan to restore riparian character and natural ecosystems to the river.

Phase I of the project includes two small parks, an equestrian facility, a public art project, and half-mile of recreational trail. Phase I is scheduled to open early to mid-December of this year. Information about the grand opening for Phase I of the Riverwalk Project will be provided in the next edition of City Connection.

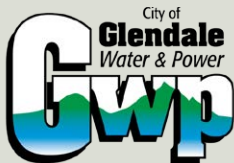
Phase II of the project, slated for construction next year, will continue the recreational trail eastward and will include an additional park, a river overlook, and a gated entry area. Phase III, the final phase for the project, envisions a bridge from the Riverwalk across the river into Griffith Park, providing an opportunity for Glendale residents to access the largest urban park in the county, and providing Los Angeles residents a gateway to all that Glendale has to offer.



The spillway and flood gates along the Los Angeles River have been incorporated into the Riverwalk public art project. The flood gate wing walls show an egret rising over a symbolic representation of the river.

- rice, mashed potato mix
- Liquids: fruit and vegetable juices
- Other items: vacuum-packed salmon/tuna, dried fruits, peanut butter, jelly, nutrition bars

For more information, please call (818) 548-3775.



Your Trusted Community Utility

Play-Learn-Win Challenge

Glendale Water & Power customers can participate in the new Play-Learn-Win Challenge to win rewards and save money on their utility bill. By joining this special program, customers will have the opportunity to answer contest questions that provide tips for saving money and energy, along with a chance at winning a bill discount.

Downloadable game applications will be available on the GWP website mid-November. Email vavetisian@ci.glendale.ca.us to request more information about the Play-Learn-Win Challenge. Get in the game and win!

LIBRARY, ARTS & CULTURE NEWS



LA Opera Talk: Opera and the Silver Screen

Join the LA Opera Speakers Bureau at 2:00 pm on Saturday, November 17, at the Central Library Auditorium (222 E. Harvard Street) for a brief retrospective of silent films that used operatic plots and musical themes in their piano scores. Visit [Opera Talks](#) for more information.



Blue heron in the Los Angeles River adjacent to the Riverwalk site. The river channel has a soft bottom in this area with dense vegetation and a wide variety of bird species.

Third Annual Glendale Health Festival

Saturday, November 3, 10 am - 3 pm

The Armenian American Medical Society (AAMS), along with many local community partners, presents the Third Annual Glendale Health Festival on Saturday, November 3, from 10:00 am to 3:00 pm, at the Pacific Community Center, 501 S. Pacific Avenue.

Members of the community can receive FREE services, such as:

- Flu shots
- Blood work
- Cancer screenings
- Medical consultations
- Dental and eye exams

Health care information will also be provided at this event, along with free food and entertainment. More details can be found on the [AAMS website](#).

LOCK IT, HIDE IT, KEEP IT



As we approach the holiday season and gift purchasing ensues, the

Library Holiday Closures

Veteran's Day

CLOSED: Saturday, Sunday and Monday, November 10 - 12

Thanksgiving

CLOSED: Wednesday, November 21, at 5:00 pm

CLOSED: Thursday, Friday, Saturday, and Sunday,

November 22 - 25

CALENDAR

November 3 - Glendale Health Festival, 10 am - 3 pm
Pacific Community Center
501 S. Pacific Ave.
See story above for more info.

November 3 - Seeley Studios Art Walk, 3-9 pm
Seeley Studios
1800 S. Brand Blvd.
More info [here](#).

November 7 - Maple Park Community Meeting, 7 - 9 pm
Maple Park Community Center
820 E. Maple St.
See story above for more info.

November 7 - Lecture and Book Signing, 7:00 pm
Central Library Auditorium
222 E. Harvard Street
Author Dr. Peter Dreier will present *The 100 Greatest Americans of the 20th Century*.
More info [here](#).

November 8 - Fair Housing Workshop, 5:30 - 7:30 pm
Pacific Community Center
501 S. Pacific Ave.
See [flyer](#) for more info.

November 8 - Lecture and Book Signing, 7:00 pm
Central Library Auditorium
222 E. Harvard Street
Author Roger Kupelian will present *East of Byzantium: War Lords*. *More info [here](#).*

November 12 - Federal Holiday - City offices and libraries CLOSED

November 14 - Taste of the Foothills, 5:30-7:30 pm
Marketplace Shopping Center
2629 Foothill Blvd, La Crescenta
More info [here](#).

November 15 - One Book/One Glendale for Younger Readers, 7:00 pm
Central Library Auditorium
222 E. Harvard Street
Author Wendelin Van Draanen will present *Flipped*. *More info [here](#).*

November 22 & 23 - Federal Holiday - City offices and libraries CLOSED

Glendale Police Department would like to remind everyone to **LOCK IT, HIDE IT, KEEP IT**. Glendale is a prime shopping destination with the Americana, Galleria, downtown merchants, Montrose Shopping Park, and many other destinations. When making holiday purchases, avoid leaving them in the car; if items must be stored in the vehicle, hide purchases in the trunk so they are out of sight, and make sure to park in well-lit areas to deter would-be thieves.

Please keep these tips in mind when shopping this holiday season:

- **LOCK** vehicle doors. *This should go without saying, but there are many people who do not lock their doors. Thieves are known to walk along streets checking car doors in order to take valuables from cars left unlocked.*
- **HIDE** GPS navigation systems and stands. *Leaving the stand while hiding the actual device in the glove box is an invitation for thieves to look for it.*
- **KEEP** driver's licenses and other identifying materials in wallets or purses, not in the car. *Potential thieves who burglarize vehicles may use that information to steal identities. In the event of vehicular theft, it is important to have the license plate number on hand so police can help locate the vehicle.*



Glendale Dodger Night Recap

The Inaugural Glendale Dodger Night took place on Friday, September 28 at Dodger Stadium. The LA Dodgers beat the Colorado Rockies, 8-0, and celebrated Tommy Lasorda's birthday! Fans walked onto the field after the game to enjoy the Dodgers' spectacular Friday Night Fireworks Show.

There was great turn out for a first year event. With the sale of close to 500 tickets, the Glendale Parks & Open Space Foundation was able to raise over \$3,000. Profits will help the Foundation continue its mission to support park projects, recreation programs, along with trails and open space activities. We look forward to next year's event. Hope to see you at the ballgame!



Early Glendale and Tropico

Explore a collection of rare illustrated promotional booklets online at the [Glendale Library's Special Collections](#). Dating from the early 1900s, these booster materials present a snapshot of the culture and spirit of the early Glendale and Tropico communities, celebrating their unique civic, commercial, and artistic characteristics. Of particular interest are the photographs of Edward Weston, who opened his first photography studio in Tropico in the 1910s.

STAY CONNECTED!

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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 or (818) 548-4844.