



April 2015

MESSAGE FROM  
SCOTT OCHOA



Glendale City Manager

Part of protecting the public trust and treasury is demonstrating value for the tax and fee dollars paid to the City of Glendale. In my experience, folks generally don't mind paying for municipal services so long as they can understand where the funding goes, how it contributes to the overall benefit of the community, and that the amounts are consistent with the realities of the market.

Disclosing this information consistently and accurately to the community is central to the concept of government transparency. Yet to an even greater degree, the City of Glendale's commitment to transparency and giving context to the value of municipal services is profiled by the manner in which all of this information is disclosed. That is, we believe that it is not sufficient to simply do a "data dump" and expect laypeople to distinguish between salient, important information and filler. Making information useful means giving it a context and "slicing and dicing" the information into different frames and filters. It means explaining how various performance indicators tell a

Glendale *On The Move*



GTV6's newest episode of *On The Move* is now available! In this episode, check out all of the water and electrical upgrades completed, or in the works, by Glendale Water & Power, see what major infrastructure improvements Public Works has been engineering, check out the Glendale Police Department's Project Lifesaver program, learn about upcoming commemorative events in remembrance of the Armenian Genocide's 100th year, and so much more! Be sure to tune in to Charter channel 6 or check the City's YouTube channel for new episodes.

Get Out & Vote!  
Tuesday, April 7 is Election Day



The City of Glendale's Municipal Election will take place on Tuesday, April 7, 2015. Polls will be open from 7:00 am to 8:00 pm. Please visit Glendale Votes or call (818) 548-4000 for information about candidates, ballot measures, and other election-related questions.

Here are some frequently asked questions regarding the upcoming election:

**Where can I get a copy of the sample ballot?**

Sample ballots have been mailed to all registered voters in Glendale, but may also be accessed here.

piece of the overall story that demonstrates whether or not our departments are operating at levels of excellence.

To this end, the City has recently developed a website we are calling "MPG" for Measuring Performance in Glendale. By sharing city data we hope to increase transparency and customer service and empower individuals to analyze our data to note trends, suggest improvements, and, together, help build an even better Glendale. We encourage you to explore our new website at [performance.glendaleca.gov](http://performance.glendaleca.gov) to take a deeper look at Glendale's budget, economic vibrancy, and safety.

Not interested in the visualized breakdown? The City of Glendale's 2014-2015 operating budget recently received the Excellence Award by the California Society of Municipal Finance Officers for the fifth year in a row. Check the City's [website](#) to learn more about our traditional and our new and innovative ways of connecting.

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### CALENDAR

**April 4 - Go! Program,**  
9:00 am -12:00 pm  
*Deukmejian Wilderness Park*  
*3429 Markridge Road*  
Nature education program designed for children between the ages 8 and 12. The program features outdoor games, nature crafts, interpretive hikes, environmental education, drinks, and snacks.  
*Learn more [here](#).*

**April 4 - Solar Discovery Faire,**  
10:00 am - 2:00 pm  
*Rosemont Middle School*  
*4725 Rosemont Avenue*  
Learn about solar technology through interactive booths, presentations, and activities.  
*Learn more [here](#).*

**April 5 - All Library locations will be closed for Easter**

**April 7 - Election Day!**  
Polls open 7:00 am - 8:00 pm.  
Your vote is your voice, make sure you are heard!  
See article or visit [glendalevotes.org](http://glendalevotes.org).

**April 11 - 26th Annual Great Los Angeles River Clean Up,**  
8:00 am - 12:00 pm  
*Glendale Narrows Riverwalk*  
*300 Paula Avenue*

#### Where is my polling location?

The polling location for each voter can be found within the red box on the back of their sample ballots or they can look up their polling location [here](#).

#### How do I learn more about the candidates?

Candidates submitted written statements which can be read [here](#). Candidates also recorded statements which may be viewed [here](#).

#### How do I learn more about other items on the ballot?

Voters will vote on three Charter Amendments (C, D, E) and one Ballot Measure (O). Information on each of these may be viewed [here](#).

#### Where and when can I return a vote-by-mail ballot?

Vote-by-mail ballots can be returned by mail or in person to the City Clerk's Office at 613 E. Broadway, Suite 110. Ballots must be postmarked or hand-delivered by Election Day: **Tuesday, April 7**. Ballots may also be turned in at any Glendale polling location on Election Day.

### Week of Remembrance



## ARMENIAN GENOCIDE CENTENNIAL

April 24, 2015 marks the 100th commemoration of the Armenian Genocide. Every year, April brings about a time to reflect upon the 1.5 million Armenian people who senselessly lost their lives in an act of genocide committed by the Ottoman Empire. Glendale is home to the largest Armenian population outside of Armenia and annually remembers the victims of the Armenian Genocide and the victims of man's inhumanity throughout the world.

A number of events to remember the lives lost and to celebrate the accomplishments those who survived will occur during the month of April and are hosted by the Glendale City Council, life 100 organizing committee, Armenian Genocide Centennial Committee, Glendale City taff and members of Glendale community organizations and partners. As the Centennial approaches, the City of Glendale encourages everyone to reflect and remember the atrocities of 1915 while participating in the numerous programs being hosted.

[Click here for a complete listing of commemorative events.](#)



### Glendale Technology Initiative Request for Proposal

The City of Glendale Economic Development Corporation has issued a Request for Proposals for its Glendale Technology Initiative strategic plan project. Proposals will be accepted until May 1, and the consultant selection is expected to be confirmed by June 5. The proposed fees for services are not-to-exceed \$75,000 and the project scope is expected to be accomplished within eight weeks of project start. Read the RFP [here](#) or contact [sgarrett@glendaleca.gov](mailto:sgarrett@glendaleca.gov) for additional information.

YOU ARE HERE

Help maintain the landscaped area along the Glendale Narrows Riverwalk. [Learn more here.](#)

**April 11 - Three Wise Latinas, A Journey to Happiness by Improving Your Self-Esteem, 2:00 pm**

Central Library Auditorium  
222 East Harvard

Enjoy a presentation with panelists Palmira Perez, award winning journalist and news anchor for MundoFox, Sandra Bossier, author and life coach, and Cynthia M. Ruiz, author and leadership expert. [Learn more here.](#)

**April 11 - Friends Book Sale, 9:00 am - 12:00 pm**

Central Library  
222 East Harvard

Pick up great used books for great low prices. [Learn more here.](#)

**April 11 - Fremont Park Renovation Community Meeting, 9:00 - 11:00 am**

Fremont Park  
600 West Hahn Street

Join the conversation on how to renovate and improve this neighborhood amenity. [Learn more here.](#)

**April 16 - Historic Armenia after 100 Years: Ani, Kars and the Six Provinces of Western Armenia, 7:00 pm**

Central Library Auditorium  
222 East Harvard

Writer and photographer Matthew Karanian presents his newly published book. [Learn more here.](#)

**April 17 - Compost Workshop, 10:30 am**

Join Public Works for a free compost workshop and receive a free compost bin and pitchfork to jump start waste diversion. [Learn more here.](#)

**April 18 - Wilderness Workday, 8:00 am - 12:00 pm**

Deukmejian Wilderness Park  
3429 Markridge Road

Help water and weed the trails above Deukmejian Park. [Learn more here.](#)

**April 21 - Work Boot Tuesday, 3:00 pm**

Dignity Health - Glendale Memorial Hospital & Health Center  
1420 South Central Avenue

Get an overview of the Glendale Fire Department's EMS program, watch a medical call scenario, and tour Memorial Hospital's Emergency Room during this special City Council meeting. [See article or learn more here.](#)



AFTA Productions, in cooperation with the City of Glendale Arts & Culture Commission and the Community Services & Parks Department, presents the first installation of the YOU ARE HERE temporary public art series. Bridget Beck's "A Glendale Picnic," a 19 foot in diameter interactive steel sculpture with picnic seating and birdhouses, will be on display at

Glendale Central Park, 201 East Colorado.

"The sculpture isn't complete until people are actually sitting on it," says YOU ARE HERE artist Bridget Beck, "I consider the community to be one of the materials in constant flux in my work. It changes character with the conversations that inhabit all the spaces in between. I've hidden secret narratives everywhere." [Learn more here.](#)

## Beyond The Box Call for Artist Submissions



The Glendale Arts & Culture Commission would like to encourage artists and community members to create murals to beautify the streetscape. This Call For Submissions is for a Beyond The Box utility box mural event that will take place on May 2. Utility boxes will be painted near:

- Brand Boulevard of Cars
- Museum of Neon Art
- Adams Hill
- Louise Street near 134 Freeway
- North Glendale on Foothill Boulevard

**Applications are due Monday, April 13.** The Commission anticipates selecting artwork for twenty-four utility boxes. [Learn more here.](#)

## National EMS Week



The Glendale Fire Department would like to say thank you to the dispatchers of Verdugo Fire Communication and the Glendale Police Department Dispatch Centers in recognition of National Public Safety Tele-Communicators Week April 12-18. The dispatchers at these centers handle critical life safety

calls 24 hours a day, 7 days a week with poise, integrity, and compassion. EMS week will segway into "[Work Boot Tuesday](#)" on [April 21](#) when members of the public can join the City Council for a special meeting at Dignity Health - Glendale Memorial Hospital & Health Center. See story below for more.

## Brush Clearance

Brush fire season is quickly approaching! The extremely dry brush caused by our current drought makes brush clearance critical to protect your home this brush fire season. The Glendale Fire Department encourages residents to create a defensible space around their homes and clear hazardous, dry, and dead vegetation from their property. The Glendale Fire Department will begin property inspections on May 1 to ensure residents have properly completed their brush clearance. For assistance clearing brush, see story below on how to hire [Glendale Youth Alliance](#) participants.

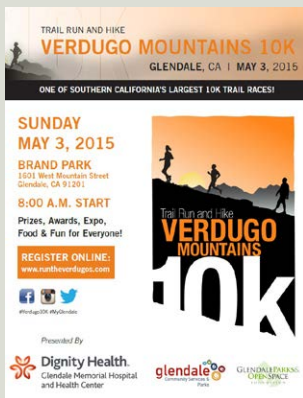
April 26 - Sterling Flute Choir, 2:00 pm  
Central Library Entrance  
222 East Harvard  
Enjoy a free concert featuring over twenty flutes!  
Learn more [here](#).

April 29 - Taste of Downtown Glendale, 5:30 pm  
Check in: Massage Envy  
333 North Brand Boulevard  
Stroll to over 30 of downtown Glendale's restaurants while enjoying live music. The 13th annual event supports children in need of healthcare and health education in the Glendale and Crescenta Valley area.  
Learn more [here](#).

Check the City's calendar for changes in date, time, or location [here](#).

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## Verdugo Mountains 10K



TRAIL, RUN AND HIKE  
**VERDUGO MOUNTAINS 10K**  
GLENDALE, CA | MAY 3, 2015  
ONE OF SOUTHERN CALIFORNIA'S LARGEST 10K TRAIL RACES!

**SUNDAY  
MAY 3, 2015**

**BRAND PARK**  
1002 West Mountain Street  
Glendale, CA 91201

**8:00 A.M. START**  
Prizes, Awards, Expo,  
Food & Fun for Everyone!

REGISTER ONLINE:  
[www.runtheverdugo.com](http://www.runtheverdugo.com)

Presented By  
Dignity Health - Glendale Memorial Hospital and Health Center  
glendale  
GLENDALE PARKS & OPEN SPACE FOUNDATION

Registration is now open for the Verdugo Mountains 10K presented by Dignity Health - Glendale Memorial Hospital and Health Center to benefit the Glendale Parks & Open Space Foundation. The 5th Annual Verdugo Mountains 10K will take place on Sunday, May 3. The 6.2 miles and 1,735 foot elevation gain will make for one Sunday morning you will never forget! Follow @Verdugo10K on Twitter for updates. Learn more and register [here](#).

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## SAVE THE DATE

Mark your calendars for these important dates. Click the following events for more

## Fire Service Day: May 9



Celebrate National Fire Service Day with the Glendale Fire Department on Saturday, May 9 at Fire Station 21 located at 421 Oak Street. A free pancake breakfast begins at 9:00 am. The fun activities including car extrications, fire hose demonstrations, visits by Sparky the fire dog, station tours and many more will take place between 10:00 am and 2:00 pm. Join us to learn about the variety of services the Glendale Fire Department offers to the community. To learn more about Fire Service Day, please visit [glendalefire.org](http://glendalefire.org) and follow us on Twitter at @GlendaleCAFire.

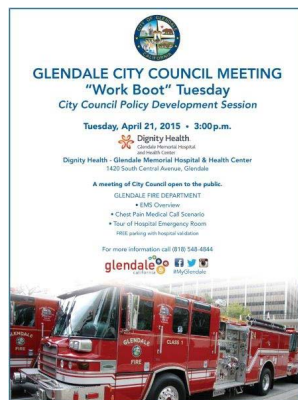
## Invest in Our Future Workforce



The [Glendale Youth Alliance](#) has trained and qualified youth workers available to perform various tasks. All work teams are fully insured, supervised, and have their own tools and transportation. Reasonable prices and quality of work guaranteed! Services available include hillside clearance, yard maintenance, landscaping, brush abatement and clearance, property clean up, general

labor tasks, and mudslide prevention work. For more information and for a free estimate, please call 818-548-3727.

## Work Boot Tuesday: April 21



**GLENDALE CITY COUNCIL MEETING**  
"Work Boot" Tuesday  
City Council Policy Development Session  
Tuesday, April 21, 2015 • 3:00p.m.  
Dignity Health - Glendale Memorial Hospital & Health Center  
1420 South Central Avenue, Glendale

A meeting of City Council open to the public:  
• EMS Overview  
• Chest Pain Medical Call Scenario  
• Tour of Hospital Emergency Room  
• EMS meeting with hospital leadership

For more information call (818) 548-4854  
glendale

The Glendale City Council is committed to transparency of local government and engaging an informed community. As the Council has pushed to ebb the amount of development in the downtown specific plan (DSP) area, the opportunity has arisen to repurpose the afternoon hours to conduct a site visit of Glendale's critical systems and programs. The purpose of these on site sessions is to put boots on the ground and allow the Councilmembers to familiarize themselves with the people and operations that deliver services to Glendale residents and businesses. April's "Work Boot" meeting will be

hosted by the Glendale Fire Department on Tuesday, April 21 at 3:00 pm at Dignity Health - Glendale Memorial Hospital & Health Center, 1420 South Central Avenue. Residents are invited to join the City Council for a Fire Department EMS overview, a chest pain medical call scenario, and a tour of the hospital's emergency room.

information:

- [May 2 - Earth Day / Space 134](#)
- [May 3 - Verdugo Mountains 10K](#)
- [May 4 - Cops-For-Kids Charity Golf Tournament](#)
- [May 7 - One Book / One Glendale, Jennifer Niven: \*All the Bright Places\*](#)
- [May 9 - Fire Service Day](#)
- [May 15 - Glendale Dodger Night](#)
- [May 25 - Memorial Day Event](#)

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## Investing in Roadways

The Glendale Ave Wastewater Capacity and Street Improvement Project was selected as a finalist in the League of California Cities' Local Streets and Roads Project Award Program. The project exemplifies Glendale's effort to preserve and protect the public's investment in local streets and roadways. In addition, the project will be added to the League's Local Streets and Roads database, which highlights the importance of sustaining the state's infrastructure. Click [here](#) to view brochure. Click [here](#) to view database.

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## West Nile Virus Detected in LA County

In March 2015, mosquitoes infected with the West Nile Virus (WNV) were detected by the Greater Los Angeles County Vector Control District (GLACVCD) for the first time this year. The City of Glendale encourages residents to protect themselves from WNV with mosquito repellent containing EPA-registered ingredients such as DEET and Picaridin especially between July-September when mosquito activity will be at its peak. Long sleeves are also effective in reducing bites on arms. Most mosquito activity occurs in the early morning or at dusk. Residents should check that all screens on windows and doors fit tightly and are free of holes where mosquitoes can pass through. It's also advisable for residents to abate any standing water on their property. Standing water on private property, such as a neglected swimming pool, can

Free parking will be available with hospital validation. Learn more [here](#).

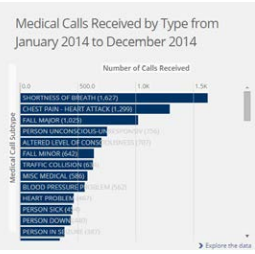
## Glendale Dodger Night: May 15



The 4th Annual Glendale Dodger Night presented by Lexus of Glendale is on **Friday, May 15** at Dodger Stadium! Join your friends and neighbors from Glendale to cheer on the Los Angeles Dodgers while they take on the Colorado Rockies for a fun filled night at the ballpark. Fans can stay after the game and walk onto the field to enjoy the Dodgers' spectacular Friday Night Firework Show.

Tickets are on sale now through the Glendale Dodger Night website at [glendaledodgernight.com](http://glendaledodgernight.com). All proceeds from ticket sales will benefit the [Glendale Parks & Open Space Foundation](#) to continue their mission to support park projects, recreation programs, and trails and open space activities. We look forward to seeing you at the ballgame. Go Dodgers!

## Measuring Performance in Glendale



The City has developed a website that will offer data for our citizens and interested parties. The site is known as "MPG," Measuring Performance in Glendale. We encourage you to explore our new website at [performance.glendaleca.gov](http://performance.glendaleca.gov) to take a deeper look at Glendale's budget, economic vibrancy, and safety. In the coming months additional data from many of our City departments will be added to increase the value and usefulness of the site. Have a suggestion? Email [MyGlendale@glendaleca.gov](mailto:MyGlendale@glendaleca.gov).

## Online Property Portal

The City of Glendale's Community Development Department now offers an Online Property Portal Tool to assist individuals in finding important information about Glendale properties. This tool is a valuable resource for anyone conducting researching about a property. Someone looking to purchase a new home, for example, would be able to gather important clues and insight into the property's history before making a purchase. Click [here](#) to learn more and

be reported to Neighborhood Services at (818) 549-3700. Mosquito activity can be reported to GLACVCD at (562) 944-9656. Learn more [here](#).

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### Recycling Container Grant

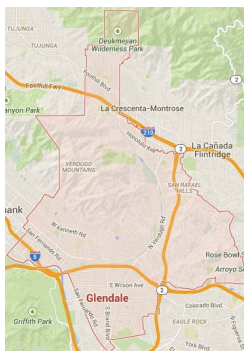
The City Council is committed to a cleaner, more sustainable Glendale as part of the Zero Waste Plan adopted in 2011. The City of Glendale recycles 20,053 tons each year and in an effort to make even greater contributions to the City's Zero Waste goals, the City's Public Works Department recently submitted for and was awarded \$219,996 from the Department of Resources Recycling and Recovery (CalRecycle). The City of Glendale, one of 18 public agencies in California to be awarded this competitive grant, will use the funding to introduce recycling litter baskets in the City's business districts of Montrose and Downtown Glendale. These new litter baskets will be installed by early 2016. Learn more [here](#).

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### Glendale's Mission & Vision



The City of Glendale is



explore the portal.

### Project Lifesaver



The Glendale Police Department has partnered with [Project Lifesaver](#) to provide assistance with quickly locating "at risk" individuals with cognitive disorders. This project assists those who exhibit the life threatening behavior of wandering, including those with Alzheimer's disease, Autism, and Down syndrome. Project Lifesaver has over 1,300 participating agencies throughout 47 states in the United States, Canada, and Australia, and has performed over 2,959 searches over the last 15 years with no serious injuries or fatalities reported.

Project Lifesaver has provided in-depth training to Glendale Police Officers on the use of the specialized electronic search and rescue equipment, as well as teaching rescuers how to communicate with individuals afflicted with cognitive conditions. Learn more [here](#).

### Cruise Night Vehicle Registration

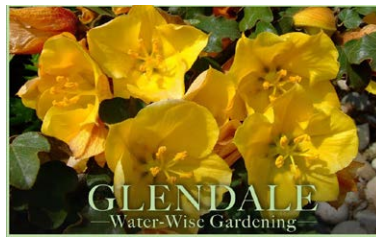


We are pleased to announce the 22nd anniversary of our annual Cruise Night Event. This year's **Cruise Night will be held on Saturday, July 18 on Brand Boulevard from 5:30 - 10:30 pm**. This event is free for all ages. Come out and see what one of Southern California's largest car shows has to offer.

Approximately 400 Pre-1980 cars will be on display and participating in the event. This year's live entertainment line-up includes: Jumping Jack Flash-Tribute to The Stones, Smooth... Sounds of Santana, and The Chantays. Learn more and register your vehicle [here](#).

committed to Excellence in Service. Learn more about Glendale's Mission and Vision statements [here](#).

## Free Landscape Classes



Learn how to transform your water guzzling landscape into a California Friendly, water efficient landscape. Glendale Water & Power, in partnership with the Metropolitan Water District, is offering free CA Friendly Landscape classes to Glendale residents. Each class will teach residents

about landscape design, how to install, and maintain a smart irrigation system, and how to choose the right plants for different areas of landscaping. All classes are on Saturdays from 9:00 am - 12:00 pm. Space is limited, please view schedule and sign up [here](#).

## Water Conservation Tips

The average Californian uses 196 gallons of water per day. Make a goal and reduce your water use by 25%. There are lots of simple ways to reduce the amount of water we use at home, both inside and outside. Glendale is still in Mandatory Water Conservation. This means residents can only water their landscapes on Tuesdays, Thursdays and Saturdays for no more than 10 minutes at each watering station.

Install aerators on the kitchen faucet to reduce flows to less than 1 gallon per minute. Be sure to test your toilet for leaks at least once a year. Retrofitting your garden with California Friendly plants is one of the best ways to reduce water use in your landscape. Visit [Glendalewaterwisegardening.com](http://Glendalewaterwisegardening.com) to see real pictures of local water wise gardens and find listings of popular low-water use plants. Report water waste anonymously by calling GWP's water waster hotline at (818) 550-4426 or submit an online form on GWP's [website](#). Visit [saveourwater.com](http://saveourwater.com) or [bewaterwise.com](http://bewaterwise.com) for more information on statewide water reductions.

### **STAY CONNECTED!**

**Sign up for all of Glendale's [Email Newsletters](#)**

**Follow us on [Twitter](#), [Facebook](#), & [Instagram](#)!**

*This publication is brought to you by Mayor Zareh Sinanyan, Councilmembers Paula Devine, Laura Friedman, Ara Najarian, and Dave Weaver.*

This is an official publication of the City of Glendale, distributed by the Office of Communications and Community Relations. For inquiries, please contact Tamar Hadjimanoukian, City Connection Editor: [thadjimanoukian@glendaleca.gov](mailto:thadjimanoukian@glendaleca.gov) or (818) 548-4844.