



# THE NEWS

Pasadena, California

Celebrating 64 years  
of community service

Fall 2026

WPRA IN MOTION

CITY IN MOTION

PUSD IN MOTION

OPEN SPACE/RESOURCES

DONORS/MEMBERS

PUBLIC SAFETY

LAND USE/PLANNING

COMMUNITY

## ULI helps city shape the future of the 710 stub

**[Editor's note.** To view the entire ULI report, visit [wp.ra.net](http://wp.ra.net) and select the "Current" dropdown menu, and the Connecting Pasadena Project subhead.]

By Pete Ewing  
Director, WPRA

In consideration of the complexity and breadth of the city's project to reconnect the 710 stub with the rest of the city, City Council turned to the Urban Land Institute (ULI) to bring to bear its decades of experience in land use, real estate development, urban design, financing, governance, and community planning.

### About the ULI

Founded in 1936, the ULI is a nonprofit education and research organization supported by its members. Its mission is to shape the future of the built environment for transformative impact in communities worldwide. Today, its tens of thousands of members represent virtually every discipline involved in land use and development.

ULI's examination of other major redevelopment projects such as the Denver Union Station (50 acres); Battery Park City, New York (50 acres); and Harbor Drive Freeway, Portland (37 acres), has been successful and generated substantial new tax revenue for those cities. While Pasadena's circumstances are unique, these projects offer examples of how strong planning, investment, governance, and long-term management can help create successful districts while generating economic benefits for their cities.

### Not its first Pasadena appearance

ULI's relationship with Pasadena has precedent. In 2012, City Council invited the Los Angeles branch of the ULI to



Cover page of Urban Land Institute (ULI) report, "Reconnecting Pasadena"

convene a multidisciplinary panel to help Pasadena better manage the Central Arroyo Seco, coordinate activities, pool financial resources, and improve the overall user experience.

### The team

This time, the ULI team, led by Richard Bruckner, former director of Planning and Development for the City of Pasadena, brought together nine professionals with expertise in all aspects of real estate development.

### Planning and implementation

City Council asked the ULI panel to develop a comprehensive implementation framework that addresses funding assembly, delivery acceleration, governance structure, and long-term operations and maintenance, while integrating City Council's restorative justice goals, urban design concepts, sense of scale, and flexibility.

The resulting report was intended to be a roadmap for that transition. While the recommendations extend through buildout and stewardship, the immediate focus was on the foundational actions needed to shape that process for a project that could take many years — potentially decades — to fully realize.

### Pointing to a "north star"

The report opened with a call to establish a clear and durable "north star" at the outset. "The proposed guiding principle — moving Pasadena from division to connection — captures the project's central ambition, but its practical value lies in how it informs decision-making. This is not a symbolic exercise. In long-duration projects, drift is common: priorities shift, conditions change, and incremental decisions accumulate in ways that can erode the original intent."

### Governance

Perhaps the most important issue is

*Continued on page 7*

### Opinion:

### Three years without consideration of 710 project economics is not acceptable

More than three years have now been spent planning for the development of the 710 stub. Remarkably, a key, if not foundational, topic has yet to be considered: **Economics.**

Both the Reconnecting Communities committee as well as Perkins-Eastman should have addressed this fiscal issue "head-on," and on Day One. How else can we know what we can and cannot afford and accomplish?

Over the past three years, the WPRA has — on multiple occasions — voiced its concern about the necessity of an economic blueprint. But today, the visioning plan still lacks this element. A comprehensive plan without economics is not a practical solution.

— Pete Ewing, director, WPRA

# 'The time to repair the roof is when the sun is shining.'

By Carlos Javelera  
President, WPRA

For west Pasadena residents, when it comes to emergencies such as wildfires or earthquakes, the question is not *if*, but *when* they'll arrive. To address this certainty, the City has developed guidance and training, but residents must take advantage of these survival tools while the sun is still shining, as President Kennedy put it in the headline above.

## Different crises demand different approaches

**Wildfires.** You'll usually get some warning beforehand, and your role is to leave quickly with the right things in hand. For example:

- Pre-pack a go-bag for each person in your family (documents, medications, chargers, cash, a change of clothes).
- Become familiar with at least two evacuation routes.
- Visit [protect.genasys.com](https://protect.genasys.com) to identify your zone ID before it matters.

**Earthquakes.** You'll get no early warning, so you should identify a safe place in advance and expect to be self-sufficient as long as the shaking continues. However, aftershocks and damage to

infrastructure can extend this timeline.

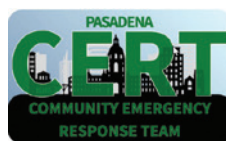
*Everything else.* Generally, these are slower-moving events — excessive heat, serious flooding, extended power outages, for example — and require you to survive for days at a time, possibly without power or water.



Carlos Javelera  
(Photo by Bob Reiter)

## City and State to the rescue

The Pasadena Fire Department (PFD) hosts free Community Emergency Response Team (CERT) courses that run 20+ hours over three days. Courses cover search-and-rescue, fire suppression, and basic first aid. The objective is to train at least 500 residents and, once trained, empower graduates to return to their neighborhood as a point of contact during an emergency. For class schedules, visit [cityofpasadena.net/fire/events](https://cityofpasadena.net/fire/events)



If you are unable to attend the full CERT course, the PFD also hosts a four-

hour program — *Prepared Pasadena*. It is a brief introduction to disaster preparedness and is paired with the most impactful life-saving skills. Additionally, the State offers a public-safety alert app ([aware.ca.gov/](https://aware.ca.gov/)) as a supplement to volunteer-run apps like Watch Duty, which can provide real-time, emergency intelligence.

## The bottom line

A few things are worth doing today.

- Sign up for PLEAS (Pasadena's own local alert system) at [cityofpasadena.net/fire/pleas/](https://cityofpasadena.net/fire/pleas/).
- Register for Alert LA County at [alertlacounty.genasys.com/portal/en/register](https://alertlacounty.genasys.com/portal/en/register).
- Opt into Nixle emergency alerts by sending your ZIP code in a text to 888777.

Taking advantage of all these programs can mean the difference between a hard day and a tragic day. And that brings us to yet another adage attributed to Benjamin Franklin (and my grandmother): "By failing to prepare, you are preparing to fail."

## 2026 - 2027

### Officers

**President: Carlos Javelera**

[president@wpra.net](mailto:president@wpra.net)

**Vice President, Susan Kinney**

[vp@wpra.net](mailto:vp@wpra.net)

**Treasurer: Dave Bise**

[treasurer@wpra.net](mailto:treasurer@wpra.net)

**Secretary: Lee Wallace**

[secretary@wpra.net](mailto:secretary@wpra.net)

- Jay Davis
- Jacky English, Wildfire Prevention chair
- Pete Ewing, 710 reconnecting chair
- Mic Hansen
- Joan Hearst
- Chuck Hudson, Communications chair
- Mark Mastromatteo, Education chair
- Ann Scheid

### Board of Directors

- Dan Beal
- Gretchen Brickson, Traffic chair
- Cynthia Cannady
- Blaine Cavena

**Mission:** Founded in 1962, the West Pasadena Residents' Association is dedicated to maintaining the character of our community and enhancing the quality of life in west Pasadena.

**Service area:** The WPRA service area is bounded on the north by Colorado Boulevard, on the east by Fair Oaks Avenue and on the south and west by the city limits.

All WPRA activities are funded through membership dues and contributions. The WPRA receives no public funding and has no paid employees. The WPRA is a 501(c)(3) non-profit public benefit corporation. Contributions and donations are fully deductible to the extent permitted by law.

## THE NEWS

The News is mailed each quarter to more than 9,000 homes and businesses in the 91105 and 91103 ZIP codes and beyond.

**Editor:** Chuck Hudson, [editor@wpra.net](mailto:editor@wpra.net)

P. O. Box 50252  
Pasadena, CA 91115-0252

Visit our website at [wpra.net](https://wpra.net)

Visit our Facebook page at [facebook.com/westpasadena](https://facebook.com/westpasadena)

**THE PASADENA CITY COUNCIL:**

... **VOTED** to place on the November ballot a parcel tax of 19 cents per square foot for improved properties. The "Pasadena Fire, Wildfire, Emergency Preparedness and Response" measure would fund only fire and emergency services. The measure requires a two-thirds vote and would expire automatically in 14 years unless voters reapprove it. Source: *Pasadena Now* and *Pasadena Star-News*

... **ADOPTED** a \$1.5 billion budget for the 2026-2027 fiscal year, supporting 1,104 full-time-equivalent positions. The budget allocates: \$383 million to the general fund, directs \$2 million to develop a work plan for a year-round shelter for the homeless; \$600,000 to bring parking enforcement in-house (adding 12 positions); \$90,000 for body-worn cameras for parking officers; and \$96,000 for a new full-time fire inspector. Source: *Pasadena Now*

... **APPROPRIATED** \$900,000 toward construction of a 5,000 square-foot police helicopter hangar. Source: *Pasadena Now*

... **APPROVED** a \$425,000 contract to help keep Pasadena's lights on and remain connected to California's electric grid. The City will enter into a two-year contract to replace Pasadena Water and Power's Remote system and install revenue meters at key electrical facilities. Source: *Pasadena Now*

... **VOTED** to annotate the City Hall portrait of former Mayor A.I. Stewart, referring to him as the central architect of housing segregation in Pasadena. Council also agreed to strip a civic honor bestowed decades ago to Herbert Hahn, (son of the Hahn & Hahn Law firm's founder) recognized as racially restrictive covenants in Pasadena. Source: *Pasadena Now*

... **TOOK** the first formal step toward creating an Enhanced Infrastructure Financing District (EIFD) to generate funding for major infrastructure improvements and redevelopment projects in the 710-stub area. Source: *Pasadena Now*

... **APPROVED** a \$4.4 million contract to clean up the contaminated Monk Hill basin Explorer well. Caltech will reimburse the city. The work is expected to be completed by Winter 2027. Source: *Pasadena Now* and *the City of Pasadena*

... **AGREED** to negotiate agreements with Outward Bound Adventures, a Pasadena-based 501(c)(3) nonprofit, for the development and operation of public land in the Hahamongna Watershed Park over 20 years, with two 10-year renewals. The plan includes a Climate Resilience Environmental Education Center, and transformation of the former U.S. Forest Service compound at the park's Annex Area into a hub for environmental education, ecological restoration, workforce development, and public programming. Source: *Pasadena Now* and *the City of Pasadena*

**CITY COUNCIL HAS CHANGED** its regular meeting day to Tuesdays from Mondays. In 1994, Council meetings were moved from Tuesdays to Mondays. Source: *Pasadena Star-News*

**DISTRICT 6 CITY COUNCILMEMBER STEVE MADISON BECAME** the longest-serving councilmember in the City's history, surpassing a previous record held by Milton S. Brenner, which had stood for 67 years. Madison has served as a council member for 27 years. Source: *Pasadena Now*

**PASADENA FIRE DEPARTMENT PARAMEDICS WILL NOW CARRY** whole blood on emergency calls. As a result, EMTs can begin transfusions at the scene of a severe bleeding emergency, rather than waiting until the patient reaches a hospital. This approach can improve survivability and overall patient outcomes. Source: *Pasadena Now*

**PASADENA MAYOR VICTOR GORDO CALLED** on the LA County Board of Supervisors to reconsider how Measure ER funding is distributed, arguing that Pasadena and Long Beach — the only cities in LA County that operate their own local health departments — are receiving a disproportionately small share of the revenue, despite operating their own

public health departments. Pasadena and Long Beach generate more than 6% of the sales tax revenue collected in LA County. Source: *Pasadena Now*

**AN INCREASING NUMBER OF PASADENA LIBRARY MEMBERS ARE BORROWING**

eBooks, audiobooks, and digital magazines in sharply rising numbers. The number of titles members are holding, or waiting for, jumped 80%. To ensure the digital collection grows, City Council approved a contract of up to \$2 million with OverDrive, which offers the world's largest digital content catalog to more than 92,000 libraries and schools in 115 countries. Source: *Pasadena Now*

**PASADENA WATER AND POWER (PWP)**

**REPORTS** significant progress toward meeting the City's declared goal of providing 100% carbon-free electricity by 2030, 15 years ahead of California's statewide 2045 target. PWP has already secured or contracted enough resources to meet an estimated 94% of its annual carbon-free electricity needs and 84% of its hourly carbon-free matching goal through owned, contracted, and in-progress projects. [See related story on page 11] Source: *Pasadena Now*

**PASADENA WATER AND POWER**

**COMPLETED** the City's first prepayment of renewable power contracts financed with green bonds, a transaction the City projects will reduce expenses by about \$800,000 a year and more than \$5.7 million over seven years from what it pays for solar and wind energy. Source: *City of Pasadena*

**THE CITY OF PASADENA HAS RELAUNCHED**

a nationwide search for a new city manager, with applications being accepted through Oct. 16. In April, the City announced that Riverside City Manager Mike Futrell would be filling the role left by outgoing Pasadena City Manager Miguel Márquez. Before the employment agreement received final approval, Futrell decided to remain as Riverside's city manager. Source: *Pasadena Star-News*

Screened Water Color Painting by Joseph Stoddard

## Opinion:

## Four clear, vital steps to prepare for natural disasters

By Jacky English  
Director, WPRA

**T**o put it bluntly, our community faces a high probability of natural disasters, and we are not prepared. To face this risk, we must protect the emergency systems we'll need most by retrofitting or replacing vulnerable fire stations, strengthening response capacity, and reducing preventable risks before the next major event.

### Preparing for the "big one"

The earthquake risk alone is serious. The U.S. Geological Survey warns of a 60% chance of a major earthquake in the Los Angeles region by 2045. If a major rupture occurs, the consequences could be devastating. Because we cannot know when such an earthquake will occur, we must prepare now.

One urgent priority is ensuring that our fire stations can withstand a major earthquake. Two stations have not yet been retrofitted because of funding delays. In a major quake, we could lose critical facilities, emergency vehicles, and even the firefighters who serve our community.

Whether we build new facilities or strengthen existing ones, we should begin



immediately. Design, planning, approvals, and construction take years, and each year of delay leaves the community more vulnerable.

### Wildfire and wind risks are rising

Wildfire and wind risks add another layer of urgency. High fire-hazard areas surround our community, and experts warn that extreme wind conditions, like those experienced in early 2025, are not one-off events. Powerful Santa Ana winds would increase the risk of catastrophic wildfire. Our safety depends on preparing for these conditions.

### Plan for the worst

Throughout my career of teaching safety in the motion picture industry, I learned an important principle: Plan for the worst

case, not the best case. That principle applies here. We live in a region exposed to earthquakes, wildfires, high winds, floods, and landslides, so our emergency infrastructure must be prepared to meet those challenges.

For all these reasons, I believe the City Council should take four clear steps:

1. Reduce the amount of wildfire fuel in the Lower Arroyo.
2. Strengthen fire response capabilities and install sirens to warn residents when evacuation is necessary.
3. Invest in resilient infrastructure before – not after – a disaster occurs.
4. Purchase additional firefighting equipment to prepare for earthquakes and fires

### THE CALIFORNIA BOARD OF FORESTRY AND FIRE PROTECTION HAS APPROVED

the final draft of its first-in-the-nation "Zone Zero" defense space regulations, which are intended to reduce the risk that wind-driven embers will ignite homes during wildfires. The regulations apply to homes in areas where state or local governments have identified a high risk of wildfire. The new regulations do not require homeowners to remove all landscaping within 5 feet of their homes. Well-maintained herbaceous plants and flowers will be allowed outside required vegetation-free buffers, including smaller non-woody plants such as bulbs,

poppies, petunias and succulents. Certain ground covers, grass and lawns will also be permitted if properly maintained, along with potted plants in movable, non-combustible containers, according to officials. Trees will be allowed within Zone Zero, but they must be well maintained. Source: Pasadena Now

**THE PASADENA FIRE DEPARTMENT (PFD) COMPLETED** its annual hazardous brush inspections in April. These inspections are a critical step in reducing wildfire risk and protecting neighborhoods, particularly in areas designated by the State as Very High Fire Hazard Severity

Zones. The department inspected 4,611 properties. The PFD encourages residents in those zones to prepare their properties in advance to meet clearance requirements designed to slow or stop the spread of fire. Source: Pasadena Now

**LA METRO LAUNCHED** a new online safety hub at [metro.net/safety-support/](https://metro.net/safety-support/) that gives Pasadena and Altadena transit riders access to crime data, security activity, and response times for the A Line stations.. Source: Pasadena Now

# 2026 PUSD Board of Education election: District 7 candidates

The WPRA mission includes offering information of public interest regarding ballot measures and candidates for nonpartisan public office that are of particular interest to WPRA members. This November, the PUSD school board position for District 7 is on the ballot. It is the only PUSD school board position up for election that covers the WPRA service area. Two candidates for the position have emerged: Dennis J. McNamara and Cynthia Torres. The WPRA has offered free limited space in this issue of The News to both candidates. The candidates are entirely responsible for the content of their statements. The WPRA does not endorse candidates and takes no position on their statements.

**A**s a west Pasadena resident and WPRA member, I share our deep commitment to protecting and strengthening our community. I believe PUSD should return to top-tier status, commensurate with the ideals we share. Strong schools strengthen our community, support property values, and create opportunities for generations to come. Ambitious? You bet.

PUSD has important successes to build on, including San Rafael Elementary and programs such as dual-language immersion, STEM, and International Baccalaureate. But we must confront the reality that only half of PUSD students are proficient in English language arts and only about one-third in math. The status quo is not good enough.

Let's re-center PUSD on its fundamental mission: student achievement and the classroom, expanding proven opportunities such as San Rafael's Math Olympiad, building confidence in a strong TK-12 pathway for families, and developing a coherent master plan to ensure parcel-tax and bond funds are invested carefully, strategically, and with accountability.

For 20+ years as a successful executive leader at Pasadena-based Western Asset, I was guided by clear objectives, listening and collaboration, transparency, and accountability. I will bring those principles to the Board.

I know PUSD firsthand. I chair the Citizens' Oversight Committee, volunteer as a math tutor at Washington Elementary, and my wife and I significantly support PEF.

I earned a BA and MBA from the University of Chicago and am a Chartered Financial Analyst® (CFA). I am running because I believe PUSD can — and must — do better for every student. [Learn more at www.dennisforpusd.com](http://www.dennisforpusd.com)



Dennis J. McNamara

**I** am running because the Pasadena Unified School District is at a crucial financial and strategic crossroads. Declining enrollment, the end of one-time pandemic funding, rising costs, and the impact of the Eaton Fire have created pressures that require wise leadership.

I served on PUSD's Citizens Oversight Committee, bringing my experience in financial oversight and contributing to careful stewardship of taxpayer-supported investments in our schools.

As a past chair of the Santa Monica-Malibu Unified School District's Financial Oversight Committee, I oversaw a \$220 million budget. I spent over a decade contributing to strong school district financial management practices, developing new revenue strategies, studying enrollment projections, meeting with auditors and investment bankers, and recommending action steps to bolster the district's financial standing.

I have also spent my career helping students identify, prepare for, and successfully pursue exciting opportunities beyond high school. I am the president of College Decisions, LLC, an education services company.

This moment calls for careful financial thinking, new approaches to revenue, and a stronger focus on the opportunities waiting beyond graduation.

- Financial sustainability: PUSD needs a long-term financial strategy that reflects the realities of enrollment, expenses, and available resources.
- Building new revenue: Create more resources without compromising the district's long-term financial health.
- Expanding college and career opportunities: Every student who graduates from PUSD deserves a clear path to the future they want — whether that's a four-year university, a trade or technical career, military service, or the workforce.

Plan carefully. Act boldly. Open doors.



Cynthia Torres

# Controversy roils proposed \$14M Arroyo Seco Water Reuse Project

By Gretchen Brickson and  
Cynthia Cannady  
Directors, WPRA

**T**he Arroyo Seco Water Reuse Project, a collaborative effort between Pasadena and South Pasadena, proposes to capture and clean polluted urban stormwater runoff in the Lower Arroyo Seco before it enters the Los Angeles River on its way to the Pacific Ocean. Funding will come largely from Measure W, the Los Angeles County's Safe Clean Water Program (\$9.3 million), and Proposition 68, the California Department of Parks and Recreation's Urban Counties Per Capita Program (\$3.5 million).

## What's involved

Major construction is planned on two sites along the Arroyo Seco channel: San Rafael (in Pasadena) and San Pascual (in South Pasadena and Los Angeles).

Work on San Rafael's 1.5 acres would capture and redirect all dry-weather flow and part of wet-weather flow descending from the San Rafael Creek outfall into a treatment wetland-infiltration basin, while the non-filtered part would flow into the Arroyo Seco. On San Pascual's 2.2 acres, an existing stream and wetland would be replaced with a new treatment wetland, continuing to direct water to irrigate the Arroyo Seco Golf Course, as it has done since the 1950s.

Some say the project is essential to comply with California clean local water requirements. Others question the project's ability to meet intended water-quality goals and cite potential disruption of the Arroyo Seco ecosystem.

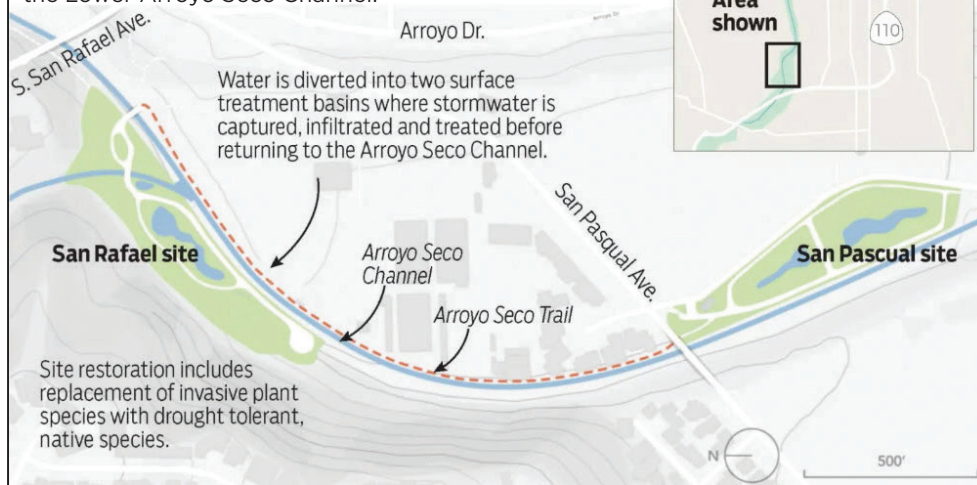
## Project pros

Pasadena's Department of Public Works (DPW), operating as lead agency for the project, sees local watershed resource management advantages.

"The project grew out of a long-standing, mandatory water-quality compliance effort," says Greg de Vinck, director,

## TREATING THE WATER IN ARROYO SECO CHANNEL

With funding from Proposition 68 and the Safe Clean Water Program, the cities of Pasadena and South Pasadena partnered to implement two water reuse and habitat restoration projects and improve water quality in the Lower Arroyo Seco Channel.



Pasadena Department of Public Works. By treating urban runoff, harmful *E. coli* bacteria and zinc toxins would be filtered out, improving water quality in the Arroyo Seco channel and Los Angeles River. Officials point to strict water quality-based effluent limits and monetary penalties for noncompliance.

Further, supporters say that captured stormwater and treated water will help recharge local groundwater and continue to meet the public Arroyo Seco Golf Course's irrigation needs. They endorse the project's call for restoration of native plants and trees, and recreational use of expanded, integrated trails in the Lower Arroyo Seco.

## Project cons

Critics argue the wetland-infiltration treatment basins will alter the rare, naturally sustained Arroyo Seco urban wilderness. They claim the project will remove mature vegetation and shade, disturb sensitive land — putting local sycamores, coast live oaks, and local wildlife and bird species at risk — and damage the area for recreational use.

Others question the project's utility because it focuses on dry-weather

flow versus stormwater capture. A smarter approach, some say, would be managing upstream pollution sources. The Stewards of the Arroyo Seco champions an alternative of leveraging the environment's natural filtration and retention.

"The project relies on grey water infrastructure that will degrade the Arroyo Seco stream and habitat," says Executive Director Tim Brick. "Protecting and enhancing its natural functions is the better way to improve water quality and habitat."

The Los Angeles Regional Water Quality Control Board (Regional Board), responding to Pasadena's Draft Environmental Impact Report (DEIR) in a five-page letter, wrote that this project is not required by effluent criteria. The project "will not achieve compliance with the bacteria load limit in wet weather and only help comply in dry weather below the diversion point in San Rafael Creek." The Los Angeles City Council, as of this writing, is considering Resolution Council File 26-077 that opposes the project.

Continued on page 10

# Tree of the quarter: Chitalpa tashkentensis

## Pink Dawn/Morning Cloud Chitalpa

Origin: Uzbekistan  
Family: Bignoniaceae

By Emina Darakjy  
Past president, California Urban Forests  
Council

**T**he Chitalpa tree is a hybrid, first produced in the 1960s in Tashkent, Uzbekistan. It was introduced to the U.S. in the 1970s by Robert Hebb, a horticulturist at the New York Botanical Garden.

It is a cross between two drought-tolerant species: the Catalpa and the Desert Willow, making it drought-tolerant, too.

A small- to medium-sized deciduous tree, it is fast-growing with a dense crown, making it a good shade tree during the hot summer months. It is also known to tolerate the wind, the heat, and the cold.

The Chitalpa requires full sun, can tolerate all types of soil conditions, and needs very little maintenance, with the exception of some early pruning to shape the tree and encourage a stronger structure.

It is very well suited for planting underneath power lines and does not cause any sidewalk damage because its roots are deep.

From spring through fall, the tree is covered with large clusters of orchid-like fragrant flowers, white or pink, that rise above narrow, long gray-green leaves. The flowers produce nectar, which attracts bees, hummingbirds, and butterflies.

As a hybrid, this tree is sterile, which means it does not produce any fruit and is propagated only by cuttings.

It is available in two varieties (cultivars). "Morning Cloud" grows upright and has white to very pale pink flowers with deep purple veins inside a yellow throat.

This variety is more resistant to powdery mildew. "Pink Dawn" has pink flowers and dark veins inside the throat, and tends to grow in a spreading form.

Looking for a tree that will reward you with show-stopping, fragrant blooms that last for several months? If so, consider the Chitalpa.

*Emina Darakjy is the past president of the Pasadena Beautiful and Street Tree Seminar, Inc. She also consults with other tree organizations, including California Re-Leaf, the Arbor Day Foundation, and American Forests.*



A small- to medium-sized deciduous tree, the Chitalpa is fast-growing with a dense crown.



From spring through fall, the tree is covered with large clusters of orchid-like fragrant flowers, white or pink, that rise above narrow, long gray-green leaves.

## ULI helps ...

*Continued from page 1*

governance. A project of the 710's size and complexity will require coordination among numerous public agencies, property owners, residents, businesses, developers, and other stakeholders. The ULI recommended that the City create an independent governing organization that would be "led by experienced professionals and supported by an independent board. Such a structure could provide continuity over the project's multistage, long-term development period."

While Pasadena has highly capable professional staff, project governance serves a different function: establishing a clear vision, maintaining accountability, coordinating resources, and keeping the project moving over many years and changes in political leadership.

WPRA shares this belief and adds that, as a threshold issue, an independent, outside governing organization must take shape now.

### Community involvement

Community involvement is equally important. Residents of west Pasadena have lived with the 710 stub for approximately half a century. And while the future of the 710 is clearly a citywide issue, its physical impacts will be experienced most directly by surrounding neighborhoods.

For that reason alone, west Pasadena residents should have a meaningful seat at the planning table. Moreover, this access should begin early, before major decisions are made, and continue throughout the planning and implementation stages.

### A generational opportunity

"The story of this swath of Pasadena has long been defined by interruption," according to the report. But each new chapter, the report concluded, "will increasingly be defined by opportunity, healing, and connection. With hope, generations to come will tell this story with pride, as a national model for urban transformation and restorative justice."

# A thank-you and friendly reminder

**T**he WPRA appreciates the financial support we receive from our members. Since it is our only source of funding, we depend on it to achieve our organizational objectives. **The members listed below have contributed \$100 or more between July 1, 2025 and June 30, 2026.** If your name is not listed or is incorrectly listed, please send an email to [membership@wpra.net](mailto:membership@wpra.net). As always, we thank you for your generous support.

To make it easier for you to help support WPRA services and initiatives, we have enclosed an envelope within this issue. Just insert (1) the completed form on the envelope flap and (2) a check (made out to the WPRA) into the pre-addressed envelope, add a stamp, and mail it. You may also donate securely online using a credit card by visiting [wpra.net](http://wpra.net) and clicking on "Donate" at the top of the home page.

## Platinum \$500+

|                                   |                                  |                           |                                         |
|-----------------------------------|----------------------------------|---------------------------|-----------------------------------------|
| Anonymous (4)                     | Mary Coquillard                  | Donald Hall               | Mark Mastromatteo and Sharon Bonner     |
| Bruce and Judy Bailey             | Richard and Jinny Dalbeck        | The Hancock Family        | Gordon J. Pashgian                      |
| Dan and Sandy Bane                | Sarah Gavit and Andre de Salis   | Beth Hansen               | Bill and Christy Rakow                  |
| The Bert and Darrell Banta Family | Justin and Mary Lin Dedeaux      | Beth Fishbein Hansen      | Ann Scheid                              |
| Mark and Janet Baratta            | John and Elena DeMarco           | Helga Johnstone           | Julie Starnes                           |
| Bill Barney                       | Leo and Stephanie Dencik         | Mireya and Larry Jones    | Greg Stone and Cindy Vail               |
| Fred and Diane Blum               | Todd and Michele Doney           | Jim and Laura LaBarge     | Nancy Van Tuyle and D. Martin Watterson |
| Jonathan and Marie Boggs          | Barney and Courtney Evans        | George and Valerie Leiva  | Carl and Peggy West                     |
| Steve and Colleen Boyer           | Dave and Mitsuko Felton          | Jack and Charlene Liebau  | Kip Thorne and Carolee Winstein         |
| Roxanne Christ DeWitt             | Scott Fraser and Catherine Jurca | Sam and Darla Longo       |                                         |
| Paul and Sherrill Colony          | Bob and Kathy Gillespie          | Dick and Mary Mader       |                                         |
| Michael and Susan Connell         | Margie and Paul Grossman         | Howard and Ilene Marshall |                                         |

## Benefactor \$250-\$499

|                                        |                                    |                                              |                                  |
|----------------------------------------|------------------------------------|----------------------------------------------|----------------------------------|
| Anonymous (4)                          | Matthew and Jennifer DeVoll        | Harvey Kaslow and Alicia McDonough           | Janet Rose                       |
| Elizabeth Arnault                      | Paul and Susan Dimotakis           | Jim and Jean Keatley                         | Jose and Tess Sandoval           |
| Dirk Asjes                             | Stephen and Megan Drake            | Richard and Darleen Kleinert                 | John and Susan Schmid            |
| John Baldeschwieler and Marlene Konnar | David and Rebecca Ebershoff        | Susan Kranwinkle                             | Joe and Gigi Scully              |
| Michael and Janice Barker              | Vince and Betsy Farhat             | Robert and Elizabeth Krug                    | Jerry and Donna Secundy          |
| Geoffrey Baum and Lisa Gallaway        | Raymond and Dorothy Fleck          | Heather Lenkin and Taylor Heidenheim         | Chuck and Sarah Steidel          |
| Cynthia Bennett                        | Lynn Caffrey Gabriel, OD           | Mark and Hanna Lim                           | Roger and Priscilla Stephens     |
| Brad and Claire Brian                  | Tom Gertmenian and Sally Barngrove | Ethan and Joanne Lipsig                      | Michael Stevens and Melina Root  |
| James Buese                            | Avram and Christina Gold           | Councilmember Jason Lyon and Rev Tim Hartley | Storrier-Stearns Japanese Garden |
| Sheldon and Annette Bull               | Mic Hansen                         | Larry and Kristen Mantle                     | Ming and Mai Tai                 |
| Bill Cockrum and Rita Whitney          | Carol T Hanson                     | John and Dorothy Matthiessen                 | Marshall and Judy Taylor         |
| David and Susan Codiga                 | Nancy Hathaway                     | Don and Suzanne McConnell                    | Dickran and Geraldine Terrizian  |
| Knox and Mary Cologne                  | Maranatha High School              | Garrett Collins and Matt McIntyre            | Arnetta Tolley                   |
| Carl W. and Lynn Cooper                | Caryn Hofer                        | Steve and Heidi McLean                       | Michael and Melissa Udell        |
| George Corey and Eugenie Schlueter     | Carolyn V. Horne 'Cece'            | Phyllis Mueller                              | Paul and Elizabeth Walker        |
| Patricia S Cornelius                   | Barbara and John House             | Alfred and Jeanne Paiz                       | Carl D. Winberg, M.D.            |
| The Davis/Oliver Family                | Nick and Caroline Howell           | John and Barbara Poer                        | Mrs. Anita Yagjian               |
| Robert and Kira DeBlasis               | Bryan and Debi Jacobs              | Robert and Juli Roginson                     | Monica Zacharia                  |
| Martha Denzel                          | Peter Jensen and Mary Ann McGovern |                                              | Linda Zinn                       |

## Patron \$100-\$249

|                              |                                        |                                  |                                      |
|------------------------------|----------------------------------------|----------------------------------|--------------------------------------|
| Anonymous (32)               | Ann Dobson Barrett                     | Tom and Karen Bogaard            | Craig and Susan Burger               |
| Paul and Allison Alanis      | Dan and Laura Beal                     | Jim and Joan Bolton              | Mark and Jean Burns                  |
| N. Arr Alinsod               | Edmund and Aida Bedrosian              | Louis and Marcia Bonnabel        | Timothy Butler and Robert Morris, MD |
| Les Allan                    | Chris Benter                           | Shirley Botsford                 | Rick Button and Mary Hinkley         |
| David and Stacy Armillei     | Edward Beres                           | Jack and Gretchen Brickson       | Dr. and Mrs. Cantwell                |
| Bob Aronoff                  | Paul Bergman and Andrea Sossin-Bergman | Stephen Bridges and Krista Kelly | Wendy Alders Cartland                |
| John and Laura Babcock       | Michael and Mary Ann Bernath           | Bruce and Belinda Broughton      | Blaine and Virginia Cavena           |
| Charles Bakaly Jr            | Louise Bhang                           | George and Marilyn Brumder       | Elizabeth Chai-Chang                 |
| Richard Bakke                | Bailey and Barbara Bishop              | Paul and Jo Buczeko              | Kelly Chan                           |
| Richard and Barbara Baptie   | Chris and Brigitta Blumer              | Anne Buettner                    | Richard and Hilary Clark             |
| Michael Barish               | Cheryl Bode                            | Kirk Bull                        | Stephen Clauser                      |
| German and Rosalinda Barrero |                                        | Velton and Tina Bunch            |                                      |

David and Kathleen Colburn  
 Michelle Rene Cole  
 Shirley Contreras  
 John and Bette Cooper  
 Catherine Coquillard  
 Justine Corday  
 Ramon Cortines  
 Charlie Craig and Donna Furey  
 Wendy Currier  
 John and Ginny Cushman  
 Evelyn Cutting  
 James and Frances Cutts  
 Fouad Dagher  
 John and Anne David  
 John Davidson  
 Jay M and Christine Davis  
 Catherine Dees  
 De-Ping DeQuattro  
 Gene and Deanna Detchemendy  
 Sherry Dewane  
 Steve and Dana Dewberry  
 Anne M. Dougherty and David Dobrikin  
 Bruce I Drucker  
 Rick and Heidrun Drumm  
 Carol Anne Econn  
 Barbara Eddy and Stephen Socki  
 W. Allan Edmiston, MD and Patrick S Harrigan  
 Dr Charles Elachi  
 Ron and Joan Evans  
 Lowry and Randall Ewig  
 Patrick and Kathy Feely  
 Don and Jackie Feinstein  
 Robert M. and Janet S. Fitzgerald  
 John and Ruth Fleck  
 Louise Fox  
 Susan Frank  
 Carl and Shirin Friedlander  
 Ray Fuentes and Kim McNally  
 Katherine Gabel and Eunice Shatz  
 Judy Gain  
 George Gavalas  
 Don and Meg Gertmenian  
 Kathy Gibbons  
 Nelson and Priscilla Gibbs  
 Esme Gibson  
 Alan Goedde and Julie Withers  
 Paul and Janet Gordon  
 Sandy Greenstein  
 James Griesgraber and Patricia Grant  
 David and Tanya Grimes  
 Kathy Grobecker  
 Jim Gruettner  
 Kathleen Grzegorek  
 Kee W. Ha  
 Sam Hale  
 Edward and Freddie Hannan  
 Linda Hansen  
 Paul and Chery Hardy  
 Helen Harris  
 Rick and Mary Harrison  
 Jim and Tina Hart  
 Mark Hassan  
 Terry and Trudy Hatter  
 Elaine S Hawkes

JoAnn Haycraft  
 Mary Hayden and Carla Tomaso  
 Richard Henderson  
 Curt and Christine Hessler  
 Martin and Heather Holford  
 Susanne Hollis  
 Robert C. and Mary Fauvre Holmes  
 Andrew and Mari Hsu  
 Gang Huang  
 Chuck Hudson  
 Ralph and Linda Hubbard  
 Wayne Hunt and Carla Walecka  
 Sara and Kevin Hurley  
 Josey Iannotti and Reno Yu  
 Alec and Cynthia Ingle  
 Paul and Missy Jennings  
 Dr. and Mrs. Jeyaranjan  
 Michael and Janet Kadin  
 Bill and Priscilla Kennedy  
 Lisa A. Kenyon  
 Maranatha High School  
 Joshua Paul and Nina Kimenker  
 Levon and Silva Kirakosian  
 Ryan and Alison Knoll  
 Knowles Family  
 P. Korbel  
 Lorraine Koyama  
 Terry and Teresa Krupczak  
 Carolyn Kunin  
 Coralie Kupfer  
 Nancy Lahey  
 David L. Lain and Cheryl M. Craft  
 William and Nancy Larr  
 Kurt Lavenson  
 Sandra and Chuck Law  
 Joseph and Robin Laws  
 Brian and Candida League  
 Ted Levin and Jenifer Croluis Levin  
 Mr. and Mrs. Thomas H. Link  
 Donald F. and Carol Lomas  
 Mearle Lottman  
 Margo Louis  
 Gail Lovejoy  
 Christine Lumb  
 Sarah MacDowall and Jim Levin  
 Rick and Jennifer Madden  
 Cyndia and Karl Maier  
 Jane Mallary  
 Richard T. and Karen Mandeville  
 Virginia Mann  
 Kevin and Stephanie Mansfield  
 Daniel Markowicz and Elizabeth Dillon  
 Sharon Marsh  
 Ken Martinet  
 Learden and Carl Matthies  
 Laura Matz  
 Paul and Linda Maurin  
 David and Carlin McCarthy  
 Nancy McDonald  
 Stephen and Judith McDonald  
 Jason and Kathryn McGuire  
 Andrew and Jill McMahon  
 Mel and Marcia Means  
 Markus Meister and Elizabeth Gibb  
 William Meurer  
 Mary Anne Atterbury Mielke

Al and Vaida Mikuckis  
 Allan and Diane Miller  
 Craig and Sharon Miller  
 Fritz and Angie Miller  
 Muriel Mitchell  
 Linda G. Moore  
 Norah Morley and Anthony Koerner  
 Marilyn Murphy  
 Kenneth and Kazuko Nakaba  
 Douglas Nason and Christine Cadena  
 Negin Nazemi and Christopher Muno  
 Stan and Janet Neill  
 David Nelson and Michele Montllor  
 Steve and Robin Newquist  
 Mei Lee Ney  
 Robert and Gail Nishinaka  
 Angie O'Brien and Dan Smith  
 Kathleen O'Kane and Cheryl Groves  
 Curtine Olsen  
 Brian O'Neil  
 Thomas Ortiz  
 Gary and Ellen Osheroff  
 Jack Pan  
 Gary and Julie Pantiskas  
 Pasadena Museum of History  
 Kenneth and Joan Peterson  
 Rick Phegley and Carol Pfaffmann  
 Chris and Jean Pisano  
 The Pitruzzelli Family  
 Elizabeth Moule and Stefanos Polyzoides  
 Mr. and Mrs. Denis Portaro  
 Mary Prickett  
 Thomas Priestley  
 Buddy and Ellie Prude  
 Isabel Pulvers  
 Pyle Family  
 Janice Raney  
 Bonnie Reed  
 Henry and Gretchen Reed  
 Bob and Christine Reiter  
 Jack and Susan Reynolds  
 Ramon and Christine Reynoso  
 Brent and Carla Riggs  
 Brock Robertson  
 Terry and Ron Ross  
 George R. Rossman  
 Michael Roster  
 John and Thelma Rotonde  
 Dr Sarah Rudchenko  
 Stephen Russell  
 Loring Rutt and Ronna Dishnica  
 C S Ryan  
 David and Meg Sameth  
 J.S. Sarma  
 Frank and Marian Sata  
 Robin Sateriale  
 Mary Lea Schander  
 Peggy Schmid  
 Joe Schulman and Leslee Leong  
 Teri Schwartz  
 Dr. Cornelius C. Scott, III

Steve Selak  
 Joel and Jil Sheldon  
 Jiun Wonn  
 Rod Shingu  
 Elena Shoch  
 Richard and Marie-Christine Slater  
 Norman and Claire Slaught  
 Mr. and Mrs. Kent Sokolow  
 Ultra Soto-Rojas  
 Jim and Judy Spencer  
 Marcy Springer  
 Alan and Janet Stanford  
 Jeff and Peg Stephens  
 Timothy Still  
 John C Stipanov and Cynthia Sherman  
 Trevor Stutz and Lauren Blas  
 Lindsay and Dan Sullivan  
 John and Norma Svendsen  
 Alexander and Ellen Tan  
 Soo and Patricia Tan  
 Rupert and Laura Thompson  
 Martha Thompson  
 Tolleson Family  
 Pete and Joan Ulyatt  
 Paula Verrette  
 Paul and Char Vert  
 Patricia Vick  
 Nancy T. Walker  
 Robert F. and Diana L. Walker  
 Lee Wallace  
 Lily L. Wang  
 Marilyn Webster  
 Rick Weisman and Jackie Weisman  
 Alex Wernberg  
 Carl and Melinda Werts  
 J. Patrick Whaley and Lynda Jenner  
 Polly Wheaton  
 Ian and Barbara White-Thomson  
 Martha Williamson  
 Robert A Wolf MD  
 James and Grace Lee  
 Dianna Wong  
 Phelps and Athena Wood  
 C&D Yamauchi  
 Frances and Amnon Yariv  
 Leonard and Marsha Young  
 Lee and Sue Zanteson  
 Leslie Smith Zasa  
 Marilyn Zeronian  
 Eileen Zimmerman  
 Barbara Zimmermann  
 Sanford Zisman and Janis Frame

# Bring wildlife home by planting California natives

By John Howell  
CEO, Arroyos & Foothills Conservancy  
(AFC)

As fall finally arrives in Southern California, our native landscapes begin to wake up from summer dormancy. October's cooler temperatures and occasional rains signal the start of the growing season. To act in tandem with nature's natural cycles, this is a great time to introduce native plants into your home landscaping. You'll be doing something vitally important for our planet: creating habitat.

California's wildlife has evolved for millennia alongside native plants. Some of these relationships are highly specialized. Butterflies may drink the nectar from many flowers, for example, but their caterpillars eat only a limited number of species. Without those plants, the next generation cannot survive. Monarchs offer a powerful example. Monarch caterpillars can only eat milkweed, and the loss of milkweed habitat across North America has led to a catastrophic decline in their populations.

But research shows monarchs will readily lay their eggs on residential milkweed. Scientists studying the Eastern monarch populations conclude that the movement to plant more backyard milkweed has meaningfully restored their habitat and slowed their population decline.

What is true for monarchs is true for countless other creatures around us. Native buckwheats, sages, oaks, flowering shrubs, and other plants feed more insect species than non-native ornamental and drought-tolerant plants. Those insects in turn feed lizards, birds, bats, and small mammals.

This means the plants we choose for our backyards help rebuild the web of life fragmented by urban development and habitat loss.

You don't need to replace your entire yard to make a difference: a patch of California buckwheat (*Eriogonum fasciculatum*) will

soon be buzzing with native bees. Bush monkeyflower (*Mimulus longiflorus*) or California fuchsia (*Epilobium canum*) will attract hummingbirds with vibrant flowers. Toyon's (*Heteromeles arbutifolia*) red berries will feed songbirds through the winter, and a concha ceanothus's (*Ceanothus 'Concha'*) shrubby branches will provide them safe areas to build their nests. Plant several species together and your yard becomes a lively refuge of native habitat!

Planting during cooler temperatures gives roots time to establish before the summer heat returns. Winter rains give your plants the boost they need without spiking your water bill. With a plethora of species to choose from, many of which bloom in different seasons, native plants offer beauty that lasts year-round. You'll enjoy the sight and aromas of the plants, the songs of birds enjoying them, and the rewarding feeling of contributing to the restoration of our planet, one backyard at a time.



California buckwheat will attract native bees.



Monkey flower (and California fuchsia) will appeal to hummingbirds.



Toyon's red berries will nourish birds through the winter.

## Controversy roils ...

*Continued from page 6*

If this resolution is approved, project construction could not go forward on the half-acre San Pascual Park owned by Los Angeles.

The Gabrielino Band of Mission Indians (Kizh Nation) objects to the proposed project since it calls for construction on sacred tribal land, local wildlife habitats, and urban forest spaces.

### Addressing opposition

In response to these challenges, de Vinck explains, "While the Regional Board states the project will not achieve wet-weather bacteria compliance, the current design treats both dry- and wet-weather flows and provides additional pollutant-reduction benefits for many contaminants; however, bacteria reductions are limited in wet-weather flows."

### Project status

On May 4, 2026, the City of Pasadena issued a comprehensive 1,300-page DEIR. The extended comment period ended Aug. 1. Once comments are compiled, City Council will vote on certifying the environmental document, approving the project, and authorizing steps for project construction.

De Vinck pledges to address project terminology and technical issues in Pasadena's response to the DEIR. He says the City will resolve factual and regulatory questions directly with the Regional Board.

### Speak up

Share your opinion with the Pasadena DPW and District 6 City Councilmember Steve Madison at [smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net), and/or his field representative, Justin Chapman at [jchapman@cityofpasadena.net](mailto:jchapman@cityofpasadena.net).

If you wish to testify on the project, monitor the Pasadena City Council agendas to learn when the project will be calendared for a vote. You can do that online at [cityofpasadena.net](http://cityofpasadena.net).

# PWP introduces new residential solar rebate program

**P**asadena Water & Power (PWP) is responding to residents' interest in learning more about the benefits of investing in rooftop solar and battery storage systems by conducting solar home tours. The tours are organized by PASADENA 100, a community coalition dedicated to supporting City Council's resolution to achieve carbon-free electricity by 2030, and hosted by residents in each of Pasadena's seven council districts.

During the tours, residents who have already installed solar and battery systems provide insights and answers to questions. Representatives of PWP are on hand to share details of a progressive, new rebate program and online resources intended to incentivize homeowner investment. *[For more information, visit [PWPweb.com/Solar](http://PWPweb.com/Solar)].* These rebates are in addition to Pasadena's Net Energy metering program.

- PWP residential electric customers are eligible for a rebate of \$0.60 per watt when they purchase and install a new, permanent rooftop solar PV system.
- Residential customers currently enrolled in one of PWP's income-qualified bill payment assistance programs (EUAP, Cares, & Cares Plus) are eligible for a rebate of \$1 per watt when they purchase and install a new, permanent rooftop solar PV system.
- Residential customers are also eligible

for a rebate of \$350 per kWh when they purchase and install a qualifying battery storage system.

- Residential customers currently enrolled in one of PWP's income-qualified bill payment assistance programs, as well as PWP's Medical Assistance Program, are eligible for an additional \$200 per kWh.

Generally, rebates range from 20-30% of system costs. For example, a typical residential solar system size for a single-family home is 7.6 kW. The residential rebate for a 7.6kW solar system would be \$4,560, and \$4,725 for a 13.5kW battery storage system.

This incentive program is one of the ways residents can independently contribute to positive climate action. Increasing the amount of rooftop solar and battery storage in Pasadena will help reduce our reliance on carbon-emitting sources of electricity.

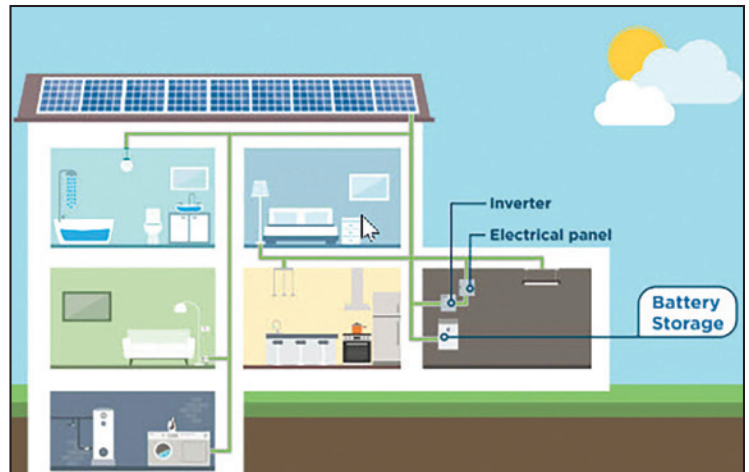


Diagram of a common residential solar array with battery storage. Source: Pasadena Water and Power and Massachusetts Clean Energy Center

Solar system owners find that they are able to recoup the cost of the solar system in 7-10 years; with the new rebate, that period is likely to be even shorter. And then after recouping the cost, the systems generate savings on utility bills throughout their 20-25 year lifetime. For people who have electric vehicles and charge them at home, additional savings include avoiding the cost of filling up the tank at a gas station, which is generally a lot more than the cost of the electricity used to charge the vehicle.

*For more information about the rebate programs or the future home tours, send an email to [PWPCommunications@CityOfPasadena.net](mailto:PWPCommunications@CityOfPasadena.net) or call (626) 744-4005.*

**THE ONE ARROYO FOUNDATION, THE CITY OF PASADENA, AND THE LANDSCAPE ARCHITECTURE FIRM RJM DESIGN GROUP HAVE LAUNCHED** the first phase of a community planning effort to restore and reimagine the Overlook and the historic Emma Dickinson Bird Sanctuary along the Lower Arroyo Seco. The sanctuary was established in 1935 in honor of Pasadena resident and bird advocate Emma Dickinson as a peaceful place for bird observation, reflection, and panoramic views of the Lower Arroyo Seco. The fountain is no longer operational, the historic stone walls require stabilization, and the overlook

lacks a safe pedestrian connection to the Lower Arroyo trail system. Source: City of Pasadena

**CITY AND PASADENA UNIFIED SCHOOL DISTRICT LEADERS**, during a joint April meeting, stressed the importance of working together to meet ambitious clean-energy initiatives and outlined plans to expand solar power, improve energy efficiency and collaborate on long-term sustainability goals. The City has committed \$20 million toward an initial phase of municipal solar projects at multiple sites, including libraries and utility facilities. School district officials outlined a proposed first phase of solar

installations at 12 campuses. Source: Pasadena Now

**THE CITY PLANNING COMMISSION UNANIMOUSLY RECOMMENDED** adding a \$500,000 planning and feasibility study for roughly 37 acres of city-owned land in the Lower Arroyo Seco corridor to Pasadena's adopted Capital Improvement Program (CIP) for fiscal years 2026-2027 through 2029-2031. The study would evaluate opportunities to improve water quality, habitat connectivity, ecological restoration, stormwater management, trail accessibility and public access. Source: Pasadena Now

# Striving toward a safer, quieter South Orange Grove

By Jay Davis  
Director, WPRA

It's a fact: Over recent decades, the volume of traffic on South Orange Grove Boulevard has grown, some might say exponentially. One reason for this is that 60% of the motorists on Orange Grove use it to get to the 110 Arroyo Seco Freeway on the south, and the 210 Foothill and 134 Ventura freeways on the north. And given the anticipated development of the 710 stub into new residential and commercial neighborhoods, the amount of pass-through traffic along Orange Grove should only increase, which would pose an even greater threat to pedestrian safety.

## City challenges

As a baseline, the first tier of traffic mitigation is enforcement. However, the Pasadena Police Department (PPD) has for some time been challenged by tight City budgets and staffing shortages.

These realities, at least in part, have led to an increase in the number of vehicles traveling at speeds in excess of the posted speed limits, a major cause of vehicular accidents and pedestrian injuries and deaths, and rising, excessive auto, truck, and motorcycle noise. In addition, many vehicles enter Orange Grove by turning right – often without stopping – against a red light.

To address these challenges, PPD has adopted what is referred to as a Directed Enforcement program. This proactive strategy involves activating a team of officers to swarm a particular area, such as Orange Grove, to discourage, in real time, disruptive traffic behavior. To date, the PPD has found this strategy to be effective.

## Tracking excessive noise

Car-noise cameras are automated enforcement systems that combine microphones and video to identify excessively loud vehicles. These systems – enabled by a California five-year pilot program ending on December 31, 2027



While Pasadena does not currently incorporate all these integrated smart-traffic management systems, it does include real-time communications to help make traffic more efficient, sustainable, and safer. Source: PTV Group

– respond to sounds above a set decibel limit (typically 95 dBs for passenger cars, and 80 dBs for motorcycles) to help discourage excessive noise from, for example, modified exhaust systems, horns, and auto stereo systems. The WPRA has recently been working with the City to introduce this type of program.

## Tracking speeds

While it isn't practical to expect Pasadena Police to provide 24-hour surveillance of our traffic conditions, California has recently authorized automated speed cameras under a three-year pilot program for several cities including Los Angeles, Glendale, Long Beach, Malibu, San Francisco, and Oakland.

These systems issue tickets only for vehicles traveling 11 mph or more over the posted speed limit, which should encourage motorists to travel at no more than posted speeds.

In San Francisco, which was the first California city to launch the speed-camera program, its initial set of 56 cameras has resulted in reducing dangerous speeding by nearly 80% after one year of operation. Severe speeding dropped to 6% or less of traffic, and, even more important, nearly two-thirds

(about 65%) of drivers who received an initial warning or citation did not commit a second offense. Also, San Francisco reports that traffic deaths have declined by 42%.

In Oakland, cameras from 18 locations have issued 2,000 speeding tickets each day in the first three months, according to the city's Department of Transportation. The *Oaklandside*, an independent nonprofit newsroom, estimates that new annual revenue could rise to at least \$4 million, assuming the minimum ticket cost.

## Tracking red-light infractions

California has permitted the use of automated red-light cameras by municipalities for some time. Recent legislation allows cities to offer streamlined civil enforcement of these violations. These cameras are only activated when the vehicle enters the intersection after the light has turned fully red.

In Sacramento, police report that nearly one-third of serious crashes in the city were linked to drivers running red lights. After installing cameras and issuing citations, collisions at red lights have decreased by 21%.

## A preservation perspective

# The Rose Bowl Stadium — the right choice

By Sue Mossman  
Executive Director Emerita, Pasadena  
Heritage

About 20 years ago, Pasadena chose to reject keen interest from the NFL to rebuild the Rose Bowl as a “state-of-the-art” pro football stadium.

Just before then, Chicago made a different choice. As a result, legendary Soldier Field all but disappeared except for a small remnant of the original colonnade. It was a sad day when, after the new construction was completed, Soldier Field was stripped of its National Historic Landmark status because so little of it remained. It’s still called “Soldier Field,” but it’s nothing like the original stadium that bore the name for 80 years.

In 2003, the National Football League expressed interest in turning the Rose Bowl into an NFL stadium. In Pasadena, numerous proponents were ready to embrace major change and to believe the NFL’s promises. Others, including Pasadena Heritage and the West Pasadena Residents’ Association, were

highly skeptical and concerned about our historic stadium, especially after seeing what happened in Chicago. After considerable study and debate, the skeptics vigorously opposed the idea as too destructive for the Rose Bowl and the Arroyo Seco.

City Council’s views were mixed, and in 2006 the question went to the public for a vote. The NFL proposal was soundly defeated.

A new stadium, currently named SoFi, was subsequently built in LA. As anticipated, it is a serious competitor for the Rose Bowl. Two NFL teams play there, and it hosts other sporting events and concerts that might otherwise have come to Pasadena.

With UCLA now trying to break its long-term contract and leave the Rose Bowl (a revenue source on which the venue depends), financial stability for our historic stadium is a constant challenge.



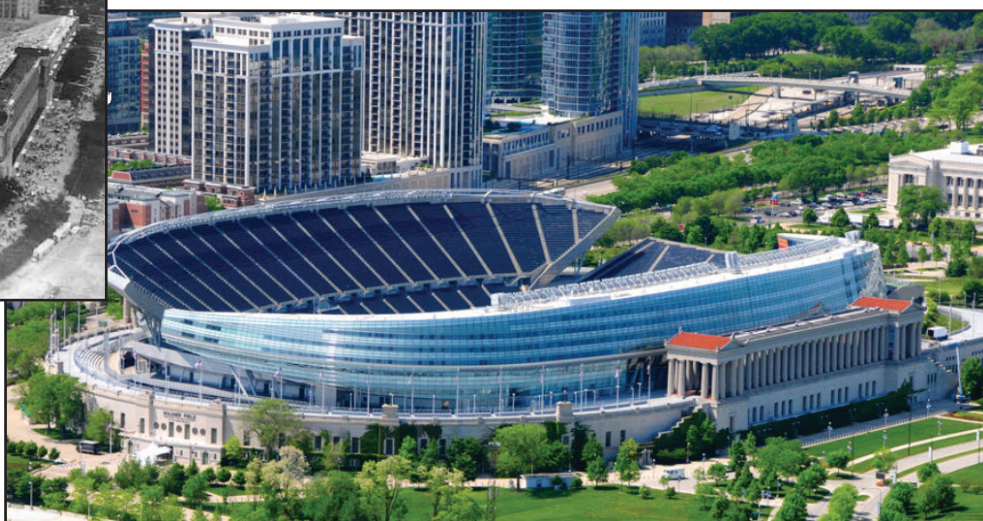
Sue Mossman

But the Rose Bowl management team is strong, is focused on raising funds for important stadium upgrades, and is achieving significant success. With all that in mind, I have followed recent happenings in Chicago where the Chicago Bears now want a new stadium. After all the money, effort, and sacrifice to build the “modern” remake of Soldier Field that all but obliterated the original 1921 stadium just two decades ago, the Bears will be leaving for a new, yet-to-be-built venue. And it won’t be in Chicago, not even in Illinois, but most likely across the border in Indiana. Chicago will be left with ... what?

I am grateful and proud that Pasadena made a different choice. We are making the original Rose Bowl work and even thrive. And watch out, SoFi — in 15 years or so, your premier teams may be looking for something new, and you will be just “old”. The world-renowned Rose Bowl, however, will be here — a rare and prestigious National Historic Landmark — unique, original, and legendary. May its story and its role as a Pasadena and national icon continue.



The original Soldier Field Stadium (left) opened in 1924 as Municipal Grant Park Stadium. The name was changed to Soldier Field in 1925. In 1978, the NFL agreed to a 20-year lease and major renovations to the stadium. It was a sad day when the new construction (below) was completed and stripped of its Historic Landmark status, since so little of the original stadium survived. It’s still called Soldier Field, but it’s nothing like the original stadium that bore the name for 80 years.



# A stronger future: PSC is expanding its fitness center

By Sheryl McPhee

Photos by Peter Matus

**W**hen it comes to ensuring that older residents of the San Gabriel Valley stay strong, flexible, and mobile, the Pasadena Senior Center (PSC) is on top of it! After more than two decades of providing members with top exercise and mobility equipment, classes, and wellness services at the existing fitness center, plans are now underway to create a wonderful new, larger facility just down the street from PSC.

The new fitness center will give more older adults access to the equipment, classes, and support they need to maintain strength, balance and independence. The proposed center, located on Holly Street near the southeast corner of Raymond Avenue, would offer nearly 2,000 square feet — nearly triple the size of the Center's current 700-square-foot fitness space.

## Room for more

The expanded space will enable significantly more participants to attend, while providing more specialized equipment designed for older adults, including a wider range of weights



suitable for beginners and people at different fitness levels. Planned programming includes circuit training, strength and mobility classes, and instruction focused on flexibility and balance.

"Part of aging well is maintaining mobility and strength," said Akila Gibbs, executive director of the Pasadena Senior Center.

"We have seen a huge increase in attendance as more older adults move to the Pasadena area, retire, and turn to the Center for classes, support, and exercise. PSC offers more support to older adults than any other organization in the San Gabriel Valley, and that's part of the reason why people are turning to us."

## Accessibility

Accessibility is another critical benefit. The current fitness center cannot adequately accommodate people who use walkers or wheelchairs. A larger ADA-accessible facility would allow more older adults with mobility challenges to participate in programs intended to help them regain



PSC offers personal training

strength and function.

"If we can help more of these individuals access the fitness center, they may be able to reduce their reliance on a walker or wheelchair," Gibbs said. "They will have an opportunity to rebuild their strength and mobility," Gibbs noted that they are hopeful that the new space will be open and operational in the first quarter of 2027.

## An urgent need

The need for a better, larger fitness center has become especially urgent following the Eaton Fire, which saw the PSC add more than 300 survivors who were previously members of the Altadena Senior Center, which burned in the fire.

The new facility creates benefits throughout the organization, as the existing space will be converted into additional classrooms, allowing the PSC to serve more people through computer instruction and other popular programs, said Gibbs.

## Capital funding campaign

To support the new facility's rent, maintenance, and long-term operation, the Center is currently conducting a \$5 million capital campaign spanning 10 years. Its goal is to create greater access to exercise, strength, and mobility, helping more older adults across the San Gabriel Valley live healthier, more independent lives, and age well.



Adult-friendly workout machines

# “Fill ‘er up”: Pasadena gets gas

By Christian Rodriguez  
Visitor Services and Outreach manager  
Pasadena Museum of History  
[crodriguez@pasadenahistory.org](mailto:crodriguez@pasadenahistory.org)

When automobiles first appeared on Pasadena’s streets, there were no gas stations on every corner. In fact, early motorists purchased gasoline from businesses that already sold other kinds of fuel, such as coal and kerosene, alongside their other goods. Some motorists even had it delivered to their homes by the barrel, where it could be ladled directly into a fuel tank — a potentially messy proposition.

By the 1910s, gasoline pumps that could measure the quantity of fuel dispensed were becoming common, making the process considerably easier. These pumps were not found at dedicated gas stations like those we know today. Instead, they often stood at the curb, outside the businesses that had previously

sold gasoline in cans or other containers. But curbside fueling created traffic bottlenecks, while the handling of gasoline raised increasing fire-safety concerns. Pumps gradually moved off the curb and onto private property.

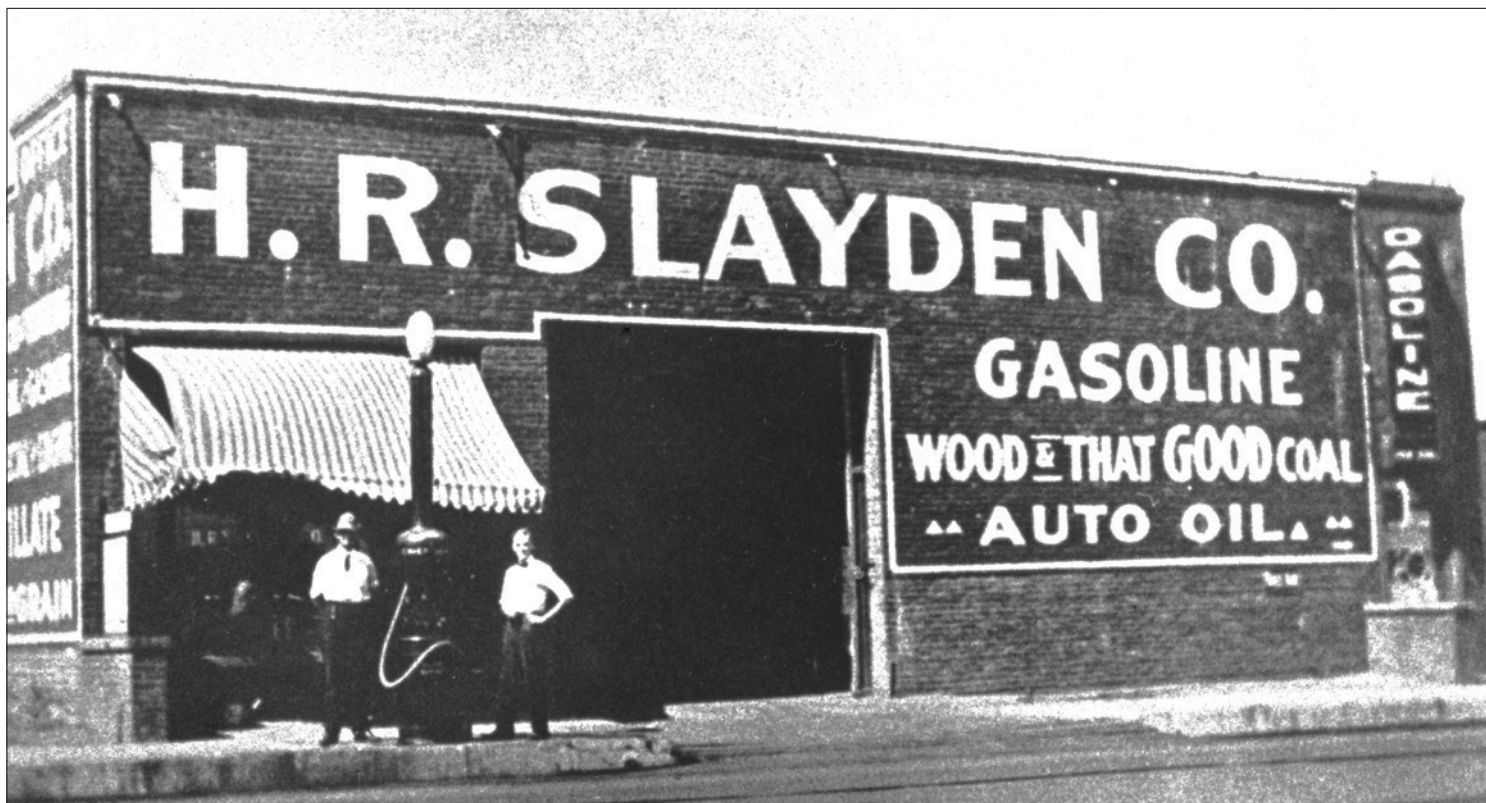
One Pasadena business was well positioned to make the transition from horsepower to the automobile and claimed to have installed Pasadena’s first gasoline pump. In 1893, Hugh Ridley Slayden and his brother Wallie established the Slayden Brothers Company, a fuel-and-feed business. Hugh purchased his brother’s share of the business in 1910, renaming it H. R. Slayden Co. It was located at 237 W. Colorado Boulevard, where it remained for 41 years.

However, major oil companies were also developing networks of gasoline stations, creating increasingly formidable competition for independent businesses such as Slayden’s.

Slayden’s story has a melancholy ending. After more than four decades in business, H. R. Slayden Co. was lost to bankruptcy during the Depression in 1934. Five years later, in 1939, 72-year-old Hugh Slayden himself became a victim of the automobile culture in Pasadena he had helped usher in: While walking home from a grocery store, he was struck by a car and fatally injured.

We often remember the entrepreneurs whose businesses endured, but the people whose ventures did not survive can be just as important to a city’s history. Hugh R. Slayden helped Pasadena embrace a new way of moving — and a new way of doing business.

The man who helped early Pasadena fuel its automobiles ultimately lost his business to a changing automotive marketplace — and his life to the increasingly powerful machines that filled its streets.



This 1915 photograph of Pasadena’s first gas station notes that the station sold traditional fuels such as wood and coal alongside its burgeoning automobile business. Initially, as in this photo, the pumps were at the curb. But curbside fueling created traffic bottlenecks, while the handling of gasoline raised increasing fire-safety concerns. Pumps gradually moved off the curb and onto private property. *H.R. Slayden Co., 1915, Pasadena Museum of History B8-e25c*



**WEST PASADENA  
RESIDENTS' ASSOCIATION**

Post Office Box 50252  
Pasadena, CA 91115-0252  
Visit our website @ [wpra.net](http://wpra.net)

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
PASADENA, CA  
PERMIT #1105

## Pasadena: city on call

### Police Department

Emergency..... 9-1-1  
Pasadena Crime Stoppers ... (800) 222-8477  
Non-emergency..... (626) 744-4241

### City services

Full listing of city phone numbers:  
[cityofpasadena.net/contact](http://cityofpasadena.net/contact)



One Call to City Hall  
**626.744.7311**

**Submit service requests — Get answers**  
**Call center hours of operation:**  
**Monday - Friday 7:30 a.m. - 5 p.m.**

Download the CSC App!



ANDROID



IPHONE

## Express yourself

### Pasadena

Mayor Victor Gordo  
[vgordo@cityofpasadena.net](mailto:vgordo@cityofpasadena.net)  
Acting City Manager Matthew  
Hawkesworth  
[mhawkesworth@cityofpasadena.net](mailto:mhawkesworth@cityofpasadena.net)  
Police Chief Eugene Harris  
[eharris@cityofpasadena.net](mailto:eharris@cityofpasadena.net)  
Fire Chief Chad Augustin  
[caugustin@cityofpasadena.net](mailto:caugustin@cityofpasadena.net)  
City Clerk Mark Jomsky  
[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)

### City Council

Tyron Hampton, Council District 1  
[thampton@cityofpasadena.net](mailto:thampton@cityofpasadena.net)  
Rick Cole, Council District 2  
[rcole@cityofpasadena.net](mailto:rcole@cityofpasadena.net)  
Justin Jones, Council District 3  
[justinjones@cityofpasadena.net](mailto:justinjones@cityofpasadena.net)  
Gene Masuda, Council District 4  
[gmazuda@cityofpasadena.net](mailto:gmazuda@cityofpasadena.net)  
Jessica Rivas, Council District 5  
and Vice Mayor  
[jrivas@cityofpasadena.net](mailto:jrivas@cityofpasadena.net)  
Steve Madison, Council District 6  
[smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net)  
Jason Lyon, Council District 7  
[jlyon@cityofpasadena.net](mailto:jlyon@cityofpasadena.net)

### Los Angeles County

LA County Supervisor Kathryn Barger  
(District 5): [Kathryn@bos.lacounty.gov](mailto:Kathryn@bos.lacounty.gov)

### California

Governor Gavin Newsom  
[gov.ca.gov/contact/](http://gov.ca.gov/contact/)

Senator Sasha Renée Pérez (D-25):  
[senator.perez@senate.ca.gov](mailto:senator.perez@senate.ca.gov)

Assemblymember John Harabedian (D-41):  
[assemblymember.harabedian@assembly.ca.gov](mailto:assemblymember.harabedian@assembly.ca.gov)

### United States

President Donald J. Trump  
[president@whitehouse.gov](mailto:president@whitehouse.gov)

Vice President JD Vance  
[vice.president@whitehouse.gov](mailto:vice.president@whitehouse.gov)

Senator Adam Schiff  
[schiff.senate.gov/share-your-opinion](http://schiff.senate.gov/share-your-opinion)

Senator Alex Padilla  
[padilla.senate.gov/contact/contact-form](http://padilla.senate.gov/contact/contact-form)

Representative Judy Chu (D-28):  
[chu.house.gov/contact](http://chu.house.gov/contact)

Representative Laura Friedman (D-30):  
[friedman.house.gov/contact](http://friedman.house.gov/contact)