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IN FOCUS

NOVEMBER/DECEMBER 2023





Tree Lighting Events

Story inside



Illness Prevention Tips

Story inside



NEW YEAR'S DAY



2024 Rose Parade and Rose Bowl Game Celebrations

The City of Pasadena, the Tournament of Roses and the Rose Bowl Stadium wish all a Happy Holiday Season. It is a special time of year for all of us. Please celebrate responsibly and with kindness.

It's that time of year again for America's New Year Celebration! Preparations are well underway and the excitement is building for Pasadena's 135th Rose Parade and the 110th Rose Bowl Game. Both events will be held on Monday, January 1, 2024. The 2024 theme is "Celebrating a World of Music". In a world of different cultures, beliefs, hopes, and dreams, one language unites us all — music. Whether near or far, we invite you to year-long festivities that culminate on New Year's Day at the Rose Parade and Game. Let the music begin! A whirlwind of preparations and other special activities by City and Tournament of Roses staff and volunteers are happening now to ensure the main events are presented in flawless fashion for the thousands of parade spectators, football fans and the millions around the world who watch on TV and social media.

Safety Tips for the 2024 Parade and Bowl Game

- **Overnight camping** is permitted on the parade route only on Sunday, Dec. 31, 2023.



- **A position on the sidewalk** may be maintained along the parade route beginning at Noon on Sunday, December 31. All persons and property, such as blankets, chairs and personal items, must remain on the curb until 11 p.m., after which parade spectators may move out to the blue "Honor Line" but not past it.

- **Small, professionally manufactured barbecues** elevated at least 1 foot off ground are allowed on parade route and must be 25 feet from buildings and other combustibles. A fire extinguisher must be readily available at all times.



- **Bonfires and fireworks are prohibited.**

- **Minors under 18** may be on the parade route from 10 p.m. to 5 a.m. only if supervised by an adult.

- **Dress for cold weather!** Children and seniors may need extra layers of clothing to avoid hypothermia. Remember hats and gloves.



- **Drink healthy fluids** and consume nourishing meals to avoid dehydration.

- **"SEE SOMETHING, SAY SOMETHING!"** Call (626) 744-4241.



- **For life-threatening emergencies, call 9-1-1.** Remain calm; listen to all questions asked; provide short answers and know the address or easily identified landmarks from where you are calling.



- **Use common sense;** celebrate responsibly and always designate a driver!



- **Appearance in the parade** is prohibited for anyone not approved by the Tournament of Roses. Anyone attempting to interfere with parade or game is subject to arrest.

- **The parade route and stadium are "No Drone Zones"** and aircraft is subject to being impounded.



- **Tents, ladders, sofas or boxes** are prohibited on parade route. Unoccupied chairs are not allowed and will be removed from parade route.

- **No items** may be sold along the parade route without a City permit. Selling space along the parade route, other than grandstand seating, is illegal.



- **It is illegal** to buy, sell or give away horns.



- **No public areas,** sidewalks, curbs, gutters, streets, ramps may be cordoned or roped off.

- **Only officially certified** and properly identified service animals are recommended along the parade or at game; keep all other pets safe at home!



- **Throwing any object** into the parade or at the game is dangerous and prohibited. Violators can be cited and property seized.
- **No unauthorized parking.** Vehicles blocking emergency travel lanes or parked in restricted areas at parade or near stadium will be towed at the owner's expense, no exceptions. Pay attention to where you park and doublecheck for temporary No Parking signs and other restrictions.



- **No open containers of alcohol** are permitted on public streets, sidewalks and all other public areas along parade route. Violators may be cited or arrested.



- **Do not support unlicensed or unpermitted** food vendors on parade route or in stadium parking lots. All vendors must display valid health permits.
- **Smoking of any kind is prohibited** along parade route or at stadium. Sale, possession and use of illegal drugs will not be tolerated.



- **Stadium enforces a clear bag police** for entrance to game. Go to **www.rosebowlstadium.com** for tailgating rules and clear bag policy.
- **Unoccupied chairs are not allowed** and will be removed from the parade route.



Visitor Hotline Opens Thursday, Dec. 28

The Visitor Hotline is dedicated to all things Rose Parade and Rose Bowl. Got questions? We got answers! Call us at (877) 793-9911.

The hours of operation are as follows:

- Thursday, December 28 (10 am – 5 pm)
- Friday, December 29 (10 am – 5 pm)
- Saturday, December 30 (10 am – 5 pm)
- Sunday, December 31 (10 am – 2 pm)
- Monday, January 1 (10 am - 2 pm)

In addition, like the "Visit Pasadena" Facebook page at **Facebook.com/VisitPasadena**. If you want to be part of the Hotline excitement, volunteer!

Local volunteers are needed to staff the hotline. Contact the Pasadena Convention & Visitors Bureau's at (626) 795-4725. The Visitor Hotline operates from the Pasadena Convention Center, 300 East Green Street. Volunteers serve four-hour shifts.
VisitPasadena.com

YOUR VOTE IS YOUR VOICE

The March 5, 2024 Presidential Primary Election will also include Pasadena's Primary Municipal Election for local races. Local voters will be electing representatives for Pasadena's citywide elected Mayor and City Council Districts 1, 2, 4, and 6. In addition, residents of District 3 will elect a representative to serve for the remaining two years of an unexpired term, following the passing of Former Councilmember John J. Kennedy, and in compliance with City Charter Section 404.

The nomination period opens on Monday, November 13, 2023 and runs through Friday, December 8, 2023. Detailed election information for those seeking candidacy for the offices of Mayor and City Council is available at **Cityofpasadena.net/City-clerk/Elections-2024/**, or by calling the Pasadena City Clerk's Office at (626) 744-4124. The City's election web page will be updated with additional information as candidates file nomination papers, or if local measures are added to the ballot.

The County of Los Angeles' Registrar-Recorder/ County Clerk is seeking poll workers to assist with the March 5th election. If you speak Armenian, Chinese, Japanese, Korean, Spanish, Tagalog or Vietnamese, you are especially needed. Poll workers provide critical community service to the election process. Help your community by signing up today! Call the Registrar of Voters Office at (800) 815-2666, option 7, for more information.

Improve the Efficiency of Your Home at No-Cost!



Pasadena Water and Power's Home Improvement Program can help residential electric customers save money with no-cost evaluations of their water and energy use. Qualify for free efficiency products such as LED bulbs, attic insulation, low flow showerheads and more by visiting **PWPweb.com/HIP**.

Veteran's Day Ceremony

SATURDAY, NOVEMBER 11 • 10:30 A.M.
Pasadena City Hall, 100 N. Garfield Ave.

Please join the City of Pasadena and the Pasadena Veteran's Day Committee as we pay tribute to veterans in this great city with special guest speaker, Captain Jessica J. O'Brien, Commanding Officer, Naval Weapons Station Seal Beach.

Adaptive Sports Festival



SATURDAY, NOVEMBER 4
9 A.M. – 4 P.M.
Brookside Park
360 N. Arroyo Blvd.

Triumph Foundation's Adaptive Sports Festival is November 4th featuring wheelchair basketball, tennis, rugby, pickleball, hockey, golf, handcycling, archery, swimming, boccia, art workshop, resource fair, and more! We will have coaches and instructors to teach you the games, so come out to play!

Our goal is to introduce adaptive sports to more people, increase inclusiveness and awareness of people living with disabilities in the community, and have FUN!

Register: **Visit our Eventbrite page to register for the FREE event**

Volunteers: **SIGN UP HERE TO VOLUNTEER**

Win a $5,000 Scholarship for College

PWP is now accepting essays and applications for the 2024 Academic Scholarship. Each year, PWP honors two outstanding high school seniors in Pasadena with a scholarship to a two- or four-year accredited, post-secondary institution for the upcoming academic year. The first-place scholarship is $5,000, and second place is $2,500.
To apply, students must write a minimum 500-word essay about a topic related to the utility industry. Find out more at **PWPweb.com/Scholarship**.



Tree Lightings





Mayor's Annual Holiday Tree Lighting

FRIDAY, DECEMBER 1 • 5-7 P.M.
Pasadena City Hall, 100 N. Garfield Ave.

Join Mayor Victor M. Gordo in kicking off the holiday season at Pasadena's free family holiday celebration. Enjoy festive musical performances by local youth and a holiday craft contest. Pasadena Fire Department will also be collecting new, unwrapped toys for the Spark of Love Toy Drive.

For more information, please call (626) 744-7500.

Allendale Holiday Celebration & Tree Lighting

THURSDAY, DECEMBER 7 • 4 - 6 P.M.
Allendale Branch Library, 1130 S. Marengo Ave.

Get into the spirit of the season with family crafts and a special performance by the Blair Middle and High School Choir. Tree lighting will be at 5:30 p.m.

Hastings Tree Lighting Celebration

TUESDAY, DECEMBER 12 • 4 - 6 P.M.
Hastings Branch Library, 3255 E. Orange Grove Blvd.

Join us for Hastings' annual Tree Lighting Ceremony. Enjoy festive songs, carolers, stories, refreshments, and crafts! Tree lighting will be at 5 p.m.



Illness Prevention Tips

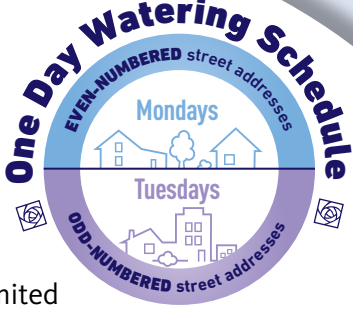
Respiratory illnesses like COVID-19, influenza (flu), and respiratory syncytial virus (RSV) are more common during the colder fall and winter months and can be spread to others through sneezing, coughing, or direct contact.

To reduce the spread of respiratory illnesses during cold and flu season:

- **Stay home when sick**
- **Avoid close contact with people who are sick**
- **Test for COVID-19 if you experience symptoms**
- **Wash your hands**
- **Wear a well-fitted face mask**
- **Cover your coughs and sneezes**
- **Get vaccinated by contacting your medical provider or pharmacy**

The Pasadena Public Health Department (PPHD) is offering flu vaccines for ages 6 months+ and COVID-19 vaccines for adults who qualify. For more information on receiving a flu or COVID-19 vaccine, call PPHD's Immunization Clinic at (626) 744-6121. Contact a health care provider to determine your eligibility for the RSV vaccine.

One Day Outdoor Watering Schedule



Effective November 1, outdoor irrigation is limited to one day per week to preserve our water supply. Make every drop count by watering on Mondays for even numbered addresses and Tuesdays for odd numbered addresses. Hand watering, especially of trees, is still encouraged.

Visit **PWPweb.com/WateringSchedule** for up-to-date information.



Small Business Saturday

Starting Saturday, November 25

'Tis the season to spread joy and love in Pasadena! Why not make your holiday shopping an adventure by checking out local gems and savoring some delicious bites? Mark your calendar for November 25th, and here's the cherry on top – score a GIFT at select spots (while supplies last). Let's support local businesses and make this holiday season a celebration of community!

Install an EV Charger and Qualify for a Rebate



Take advantage of EV charger incentives! Residential electric customers are eligible for a $600 rebate when they install a qualifying Wi-Fi enabled or internet connected-EV charger in their home, or $200 when they install a standard EV charger. Residential customers must meet eligibility requirements to receive rebates. Learn more at **PWPweb.com/EV**.

Signup for Text Before Tow



Sign-up to get a text message when your vehicle is at risk of being towed for the following violations:

- 72 Hour Parking (Abandoned Vehicles)
- Blocked Driveways
- Construction Zone Parking
- Temporary No Parking for Special Events and Moving Trucks

This program does not apply to peak tow-away, yellow or white zones, hazards or any other parking violations. Sign up at **Bit.ly/TextBeforeTow**

HOLIDAY CLOSURES

Veterans Day • Friday, Nov. 10
Thanksgiving Holiday • Thursday, Nov. 23 & Friday, Nov. 24
Christmas • Monday, Dec. 25

CLOSURE EXCEPTIONS

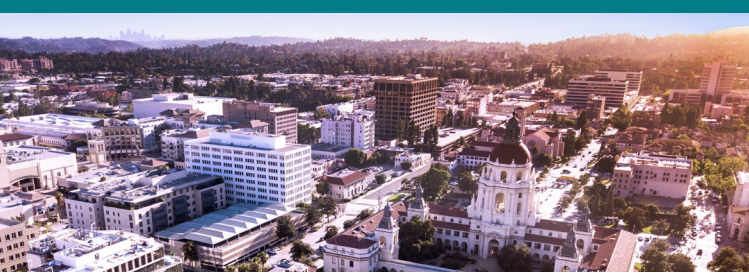
Pasadena Police and Fire Departments will be staffed for all patrol, jail, fire, paramedic and other emergency services. Administrative offices will be closed.



CELEBRATING NATIVE AMERICAN HERITAGE MONTH

Pasadena Public Library will observe National Native American Heritage Month throughout the month of November by recognizing the important contributions of Native people and celebrating their rich and diverse cultures, traditions and histories. Programming is sponsored by The Friends of the Pasadena Public Library.

To learn more, visit the library webiste at **PasadenaPublicLibrary.net**.



Reporting Fraud, Waste Or Abuse

To report suspected cases of fraud by the City or its employees, officials, contractors or vendors, call the HOTLINE at (626) 744-7448 or visit: **CityOfPasadena.net/city-services/fraud**

For accessibility information or to request an accommodation, please call (626) 744-7311 or email **Pasadena311@CityOfPasadena.net**. Providing at least 72 hours notice prior to the event will help ensure availability.

Connect with City of Pasadena

CityOfPasadena.net

@CityOfPasadena **@CityOfPasadena**

@PasadenaGov **City of Pasadena**

Register for Pasadena Local Emergency Alert System **(PLEAS): CityOfPasadena.net/fire/PLEAS**

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