

City Manager's Report No. 160

May 10, 2024

1. Recap of City Council Meetings

At their May 7th meetings, the City Council took the following actions:

- Selected Councilmember Kassakhian as the Chair and Housing Authority Member Adjinian as the Vice Chair of the Housing Authority for one year.
- Participated in Budget Study Session #2 that included presentations of Citywide Fee Study, Pension Refinancing & Infrastructure Bonds.
- Issued a proclamation designating May 2024 as Older Americans Month.
- Issued a proclamation designating May 2024 as Building Safety Month.
- Issued a proclamation designating the second week of May 2024 as Lung Cancer Action Week.
- Received an update from Metro staff on the status of Bus Rapid Transit (BRT) at 25% design completion.
- Adopted specifications for vault dewatering, hazardous waste disposal and emergency response clean-up and to advertise for bids.
- Adopted Specifications for solicitation of a legal advertising contract for the City of Glendale.
- Approved and adopted the MOU with GCEA commencing July 1, 2024 through June 30, 2027, providing for COLA adjustment of 6.5% in FY 24/25, 4% in FY 25/26, and 4% in FY 26/27; alignment of medical insurance premiums for all GCEA unit employees with those of the GMA which includes a 50-50 split on any new plan premiums; eligibility for up to six weeks of paid bonding leave within the twelve months following the birth, adoption, or foster care placement of a child; simplified salary schedule from nine steps to six steps; adjustments in special pay categories for positions in Integrated Waste Truck Mechanical Maintenance, Commercial Refuse, Fleet Services, and Public Works Technician positions.
- Appointed Mayor Elen Asatryan to replace former Councilmember Paula Devine on the Burbank-Glendale-Pasadena Airport Authority.
- Selected the following twelve community members to be on the Charter Review Committee:
 1. Allan Durham
 2. Steven Flower
 3. Ani Garibyan
 4. Lilit Harutyunyan
 5. Paul Karapetian
 6. Elizabeth Manasserian
 7. Stephen Meek
 8. Linda Megerdichian
 9. Denise Miller
 10. Carl Povilaitis
 11. Bryan Smith
 12. Rachel Yoo
- Held the sixth Public Hearing regarding the composition of Council districts related to the proposed transition-based Councilmember elections and potential amendments to City Charter and directed staff to bring it back on May 21, 2024.

2. Verdugo Skate Park 20th Anniversary

On Saturday, May 4th, the Community Services & Parks Department celebrated the 20th anniversary of the Verdugo Skate Park opening. This event was attended by many of our younger skaters, but there was also an amazing turnout of skaters over 50 years of age. Staff coordinated competition games, giveaways, and served pizza for participants. Over 200 people attended the event, including some of the original professional skaters such as Benett Harada and Christian Hosoi. They signed skateboards and took photos with participants. It was a very successful anniversary party.



3. Rental Rights Program Reent Outreach

The Housing Division has been actively educating the community regarding the changes in the rental rights program. Below highlights the initiatives completed thus far, as well as those upcoming.

All their marketing efforts have been both comprehensive and inclusive, targeting both Glendale residents and landlords with multi-lingual outreach:

- Distributed postcards to 60,000 residents and 7,000 landlords in multiple languages.
- Overhauled the website. (GlendaleRentalRights.com)
- Advertised on GTV.
- Reached GUSD through Peach Jar flyers.
- Ran an active social media campaign.
- Scheduled a multi-lingual webinar for May 29th.

Currently, they are working on additional initiatives such as mass mailings, surveys, community meetings, videos, booklet guides, newsletters, and bus ads. We'll also maintain regular outreach via GTV, Peach Jar, and social media. Overall, our efforts are progressing well, ensuring widespread awareness, and understanding of the Rental Rights program.

4. 10th Annual Verdugo Mountains 10K

The Community Services & Parks Department and the Glendale Parks & Open Space Foundation held the 10th Verdugo Mountains 10K Trail Run & Hike on Sunday, May 5.

459 runners were on the course on Sunday morning, with each runner receiving a medal at the finish line. The top three runners for men and women each received a trophy. There was a runner from as far away as France and nine runners who have participated in all ten races over the years and received legacy hats recognizing their participation from the Foundation, including our very own former Police Chief Carl Povilaitis.

This was the 10th year the event was held. It originally started in 2011, but there was a four-year hiatus between 2020 and 2023 due to the pandemic and rockslides on the trail. The City and Foundation were pleased to bring this successful and fun event back this year. The date is already set for the next event on May 4, 2025! Sponsorship proceeds from the event go to the Glendale Parks & Open Space Foundation, a non-profit organization that supports outdoor programming and the Community Services & Parks Department.



5. Central Library Temporary Closure

Central Library will be closing temporarily to the public from Friday, May 24 through Wednesday, June 19, 2024, as part of the Public Works Department's ongoing Youth Spaces Renovation Project. Central Library will resume normal business hours on Thursday, June 20, 2024, at 9:00am.

For alternate branch locations and hours please visit [EGlendaleLAC.org/hours-of-operation](https://www.glendalelac.org/hours-of-operation).

6. Low Income Home Energy Assistance Program Event

On Thursday, May 9, 2014, Glendale Water & Power in partnership with the Pacific Asian Consortium for Employment (PACE) held an application assistance event to help eligible income-qualified customers with their unpaid electric or gas bills through the Low Income Home Energy Assistance Program (LIHEAP) in the Perkins Community room. Over 100 residents were present and waited for PACE and GWP customer services employees to assist them with the application process. Another 20 customers took the applications home to send in later. This is the second event GWP has hosted with PACE. Earlier this year a similar event was held which focused on assistance with unpaid water bills. GWP Customer Service representatives regularly recommend the LIHEAP program to residents who are seeking assistance with their bills. Moving forward, GWP is planning to host several of these events each year aimed at informing and assisting customers.



7. GWP's SmartVX Video Launch

Glendale Water & Power recently launched a new initiative with SmartVX that enhances the customer engagement experience - Innovative Personalized Videos that transform the way GWP communicates with customers. These customized videos help GWP customer services staff engage with customers on a new platform, delivering personalized information about their bills, programs, news and announcements, and outage management information.

GWP's Business Services, Customer Services, Public Benefits and Marketing teams have worked diligently with SmartVx for several months to seamlessly integrate with GWP's customer information and billing system, Northstar, for this highly personalized approach to customer communications. This included writing scripts, finding video footage and content, customizing specific customer data, communication of GWP programs and services, language translations, and endless testing of videos to ensure they were loading and displaying the information correctly.

These personalized videos come preset in four translated languages: Armenian, Korean, Spanish, and Tagalog. Customers have the option to choose the language that best suits their need. The videos are interactive, embedded with links so customers can click on action buttons on the screen and be taken to the appropriate GWP sites to view and pay bills, set-up outage management alerts and e-billing, or visit GWP specific websites. GWP is very excited to offer its customers a more personalized and informative experience through SmartVX.

Thank you to the team of employees that assisted, and congratulations on the successful completion of this innovative project.

Sample Video Images



To play a couple of videos click below:



8. Future Tentative City Council and Housing Authority Agendas (subject to change)

May 14:

- Budget Study Session #3: Proposed FY 2024-25 Citywide Departmental Budgets (afternoon)
- Ordinance Amending 2023 Building & Safety Code (afternoon)
- Modifications to Nomination Process for Boards & Commissions
- Adoption of Ordinance Amendments for Design Review, Entitlement Processes, Parking Requirements, and Miscellaneous Zoning Code Clean-Ups

May 21:

- Budget Study Session #4: Council Follow Up Items and Wrap-up (afternoon)
- Ordinance Introduction Authorizing Issuance of the 2nd Tranche of Electric Revenue Bonds
- Purchase of Police Department's Mobile Command Post
- Award of Construction Contract for La Crescenta Avenue Rehabilitation Project
- Authorizing Palo Alto Network Cyber Security Standards
- Proposed Districting Maps and Ballot Measure and Amendments to City Charter
- Dark Fiber and Colocation Master Agreement Extension with Crown Castle

May 28:

- No meetings.

June 4:

- Stage 1 Preliminary Design Review for Proposed Development at 126 Kenwood Ave.
- FY 2024-25 Budget Public Hearing & Adoption
- Ordinance Authorizing Issuance of the 2nd Tranche of Electric Revenue Bonds – Adoption
- Bicycle Transportation Plan Update
- Adoption of Urban Wildlife Management Plan
- Memorandum of Understanding (MOU) with GPOA and Sworn Police Managers
- Software and Services for Onboarding, Learning, Performance Modules with NeoGov

June 11:

- Engineer's Report for Levy of Assessment to the FY24-25 North San Fernando Road Landscape Maintenance District
- Low Voltage Cabling, Cybersecurity Standards, CalNET Contracts, Standardization of IT Solutions for Cloud Hosting, and Software.