



In 2001, you and your neighbors sent me to the Pasadena City Council with a strong show of support and a specific agenda to strengthen our neighborhoods.

*It worked.
City Hall heard you.
Here's an update...*

Parks & Neighborhoods

- ✓ New playgrounds and revitalized sports fields.
- ✓ New walkways for our parks.
- ✓ New trees and historical lights along Lake Avenue.
- ✓ Abandoned Shopping Cart Ordinance enacted.
- ✓ Many new trees were planted throughout the district.
- ✓ Additional street cleaning.
- ✓ Belvidere Storm Drain covered.
- ✓ Block parties and neighborhood clean-ups organized regularly.

Public Safety

- ✓ City Council approved 6 new police officers for our neighborhoods.
- ✓ Council approved hiring Neighborhood Prosecutor to tackle issues directly affecting our neighborhoods.
- ✓ Improved code enforcement.
- ✓ Curbed problem liquor stores.

Neighborhood Traffic

- ✓ Bungalow Heaven and Catalina-Carson Neighborhood Traffic Management Plans underway.
- ✓ Increased enforcement of traffic laws.
- ✓ Redirected patrol officers back to our neighborhood streets.
- ✓ Installed and updated traffic signals at Orange Grove & Garfield and Lake & Washington.
- ✓ Gold Line completed and opened.
- ✓ ARTS Bus system expanded Citywide.

Affordable Housing

- ✓ Heritage Housing Partners (100% affordable housing).
- ✓ Orange Grove Gardens (100% affordable housing).
- ✓ Union Station Family Center opened.
- ✓ Inclusionary Housing Ordinance adopted by City Council.
- ✓ Maintained our independent utility and kept our rates low.

Let's keep the *momentum* going...

Together, as a community, we have set new goals for the next four years. With your support, our goals *can be met!*

- Increase Public Safety
- Affordable Housing
- Establish a new school in the Northwest
- Preservation of City Hall and the Rose Bowl
- Improve Traffic Congestion
- Ensure High-Quality Development

More than electing candidates, your vote sends a message to City Hall that you care about what happens in your neighborhood and our City.

On March 8th, my Council colleagues will be watching and listening for your message. Our collective votes will let them know we care.

We did it four years ago and we must do it again. Let's keep working for stronger neighborhoods... *let's keep the momentum going!*

Victor



Vote March 8 • Re-elect Victor Gordo

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Garfield Heights Neighborhood
Mark Mortenson
Curt Muranto
Renee Rubalcava
Carriage District Neighborhood
Marcia Sola
Heidi and Roland Sprewell
Jim and Terri McQuarrie
Don and Tamara Short
Maria Salas
Catalina/Corson Neighborhood
Silvia Hernandez
Ray Mas
Pasadena Fire Fighters Association
Armenian National Committee—
Pasadena Chapter
Pasadena Foothill Association of Realtors
United Public Employees of California, Local 777
Los Angeles County Federation of Labor

Washington Square Neighborhood
Arlene Okimura
Andy Cano
Karen Eppinger & Mark Fearing
Gian Lozano
Tim and Joanne Wendler
Bungalow Heaven Neighborhood
Bob Kneisel
Bryan Reese
Denise Roberts
Richard Quirk
Ken Miedema
El Rio Lake Neighborhood
Danny Estrada
Villa Park Neighborhood
Gabriel Cegas
Sherrill Finkston
Gretchen and Blake Bailey

We strongly support re-electing Councilmember Victor Gordo to be *our* voice at City Hall.

Congratulations are in order... Councilmember Gordo led the effort and worked with neighbors, police and city leaders to create guidelines that will address a problem (nuisance liquor stores) that has gone on too long.
...an excellent example of good government at work.

Kudos . . .

PASADENA STAR-NEWS

Wednesday, September 15, 2004 ♦ www.pasadenastarnews.com

Our View

Neighbors & Friends for Gordo
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ID# 1227791



On Tuesday, March 8th City Hall needs to hear the voice of District 5.

VOTE

Re-Elect Councilmember Victor Gordo