

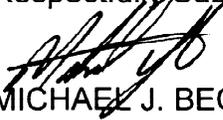
past so that we are able to trend the current responses with those over the past two years. Some of the highlights from the survey are as follows:

- **Voters have a positive perception of Pasadena.** An overwhelming 93% of those surveyed gave Pasadena a positive rating as a place to live (up from 91% in 2008)
- **Public Safety departments continue to score high with residents.** Both the Fire Department and the Police Department received high marks for department performance.
- **Voters identified the most serious issues facing Pasadena.** Crime tops the list at 13% followed by education/public schools; increased development; business development/economy; and housing costs/affordable housing. These findings are consistent with the 2008 survey.
- **Voters are aware of the State's budget problems and that there will be an impact to Pasadena.** 92% of those surveyed knew the state was experiencing a large budget deficit and 84% knew that Pasadena would be impacted.
- **Voters are aware of the current water shortage and the offsetting impacts.** 83% of voters were aware of the water shortage and 73% knew that water rates were being planned.
- **Employees perceived as providing professional service.** 75% of the service provided by employees is ranked as being professional; the overall customer service received 74%; and courtesy ranked 73%.
- **Transportation issues drop in priority.** Based on several survey responses, it was noted that concerns over transportation have become less significant related to other issues. Survey results demonstrated that the intensity for making cuts in traffic enforcement and safety decreased from 70% in 2007 who said no cuts to only 52% saying no cuts to this program.

FISCAL IMPACT:

This is an informational item and therefore has no direct fiscal impact.

Respectfully Submitted,



MICHAEL J. BECK
City Manager