

Figure 8: Pasadena Zip Code Map

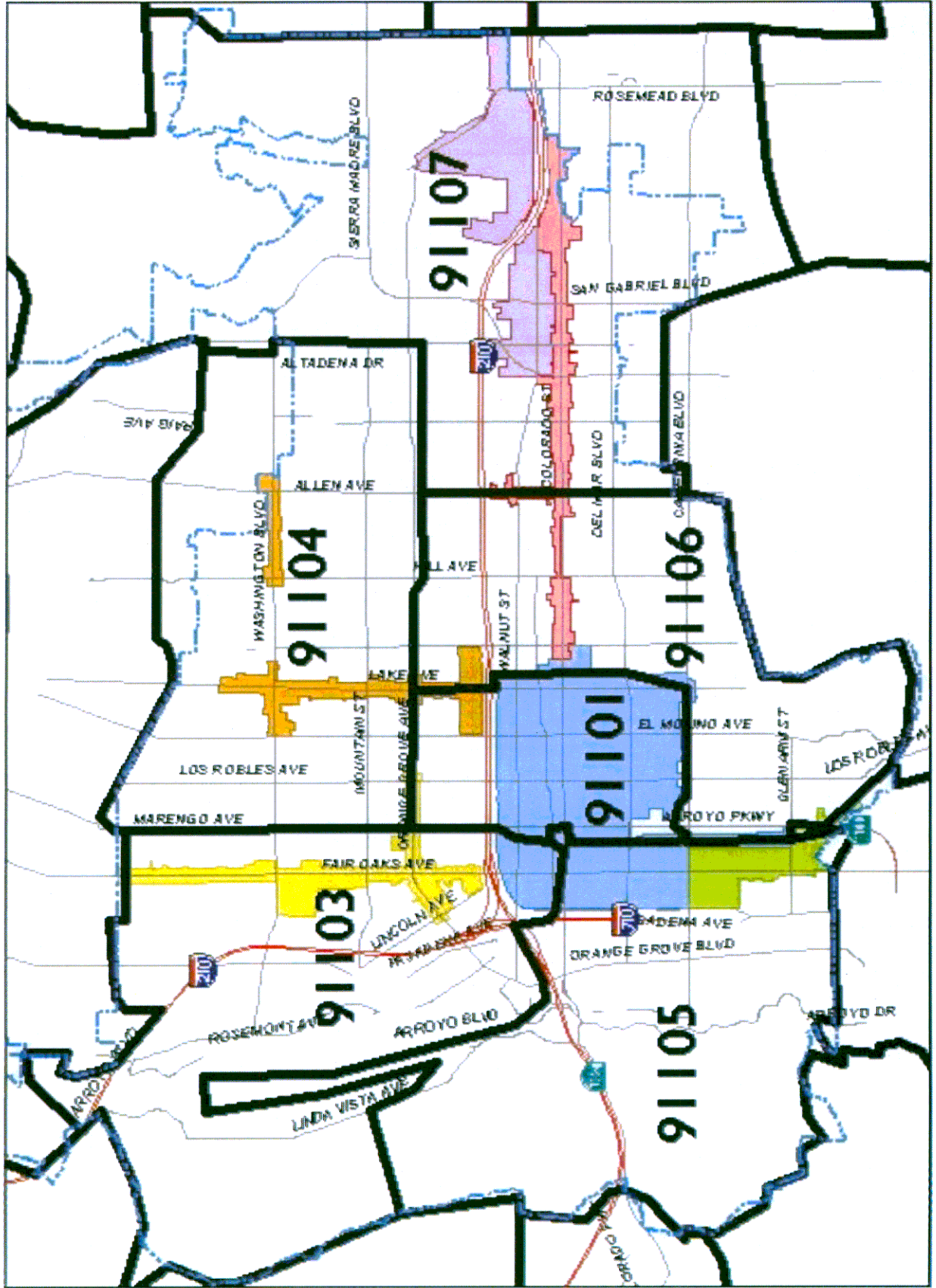
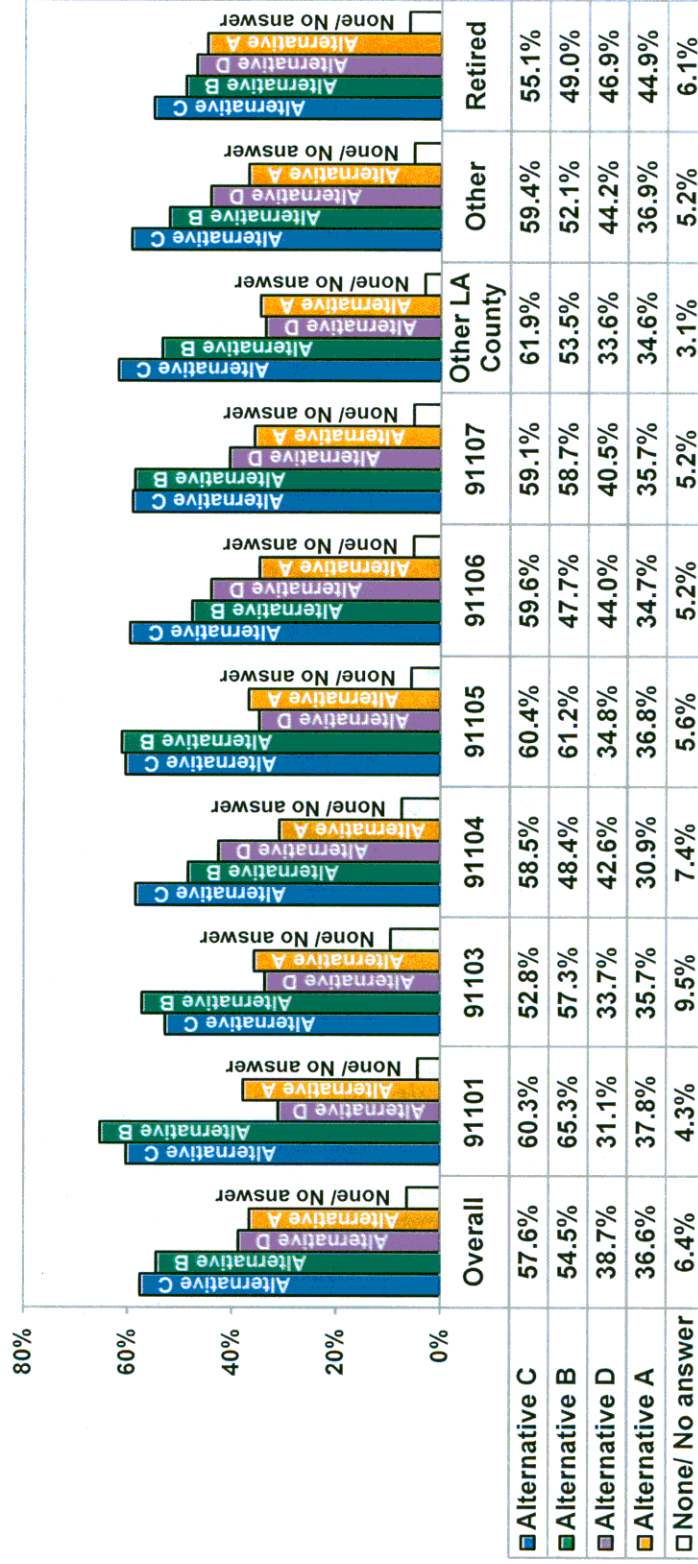


Figure 9 displays the results of land use alternative preferences by those respondents that chose the land use alternative for at least one planning area, for each of the working or school zip codes within Pasadena.

Alternative C was the most preferred alternative among respondents who worked or went to school in zip code 91104, zip code 91106 or a zip code other than one of the six main Pasadena zip codes (LA County and outside LA County) as well as among retired respondents.

Figure 9: Alternative Preferences by Work/ School Zip Code⁴



⁴ The sum of the percentages for alternative preferences by respondents' work/ school zip codes may be over 100 percent as they are derived from multiple responses.

Figure 10 displays the results of land use alternative preferences for the Central District for each of the resident zip codes. Alternative C was the most preferred alternative for the Central District for residents of every Pasadena zip code except for residents of 91105, which preferred alternative D and non-residents who preferred alternative B.

Figure 10: Alternative Preferences For the Central District by Home Zip Code

Central District

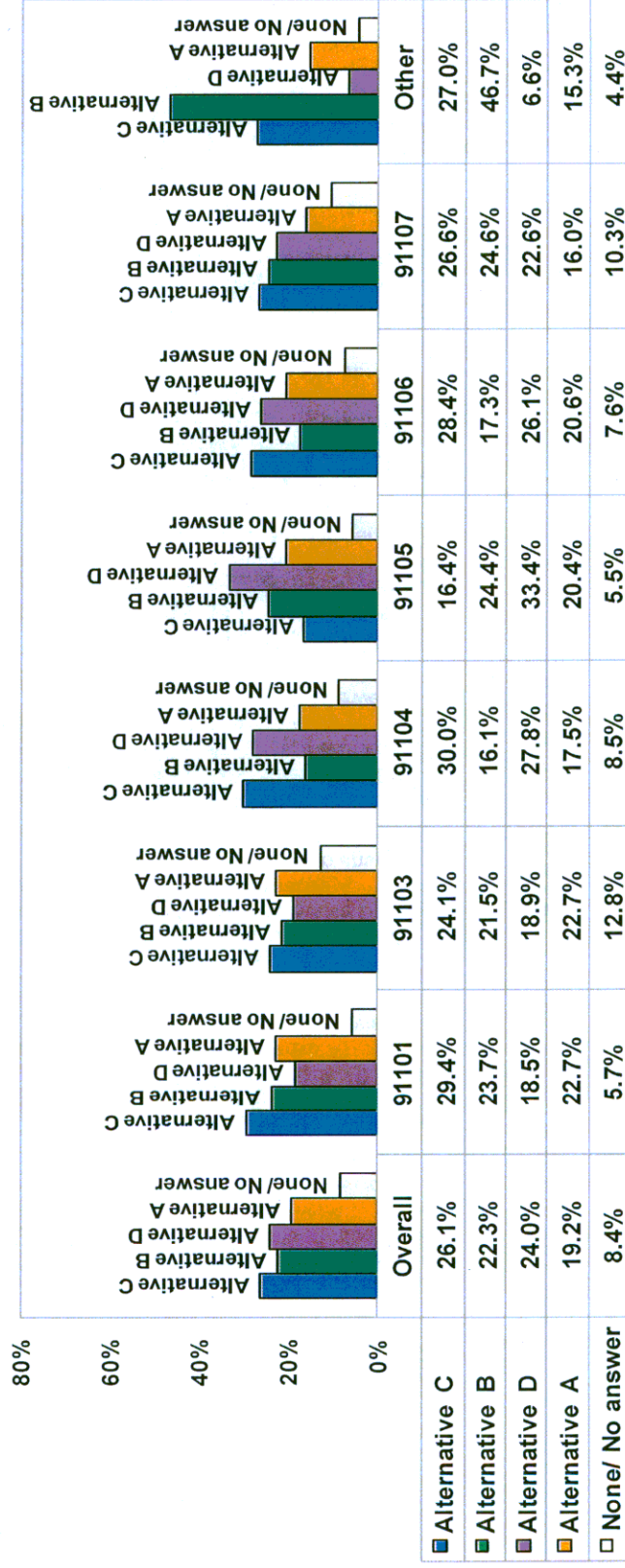


Figure 11 displays the results of land use alternative preferences for South Fair Oaks for each of the resident zip codes. Alternative C was the most preferred alternative for South Fair Oaks for residents of every Pasadena zip code except for residents of 91105, which preferred alternative D and non-residents who preferred alternative B.

Figure 11: Alternative Preferences For South Fair Oaks by Home Zip Code

South Fair Oaks

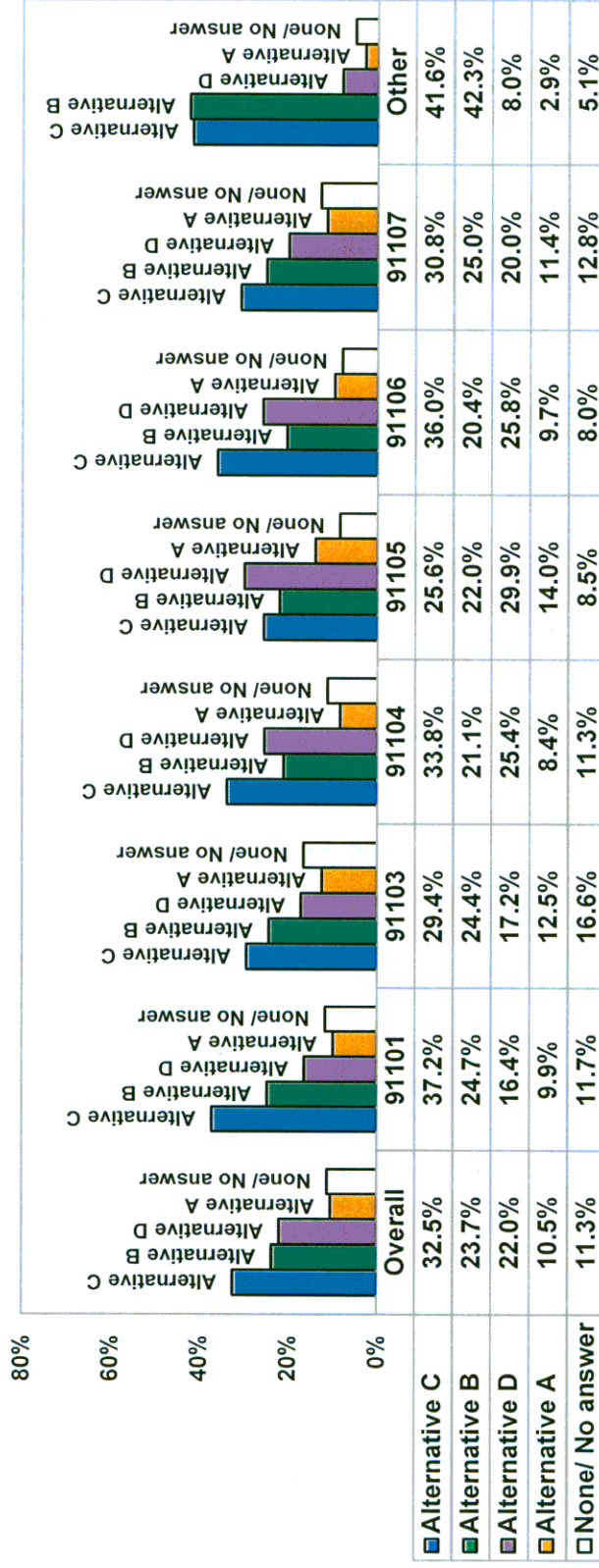


Figure 12 displays the results of land use alternative preferences for North Lake for each of the resident zip codes.

Alternative C was the most preferred alternative for the North Lake for residents of every Pasadena zip code except for residents of 91105, 91103 and non-residents, who preferred alternative B.

Figure 12: Alternative Preferences For North Lake by Home Zip Code

North Lake

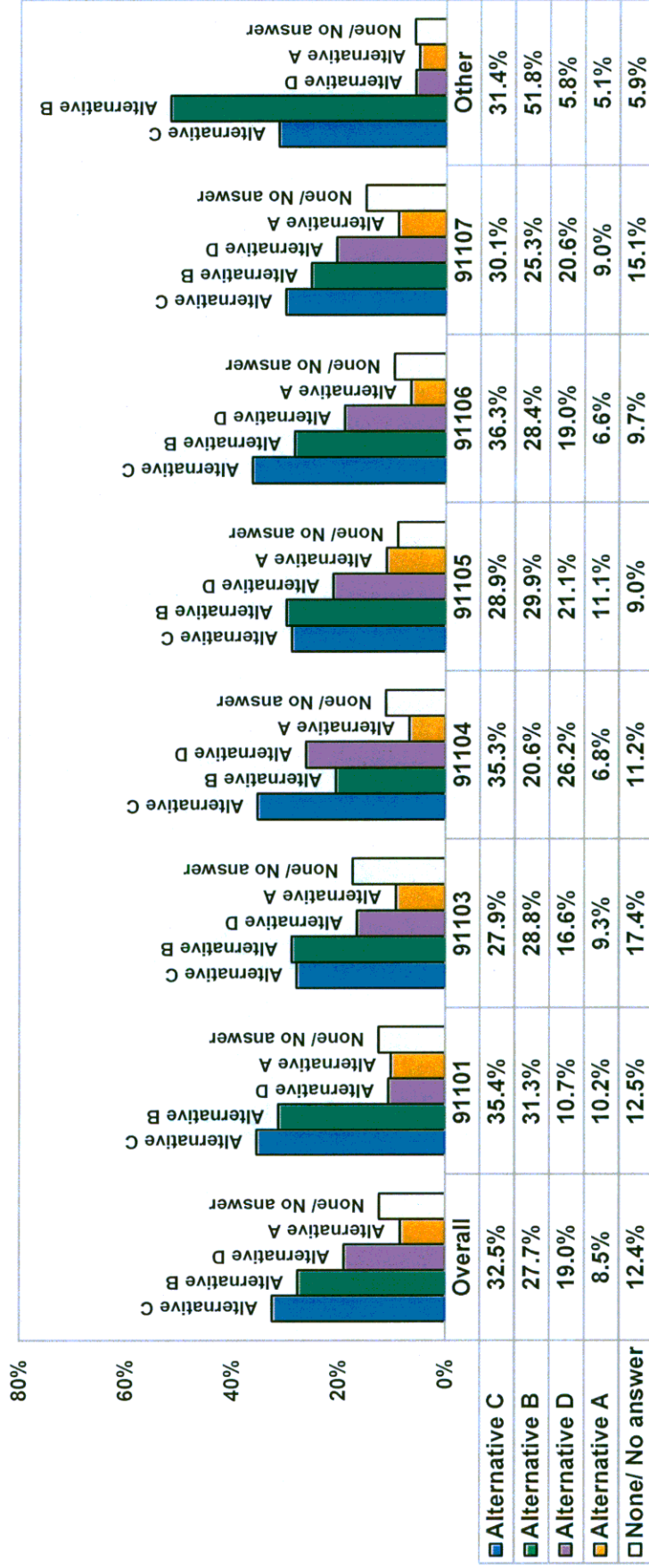


Figure 13 displays the results of land use alternative preferences for Fair Oaks / Orange Avenue for each of the resident zip codes.

Alternative B was the most preferred alternative for the Fair Oaks / Orange Avenue area for residents of every Pasadena zip code and non-residents except for residents of 91101, 91104 and 91106, who preferred alternative C.

Figure 13: Alternative Preferences For Fair Oaks / Orange Avenue by Home Zip Code

Fair Oaks / Orange Grove

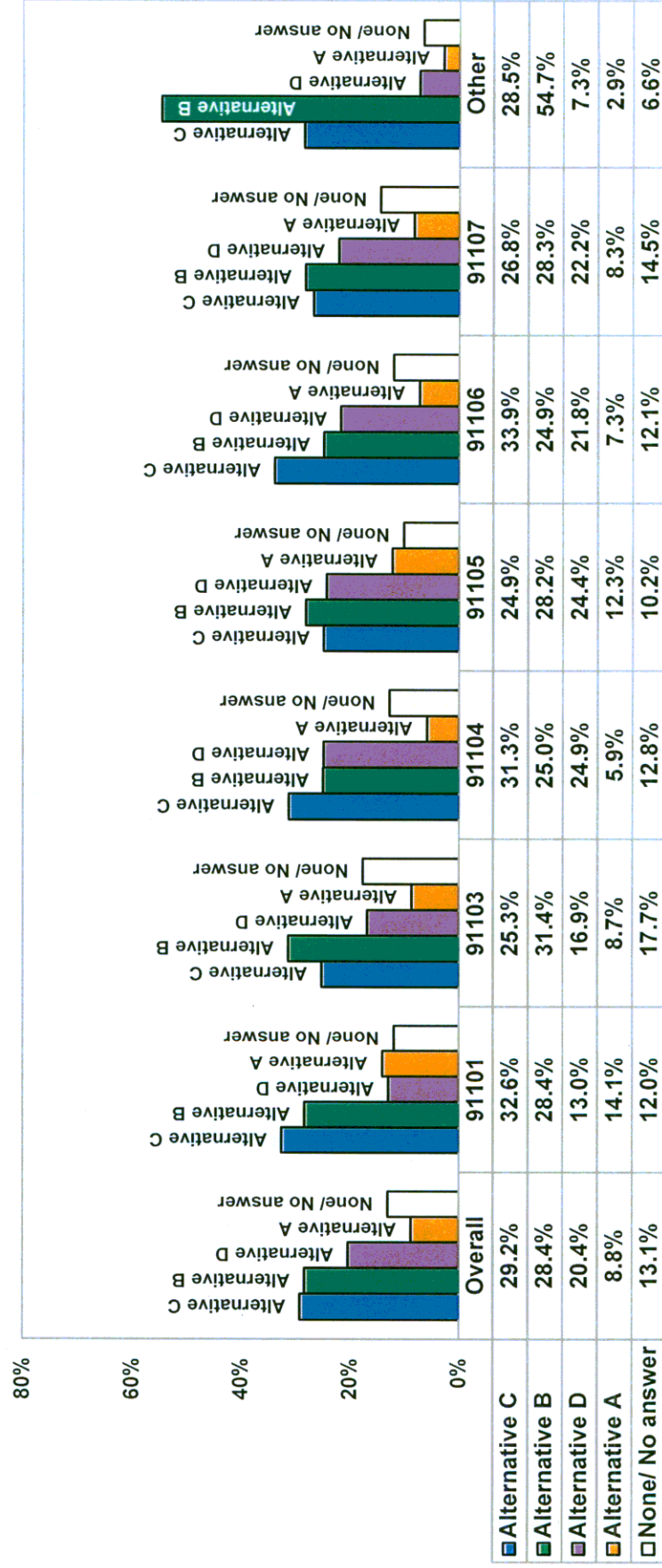


Figure 14 displays the results of land use alternative preferences for East Colorado Corridor for each of the resident zip codes. Alternative C was the most preferred alternative for the East Colorado Corridor for residents of every Pasadena zip code except for residents of 91105 and non-residents, who preferred alternative B and 91107 who just slightly preferred alternative D.

Figure 14: Alternative Preferences For East Colorado Corridor by Home Zip Code

East Colorado Corridor

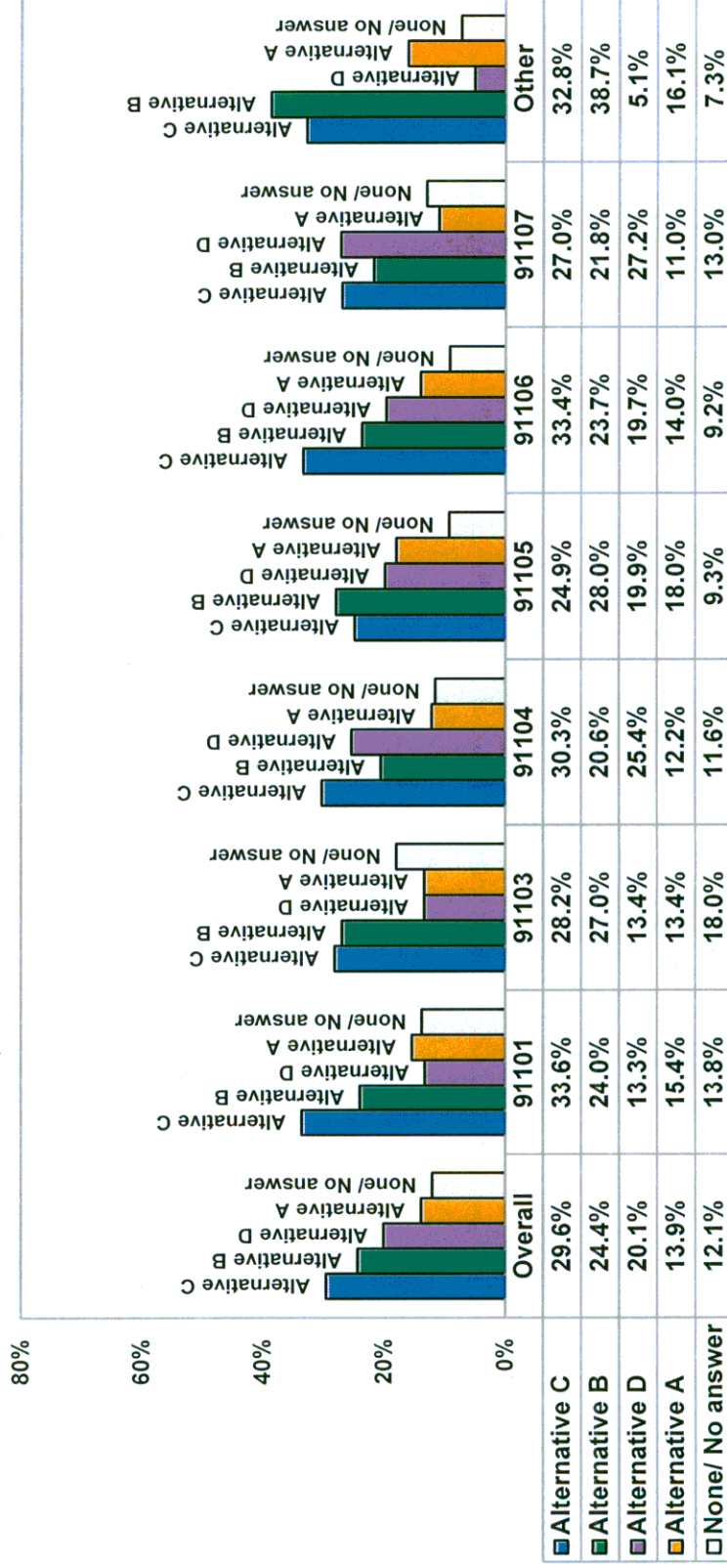
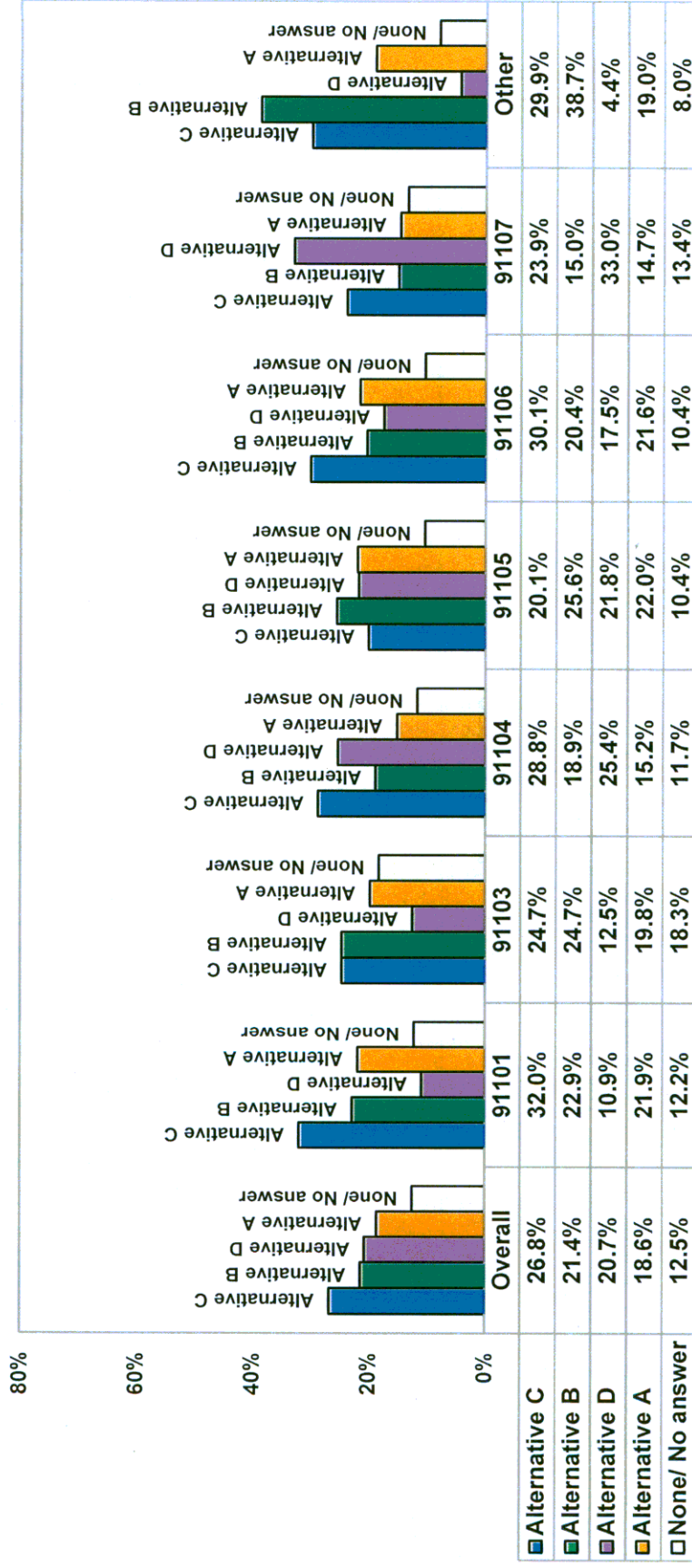


Figure 15 displays the results of land use alternative preferences for East Pasadena for each of the resident zip codes. Alternative C was the most preferred alternative for East Pasadena for residents of every Pasadena zip code except for 91105 and non-residents, who preferred alternative B and 91107 who preferred alternative D.

Figure 15: Alternative Preferences For East Pasadena by Home Zip Code

East Pasadena



INFLUENCING FACTORS

After identifying an alternative for each planning area, respondents were asked to select up to two factors that most influenced their preferences.

Jobs, shopping and housing close to transit was the top factor for all planning areas except Fair Oaks/ Orange Grove where increasing jobs was the top factor.

Table 2 provides a breakdown of the top five factors for the Central District, South Fair Oaks and North Lake.

Table 2: Top Five Influencing Factors for Each Planning Area

Central District	
Jobs, shopping, housing close to transit	27%
Limiting growth in new housing	23%
Limiting growth of new office buildings/shopping	23%
Decreasing the use of cars	20%
Increasing jobs	18%
South Fair Oaks	
Jobs, shopping, housing close to transit	28%
Increasing jobs	24%
Limiting growth in new housing	19%
Limiting growth of new office buildings/shopping	18%
Decreasing the use of cars	17%
North Lake	
Jobs, shopping, housing close to transit	27%
Increasing jobs	25%
Increasing new office buildings/shopping	19%
Limiting growth in new housing	16%
Decreasing the use of cars	16%

Table 3 provides a breakdown of the top five factors for Fair Oaks / Orange Avenue, East Colorado Corridor and East Pasadena.

Table 3: Top Five Influencing Factors for Each Planning Area

Fair Oaks / Orange Grove	
Increasing jobs	27%
Jobs, shopping, housing close to transit	23%
Limiting growth in new housing	19%
Increasing new office buildings/shopping	17%
Providing more housing	16%
East Colorado Corridor	
Jobs, shopping, housing close to transit	29%
Increasing jobs	23%
Increasing new office buildings/shopping	19%
Limiting growth in new housing	16%
Decreasing the use of cars	15%
East Pasadena	
Jobs, shopping, housing close to transit	27%
Increasing jobs	23%
Increasing new office buildings/shopping	19%
Limiting growth in new housing	18%
Limiting growth of new office buildings/shopping	16%

RESPONDENTS' ZIP CODE OF RESIDENCY & WORK OR SCHOOL

The last two survey questions inquired about respondents' home zip codes and their work or school zip codes⁵. Figure 16 provides a breakdown of home zip codes and Figure 17 provides a breakdown of the respondents' work or school zip codes.

Figure 16: Respondents' Home Zip Codes

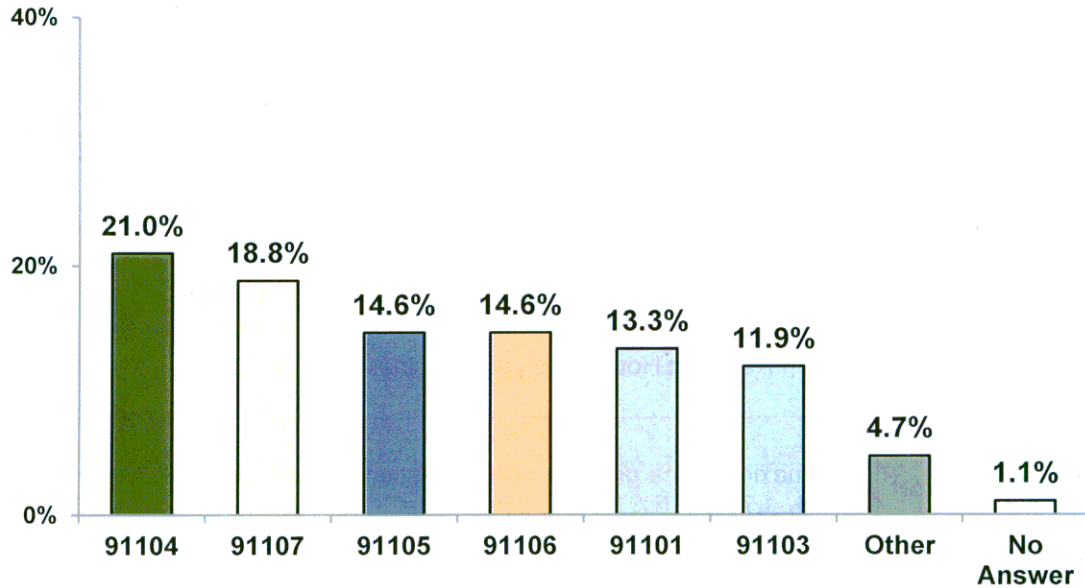
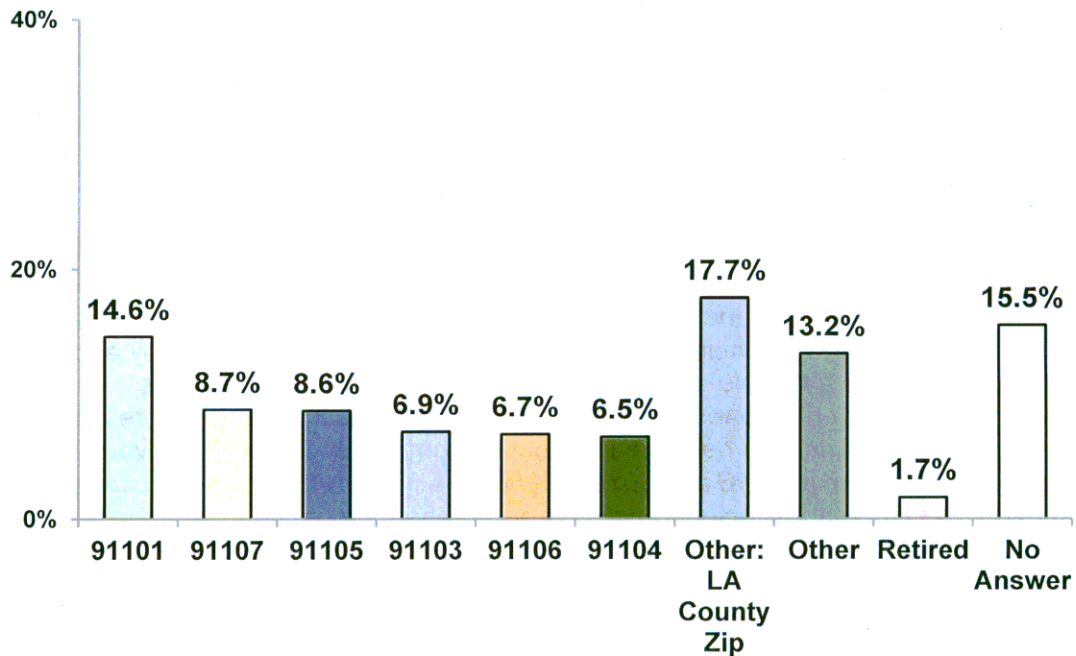


Figure 17: Respondents' Work or School Zip Codes



⁵ Respondents who both worked and went to school were instructed to identify their workplace zip code.

APPENDIX A: METHODOLOGY

The table below provides a brief overview of the methodology utilized for the project.

Table 4: Overview of Project Methodology

Method	Mail and Web Survey of Pasadena Residents and Businesses
Number of Respondents	2,893 Residents and Businesses Completed a Survey (1,848 Completed Mail Surveys of which 93 were in Spanish and 1,755 were in English, and 1,045 Completed Web Surveys)
Field Dates	June 10 to July 13th, 2011
Survey Universe	70,000 Resident Households and Businesses
Margin of Error	The maximum margin of error for questions answered by all 2,893 respondents was +/-1.78% (95% level of confidence)

Survey Design

Through an iterative process, BW Research worked closely with the City of Pasadena's Planning and Transportation Departments and the GPUAC to develop a survey instrument that met all the research objectives of the study. In developing the survey instrument, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the survey.

Survey Sampling and Outreach

The City of Pasadena utilized a census-style approach and mailed over 70,000 surveys as part of a special newsletter to all households and businesses in the City. The special newsletter for the week of June 12 included detailed information on each of the four land use alternatives along with their impacts on a variety of factors. The survey and newsletter were also available on the City's General Plan Update webpage (www.cityofpasadena.net/generalplan) and printed versions in Spanish were available upon request. The City also held five informative community workshops over a two-week period between June 16 and June 30 (with the fifth workshop being conducted in Spanish). The workshops included exhibits and presentations along with the opportunity to ask questions or comment on the alternatives.

Extensive outreach was conducted to publicize the newsletter, survey, and workshops in order to encourage community participation. This included sending press releases to area newspapers and online news sources, circulating flyers at libraries, and community

centers, distributing e-mails and information articles to local groups and organizations, sending weekly e-mail blasts to over 1,500 subscribers, posting regularly on the City’s General Plan Update webpage and General Plan Facebook page, producing a special cable television show, and securing online advertisements. To further publicize the survey and workshops, the City partnered with groups that serve Northwest Pasadena and a number of business organizations to utilize their connections with the community. City staff and members of the General Plan Update Advisory Committee also met with numerous business and community groups to promote the survey and workshops.

Data Collection & Response Rate

In total, 1,915 completed mail surveys were sent back to BW Research. Of which, 67 were unusable due to being less than half completed or damaged and unable to decipher the response resulting in 1,848 included in the analysis (93 Spanish). The web survey received 2,064 hits. Of which, 1,045 were completed surveys.

In total 94 percent (2,720 completed survey) of responses came from Pasadena residents. The table below provides the number of completes by resident zip code within Pasadena.

Table 5: Overall Response Rate by Zip Code

Resident Zip Code	Number of Responses	Housing Units	Household Response Rate
91101	376	9,228	4.1%
91103	318	8,359	3.8%
91104	608	13,424	4.5%
91105	434	4,867	8.9%
91106	434	10,997	3.9%
91107	550	13,134	4.2%
Other (Non-Resident)	145	N/A	N/A
No Answer	28	N/A	N/A

Source: U.S. Census, 2000

A Note about Margin of Error and Analysis of Sub-Groups

The overall margin of error for the study, at the 95% level of confidence, is between +/-1.07 percent and +/- 1.78 percent (depending on the distribution of each question) for questions answered by all 2,893 respondents. It is important to note that analysis of sub-groups (such as examining differences by zip code) will have a margin of error greater than +/-1.78 percent, with the exact margin of error dependent on the number of respondents in each sub-group.

APPENDIX B: TOPLINES

MAIL BY JULY 8



City of Pasadena Survey of Residents & Businesses Toplines

The City of Pasadena is seeking your opinion on future land use and development patterns. Your feedback will help the City update the General Plan Land Use and Mobility Elements, which serve as a blueprint for the City's future. Before beginning this survey, please take some time to review the attached newsletter which includes more information on the alternatives. An independent research firm is processing this survey; all responses will remain confidential. If you have any questions, please contact the City at (626) 744-6807 or generalplan@cityofpasadena.net.

Para solicitar una encuesta en español, por favor llame al (626) 744-6807.

Survey Type:

Mail survey	60.7%
Web survey	36.1%
Mail survey - Spanish	3.2%

INSTRUCTIONS: Completely fill-in the bubble with black ink.

1. Seven guiding principles were adopted as part of the 1994 land use element and confirmed in the 2004 update. They provide the foundation for the General Plan.

For each existing guiding principle, please indicate if it would be a high priority, medium priority or low priority for you in planning Pasadena's future. [If you would like more information, please see the Newsletter, page 10]

		<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>Don't Know</u>	<u>No Answer</u>
A	Growth will be targeted to serve community needs and...will be redirected away from neighborhoods and into our downtown	39.0%	32.5%	22.5%	4.1%	1.9%
B	Change will be harmonized to preserve Pasadena's historic character and environment	70.8%	20.7%	6.8%	0.7%	1.0%
C	Economic vitality will be promoted to provide jobs, services, revenues and opportunities	51.6%	31.3%	13.8%	1.1%	2.2%
D	Pasadena will be promoted as a... safe, well-designed, accessible...area where people of all ages can live, work and play	69.7%	20.8%	7.1%	1.1%	1.2%
E	Pasadena will be a city where people can circulate without cars	48.3%	27.9%	21.6%	0.9%	1.4%
F	Pasadena will be promoted as a cultural, scientific, corporate entertainment and educational center for the region	58.8%	28.2%	11.2%	0.6%	1.2%
G	Community participation will be a permanent part of achieving a greater city	58.4%	29.7%	9.4%	1.3%	1.2%

2. It has been suggested that other themes could be emphasized in the principles. Please indicate whether you strongly support, somewhat support or do not support integrating one or more of the following themes into the guiding principles.

		<u>Strongly Support</u>	<u>Somewhat Support</u>	<u>Do Not Support</u>	<u>Don't Know</u>	<u>No Answer</u>
A	Pasadena will promote sustainability - a balance between social equity, a strong economy and a healthy environment	60.1%	26.9%	10.0%	2.1%	1.0%
B	Pasadena will work to provide diverse, affordable housing options	36.6%	34.8%	26.3%	1.6%	0.7%
C	Pasadena will value and support a vibrant public education system	69.5%	21.2%	7.5%	1.3%	0.5%

3. Do you have any changes or revisions to the existing or suggested principles, identified in the two previous questions?

Provided suggestion⁶ 24.3%
No comment 75.7%

4. The transportation section of the General Plan – the Mobility Element – includes four major objectives: promote a livable and economically strong community, encourage non-auto travel, protect neighborhoods and manage major corridors. Please consider the following statements that relate to the objectives and indicate your level of agreement with each statement. [See the Newsletter, page 11 for more information]

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>	<u>No Answer</u>
A Target new housing, shopping and offices around transit stations to create transit oriented districts with a reduced need for auto use	39.9%	32.8%	12.2%	7.2%	6.0%	0.9%	1.0%
B Modify streets so that they are safe and attractive places to walk, by reducing the speed of cars in some areas	40.1%	30.3%	13.1%	9.2%	6.0%	0.4%	0.9%
C To create a system of bike lanes, reduce the number of car lanes or the amount of street parking in some areas	27.3%	20.7%	14.8%	20.4%	15.0%	0.7%	1.0%
D Limit the supply of parking for new office buildings in areas close to the Gold Line stations to encourage transit use and ridesharing and reduce car trips	18.8%	21.7%	17.0%	22.2%	17.4%	1.6%	1.3%

⁶ Themes derived from the verbatim responses included improved education system, more affordable housing, less affordable housing, improved transit system, decrease in growth, and address traffic congestion on the roads.

LAND USE ALTERNATIVES

Community members created four different alternatives for Pasadena's future, as summarized below.

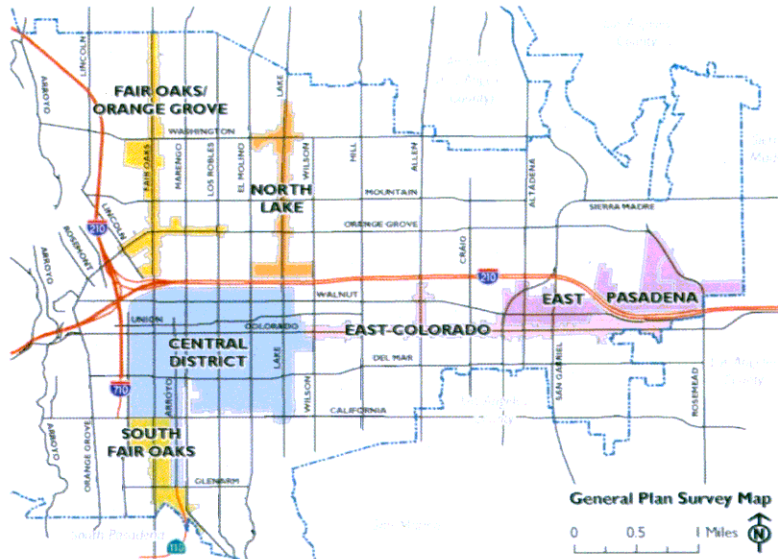
Alternative A: Focuses on reducing future growth in the Central District and increasing capacity in East Pasadena and along major streets

Alternative B: Focuses on improving the City's economic vitality by allowing new buildings and uses that would help create new jobs

Alternative C: Focuses future growth around Gold Line stations and along major streets where services, shopping, jobs and bus lines exist

Alternative D: Focuses on reducing future growth citywide

For more information see the Newsletter or visit cityofpasadena.net/generalplan. Now that you are familiarized with the alternatives, the survey will ask your preference on each alternative and what affected your choice.



5. Please review the alternatives on the previous page and identify which alternative you would prefer for each planning area within Pasadena. After you have identified the alternative for each area, please select up to two factors that guided your preferred alternative in each area (in the column right next to your preferred alternative).

Key for Most Important Factors

- MH = Providing more housing
- LH = Limiting growth in new housing
- IB = Increasing new office buildings/shopping
- LB = Limiting growth of new office buildings/shopping
- TR = Jobs, shopping, housing close to transit
- JB = Increasing jobs
- RV = Increasing revenue to the City
- DC = Decreasing the use of cars
- RE = Reducing water and energy use

	Alternative A	Alternative B	Alternative C	Alternative D	None	No Answer						
Central District	19.2%	22.3%	26.1%	24.0%	2.3%	6.1%	Select the two most important factors ⁷ :					
							11.3%	MH	23.1%	LB	12.9%	RV
							23.2%	LH	27.2%	TR	20.4%	DC
							11.5%	IB	18.4%	JB	8.7%	RE
South Fair Oaks	10.5%	23.7%	32.5%	22.0%	3.6%	7.7%	Select the two most important factors:					
							12.2%	MH	18.0%	LB	13.5%	RV
							18.9%	LH	27.8%	TR	16.7%	DC
							14.8%	IB	23.6%	JB	6.8%	RE
North Lake	8.5%	27.7%	32.5%	19.0%	4.0%	8.4%	Select the two most important factors:					
							15.7%	MH	15.7%	LB	13.0%	RV
							16.1%	LH	26.7%	TR	15.9%	DC
							18.6%	IB	24.5%	JB	7.1%	RE
Fair Oaks / Orange Grove	8.8%	28.4%	29.2%	20.4%	4.9%	8.2%	Select the two most important factors:					
							16.3%	MH	16.1%	LB	11.1%	RV
							18.8%	LH	22.9%	TR	14.6%	DC
							17.5%	IB	26.6%	JB	6.7%	RE
East Colorado Corridor	13.9%	24.4%	29.6%	20.1%	4.1%	8.0%	Select the two most important factors:					
							14.1%	MH	14.4%	LB	13.5%	RV
							16.1%	LH	29.3%	TR	15.3%	DC
							19.3%	IB	22.7%	JB	6.8%	RE
East Pasadena	18.6%	21.4%	26.8%	20.7%	4.5%	8.0%	Select the two most important factors:					
							14.5%	MH	16.2%	LB	14.0%	RV
							18.1%	LH	27.4%	TR	13.4%	DC
							18.6%	IB	22.6%	JB	7.7%	RE

⁷ Most important factors are based off multiple responses. Frequencies may add over 100%.

6. What is the zip code for your home?

13.3%	91101	21.0%	91104	14.6%	91106
11.9%	91103	14.6%	91105	18.8%	91107
		4.7%	Other	1.1%	No Answer

7. What is the zip code of where you work or go to school?

If you work AND go to school in Pasadena, please just identify the zip code of your workplace.

14.6%	91101	6.5%	91104	6.7%	91106
6.9%	91103	8.6%	91105	8.7%	91107
13.2%	Other	17.7%	Other: Zip code in Los Angeles County	1.7%	Retired
				15.5%	No Answer

Lastly, if you are interested in learning more about the City of Pasadena's General Plan Update process, please provide your contact information below. *Your name and all personal information will be confidential and only used by the City of Pasadena for issues related to the City's planning efforts.*

Name _____

Preferred Phone Number _____

Email _____

If you have more feedback on the survey or related matters, please email your comments to:
generalplan@cityofpasadena.net

MAILING INSTRUCTIONS: Carefully remove survey insert. Fold in half and tape, displaying mailing label below.

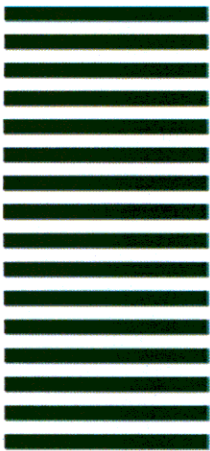
PLEASE MAIL YOUR SURVEY BY JULY 8!



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