

## **COMMUNITY OUTREACH SUMMARY:**

The General Plan Update Advisory Committee (GPUAC) and city staff have led an extensive community outreach program since the City began the General Plan Update. The city has hosted or attended over 160 public events. These outreach events varied widely in their topics, formats, the tools they used, and their locations. Meetings in the opening phases of the outreach focused on broad questions such as, “What do you like about Pasadena?” and “What change would you like to see?” The conversation evolved to more specific topics during the later phases of outreach focusing on where growth should be allowed and prohibited and what changes should be made to the General Plan’s guiding principles and policies. The community also contributed to developing alternative growth scenarios, providing comment on these scenarios, and then assisting staff in producing the Draft Concept Plan.

City staff and GPUAC members used a wide array of tools to collect feedback – including comment cards, surveys, group discussions, mapping exercises, community murals, a MoveAbout tour, and a speaker series. In combination with these data collection tools, staff also used a variety of methods to publicize the meetings. Flyers were placed in libraries and at public counters. Messages were distributed through a Facebook fan page (more than 425 fans), email blasts (more than 2,129 subscribers), and through the city’s commissions. Staff placed online advertisements with local news sources and transmitted press releases. A commercial about the General Plan Update was also placed on KPAS. In addition the GPUAC helped in getting information to groups that were not typically a part of community dialogue.

Meetings were held and attended throughout the city. Major workshops were held at the P.C.C. Community Education Center in East Pasadena, at Pasadena City College’s main campus, at Muir High School, the Villa-Parke Community Center, and in the Central District’s Senior Center. (A list of all outreach activities, including the date, location, topics covered, and number of participants is provided in Attachment A)

From the outreach in phase 1, six core themes were identified. These themes included: 1) Maximizing Economic Development, 2) Focusing on “Smart Growth” and Sustainability, 3) Increasing Housing, 4) Directing Growth to East Pasadena and East Colorado, 5) Directing Growth to Major Districts and Corridors, and 6) Reducing Capacity.

During a three day charrette these themes were consolidated into four land use alternatives. To assist the community, commissioners, and staff in developing future land use alternatives which would produce the least amount of traffic while supporting walking and bicycling, transportation staff developed the Pasadena Accessibility tool known as PACScore. PACScore measures and ranks how accessible (being able to walk to places to work, shop and play) various mixes of land use are. During the public outreach phase of the General Plan, PACScore and Vehicle Miles Traveled per capita maps were used to convey to residents the accessibility of all existing land uses. The maps revealed for residents how existing land uses of varying types and intensities provided varying levels of accessibility. It demonstrated the significance of both density

and mixed land use in producing accessible neighborhoods and commercial districts. This analysis graphically demonstrated the relationship between land use and traffic generation. The tools helped shaped the land use diagram so it could achieve high levels of accessibility at densities that are considered compatible and appropriate in the areas where future growth and land use intensification are being considered. See Attached M for PACScore and VMT/Capita maps.

Through a survey sent to all residential and commercial addresses, the community expressed a broad range of opinions on the four alternatives. In developing the Draft Concept Map, staff worked to balance the diverse needs and opinions of the community.

In June 2012, two public forums were held to present the Draft Concept Map and development forecasts to the community and obtain feedback. Over 400 residents, business owners and other stakeholders attended community forums in June of 2012 to view and provide comment on the Draft Concept Map. Their comments have influenced development of the attached Draft Land Use Diagram.

To ensure the consistent interaction of policies and diagrams between the Mobility and Land Use Elements Transportation Staff has participated in all outreach activities. Transportation staff has solicited and received comments related to mobility issues and has participated in the public dialog to ensure the various land use alternatives support the goals of the Mobility Element. In addition to General Plan workshops, a series of Mobility Element Community Workshops were conducted to introduce the revised Mobility Element Objectives and the supporting transportation initiatives that will be incorporated into the Mobility Element. The various initiatives such as the Pedestrian, Complete Streets, Transit and Bicycle Plans all included separate public outreach meetings concurrently with the General Plan Update. The Mobility Element Community Workshops brought these initiatives together to demonstrate their relatedness and overarching goal of achieving greater accessibility throughout Pasadena. (See Attachment N for more information)

**OUTREACH ATTENDANCE LOG -- GENERAL PLAN UPDATE - PHASE I (2009)**

D-weekday  
 N-weeknight  
 W-weekend

DATE	ACTIVITY	LOCATION	MAIN AUDIENCE	TIME*	GUESTS	GPUAC	STAFF
4/29/2009	Youth Outreach	Flintridge Foundation	Various Youth Organizations	D	31	0	3
5/20/2009	DOT Business Coordination Mtg	DOT Conference room	Business Community	D	6	0	10
	Executive Roundtable		Non-profit leaders	D	75	0	1
Summer 09	Stakeholder Interviews	Hale Building	Community Stakeholders	D	75	??	10
6/23/2009	Chamber of Commerce	City Hall Conference Room	Business Assoc.	D	20	1	3
7/1/2009	Bungalow Heaven	982 N Mentor Ave	Neighborhood Assoc.	N	25	1	3
7/2/2009	Coalition for Common Vision	695 S Catalina Ave	Neighborhood Assoc.	N	11	2	2
7/7/2009	North Lake Business Village	1015 N Lake Ave - 2nd floor	Business Assoc.	D	9	2	4
↓	East Washington	1015 N Lake Ave - 2nd floor	Business Assoc.	D	↓	↓	↓
	National Night Out	Villa Park	Community Event	N	100	0	2
7/10/2009	Vecinos Unidos	Philadelphia Church - 540 Summit Ave	Neighborhood Assoc	N	17	2	3
	Foothill Pasadena AIA	Assistance Leage - 820 E Calif Blvd	Business Assoc.	D	30	1	3
7/10/2009	Affordable Housing Group	YWCA - 1200 N Fair Oaks 'Blvd	Business Assoc.	D	6	0	2
7/14/2009	Pas Foothills Assoc of Realtors	1070 E Green St	Business Assoc.	D	25	2	3
7/14/2009	Banbury Oaks	La Pintoresca Library	Neighborhood Assoc	N	18	2	3
↓	Garfield Heights	La Pintoresca Library	Neighborhood Assoc	N	↓	↓	↓
	Orange Heights	La Pintoresca Library	Neighborhood Assoc	N	↓	↓	↓
↓	Washington Square	La Pintoresca Library	Neighborhood Assoc	N	↓	↓	↓
7/15/2009	South Lake Avenue	Corp Center - 251 S Lake Ave #130	Business Assoc.	D	12	2	3
7/15/2009	Hastings Ranch	Robin's Restaurant	Business Assoc.	D	16	3	3
↓	East Pasadena Businesses	Robin's Restaurant	Business Assoc.	D	↓	↓	↓
7/15/2009	Brigden Ranch	La Pintoresca Library	Neighborhood Assoc	N	18	3	3
↓	Lincoln Traelnel	La Pintoresca Library	Neighborhood Assoc	N	↓	↓	↓
↓	Historic Highlands	La Pintoresca Library	Neighborhood Assoc	N	↓	↓	↓
7/15/2009	Youth Modeling Workshop	Robinson Park	Youth Council	N	20	0	2
7/16/2009	Linda Vista/Annadale Assoc	Linda Vista Branch Library	Neighborhood Assoc	N	18	2	4
7/18/2009	Madison Heights	Assistance Leage - 820 E Calif Blvd	Neighborhood Assoc	D	13	2	3
7/21/2009	WPRA	Maranatha HS - 169 S Saint John Ave	Neighborhood Assoc	N	29	1	3
7/21/2009	Eaton Blanch Park	Lamanda Park Library	Neighborhood Assoc	N	18	1	4
↓	East Orange Grove	Lamanda Park Library	Neighborhood Assoc	N	↓	↓	↓
↓	South Allen NA	Lamanda Park Library	Neighborhood Assoc	N	↓	↓	↓
7/22/2009	Playhouse District	Pasadena Presbyterian Church	Business Assoc.	D	12	2	3
	Old Pasadena	Marriott Courtyard	Business Assoc.	D	12	2	4
7/22/2009	Youth Modeling Workshop	Day One	Youth Advocates	D	30	0	2
7/27/2009	DOT Business Coordination Mtg	DOT Conference room	Business Community		6	0	10

DATE	ACTIVITY	LOCATION	MAIN AUDIENCE	TIME*	GUESTS	GPUAC	STAFF
7/28/2009	Central District	City Hall - Grand Conf Room	Neighborhood Assoc	N	9	3	4
	Hudston Condominium	City Hall - Grand Conf Room	Neighborhood Assoc	N			
	Pasadena Place	City Hall - Grand Conf Room	Neighborhood Assoc	N			
	Holly Street Village	City Hall - Grand Conf Room	Neighborhood Assoc	N			
	99 N Raymond	City Hall - Grand Conf Room	Neighborhood Assoc	N			
7/28/2009	Granada Court HOA	700 E Union St	Neighborhood Assoc	N	9	2	2
7/28/2009	Youth Modeling Workshop	Robinson Park	Summer Teen Camp	D	22	0	3
7/30/2009	Lower Hastings RA	Hastings Branch Library	Neighborhood Assoc	N	7	1	2
	Upper Hastings Ranch	Hastings Branch Library	Neighborhood Assoc	N			
	Sierra Madre NA	Hastings Branch Library	Neighborhood Assoc	N			
7/30/2009	Youth Modeling Workshop	Pasadena Youth Center	Youth	D	15	0	3
8/7/2009	Youth Modeling Workshop	NATHA	Youth	D	25	0	2
8/11/2009	Oak Knoll NA	Langham Hotel	Neighborhood Assoc.	N	9	2	3
8/19/2009	Youth MoveAbout Tour	Gold Line	High School Students	D	25	0	4
8/25/2009	Current Planning Staff	Hale Building	City Employees	D	0	0	10
9/3/2009	Back-to-School Night	St. Andrews K-8	Parents & students	N	30	0	1
9/12/2009	Do-It-Yourself Workshop	Noel Toro, GPUAC	Heritage Housing Partners	W	3	1	0
9/12/2009	MoveAbout Tour	Met at City Hall, Gold Line/Arts Tours	City Commissioners	W	12	8	2
9/12/2009	Water Conservation Fair	Allendale Park	District 7, and public	W	70	0	2
9/15/2009	Cultural Leaders Group	Western Justice Center	Arts Group Leaders	D	13	1	2
9/15/2009	Housing Group	City Housing Conference Room	Housing Stakeholders	D	10	1	1
9/15/2009	Community Workshop I	Jackie Robinson Center	Northwest Pasadena	N	6	6	8
9/16/2009	Speaker Series I	PCC Skills Center	Citywide	N	30	5	15
9/22/2009	Community Workshop 2	La Casita	Southwest Pasadena	N	19	6	9
8/23/2009	DIY Workshop by Dallas Baker	518 E. Washington Blvd	District 3	N	4	0	0
9/23/2009	Community Workshop 3	Nazarene Church	Northeast Pasadena	N	2	6	6
9/25/2009	Code Compliance Staff	Hale Building	City Employees	D	0	0	10
9/25/2009	Design Section Staff	Hale Building	City Employees	D	0	0	6
9/25/2009	Economic Development Staff	Hale Building	City Employees	D	0	0	12
9/26/2009	Community Workshop 4	Pasadena Conference Center	Central District & Citywide	W	3	6	6
9/29/2009	Community Workshop 5	Boys and Girls Club	Southeast Pasadena	N	18	3	6
9/30/2009	Speaker Series II	PCC Skills Center	Citywide	N	25	5	15
9/30/2009	Back-to-School Night	Marshall	Parents & students	N	100	0	1
9/30/2009	Back-to-School Night	Elliot	Parents & students	N	30	0	1
9/30/2009	Permit Center Staff	Hale Building	City Employees	D	0	0	8
10/1/2009	Tornek Workshop	Hamilton Elementary	District 7	N	38	5	10
10/1/2009	Back-to-School Night	Washington	Parents & students	N	40	0	1
10/1/2009	Back-to-School Night	Willson	Parents & students	N	50	0	1
10/3/2009	Latino Heriage	La Pintoresca Park	Latino community & Citywide	W	40	1	0
10/6/2009	Haderlein Workshop	The Stuart	District 4	N	25	6	4

DATE	ACTIVITY	LOCATION	MAIN AUDIENCE	TIME*	GUESTS	GPUAC	STAFF
10/7/2009	Robinson Workshop	Rose Bowl Press Box	District 1	N	22	3	7
10/7/2009	Youth Council	City Hall	Youth	N	20	0	2
10/8/2009	Business Breakfast	Onxy Architects	Lamanda Park	D	30	1	6
10/9/2009	Art Night	City Hall	Citywide	W	200	0	4
10/10/2009	DIY Workshop by Emily Stork	N. Mentor	Residents	N	4	1	0
10/12/2009	Returned MoveAbout Booklets	Citywide	Citywide	D	60	0	0
10/13/2009	Madison Workshop	Maranatha	District 6	N	35	7	7
10/13/2009	EI Centro	John Muir High School	Youth	N	15	0	2
10/14/2009	Back-to-School Night	PHS	Parents & students	N	30	0	1
10/14/2009	Speaker Series III	PCC Skills Center	Citywide	N	40	3	10
10/14/2009	Day One	Day One Office	Youth	N	22	0	2
10/15/2009	Green Team Meeting	City Hall	City Employees	D	0	0	10
10/15/2009	Back-to-School Night	Blair	Parents & students	N	15	0	1
10/15/2009	Back-to-School Night	Muir	Parents & students	N	25	0	1
10/15/2009	Holden Workshop	Pasadena Pilgrim Towers East	District 3	N	20	5	6
10/20/2009	Gordo Workshop	Villa Gardens	District 5	N	42	6	7
10/20/2009	Do-It-Yourtself Workshop	EI Molino Condo Complex	HOA	N	8	0	0
10/21/2009	McAustin Workshop	Santa Catalina Library	District 2	N	44	5	5
10/21/2009	Marshall High School	Marshall High School	Youth	D	15	0	1
10/22/2009	P&D Department Meeting	Central Library	City Employees	D	0	0	130
10/23/2009	DIY Workshop by Emily Stork	Madison Family Center	Residents	N	12	1	0
10/27/2009	Pasadena Heritage	Temple	Historic preservation advocates	N	27	3	3
10/28/2009	Speaker Series IV	PCC Skills Center	Citywide	N	25	1	7
10/29/2009	Commissioners Meeting	Fair Oaks Renaissance Plaza	City Commissioners	N	34	5	7
10/31/2009	Green Fair	Unity Church	Citywide	W	35	0	3
11/3/2009	Speaker Series V	PCC Skills Center	Citywide	N	12	2	12
11/5/2009	Blair High	Blair High	Youth	D	22	0	2
11/6/2009	DIY Workshop by Dallas Baker	518 E. Washington Blvd	District 3	N	3	0	0
11/10/2009	Blair High	Blair High	Youth	D	18	0	1
11/12/2009	Muir High	Muir High	Youth	D	25	0	2
11/14/2009	Community Wide Open House	S. Lake	Citywide	W	850	20	30
11/17/2009	Water & Power Meeting	Cal Tech	Large Water Users	D	15	1	6
11/19/2009	ANC Board Meeting	E. Foothill Center	Armenian Community	N	15	0	1
<b>TOTAL</b>					<b>3081</b>	<b>163</b>	<b>532</b>

**OUTREACH ATTENDANCE LOG -- GENERAL PLAN UPDATE - PHASE II (2010)**

D-weekday  
 N-weeknight  
 W-weekend

DATE	ACTIVITY	LOCATION	MAIN AUDIENCE	TIME*	GUESTS	GPUAC	STAFF
3/5/2010	Leadership Pasadena	Flintridge Foundation	General Public	D	25	0	2
3/8/2010	Draft OSR - City Council	City Hall	General Public	N	10	4	2
3/8/2010	Draft OSR - Open Space/Cons.	Permit Center	General Public	N	0	0	1
3/10/2010	Draft OSR - Planning Commission	City Hall	General Public	N	0	0	1
3/15/2010	Draft OSR - Historic Preservation	Permit Center	General Public	N	0	0	1
3/16/2010	Draft OSR - EAC	Permit Center	General Public	N	0	0	1
3/22/2010	Draft OSR - Design	Permit Center	General Public	N	0	0	1
3/25/2010	Draft OSR - CDC		General Public	N	0	0	1
3/25/2010	Draft OSR - Northwest	JRC	General Public	N	0	0	1
3/31/2010	Draft OSR - Special GPUAC	City Hall	General Public	N	25	15	6
4/1/2010	Draft OSR - TAC	DOT Offices	General Public	N	0	0	1
4/6/2010	Draft OSR - Parks & Recreation		General Public	N	0	0	1
4/6/2010	Draft OSR - Accessiblity & Dis.	City Hall	General Public	D	0	0	1
4/13/2010	Draft OSR - Senior		General Public	N	0	0	1
4/14/2010	Draft OSR - Human Services		General Public	N	0	0	1
5/17/2010	Final OSR - City Council	City Hall	General Public	N	20	4	2
9/25/2010	September Workshop 1	Senior Center	General Public	W	80	10	10
9/30/2010	Septmeber Workshop 2	Senior Center	General Public	N	100	14	14
11/8/2010	November Charrette - Kick-Off	City Hall	General Public	N	50	8	8
11/11/2010	November Charrette - Day 1	PCC	General Public	D & N	80	18	30
11/12/2010	November Charrette - Day 2	PCC	General Public	D & N	65	18	20
11/13/2010	November Charrette - Day 3	PCC	General Public	W	100	18	20
11/30/2010	Follow-Up Comm Workshop 1	Renaissance Plaza	General Public	N	2	20	12
12/9/2010	Playhouse Board Mtg.	Playhouse District	Playhouse Businesses	D	12	0	2
<b>TOTAL</b>					<b>569</b>	<b>129</b>	<b>140</b>

**OUTREACH ATTENDANCE LOG -- GENERAL PLAN UPDATE - PHASE III (2011 & 2012)**

D-weekday  
 N-weeknight  
 W-weekend

DATE	ACTIVITY	LOCATION	MAIN AUDIENCE	TIME*	GUESTS	GPUAC	STAFF
1/13/2011	Developers Club Mtg.	Cal Tech	Businesses	D	15	0	2
1/13/2011	Follow-Up Comm Workshop 2	Senior Center	General Public	N	8	20	12
3/19/2011	Follow-Up Comm Workshop 3	Pasadena History Museum	General Public	W	5	20	12
3/22/2011	Chamber of Commerce Mtg.	Permit Center	Businesses & BIDs	D	25	2	1
4/6/2011	Executive Round Table	Flintridge Center	General Public	D	20	0	1
5/23/2011	City Council - Survey Kick-Off	City Hall	General Public	N	10	0	2
6/16/2011	GP Survey Workshop 1	Muir School	General Public & Northwest	N	35	10	10
6/23/2011	GP Survey Workshop 2	PCC	General Public & Businesses	D	100	10	12
6/25/2011	GP Survey Workshop 3	Madison School	General Public & Northwest	W	35	10	10
6/28/2011	GP Survey Workshop 4	CEC	General Public & East Pasadena	N	125	10	10
6/30/2011	GP Survey Workshop 5	Villa-Parke	Spanish Speakers	N	40	4	4
6/2011	Special GPUAC Outreach	Various Locations	English & Spanish Speakers	D & N	150	5	0
10/25/2011	Survey Summary	N. Lake Restaurant	N. Lake Business & Neighborhoods	N	35	0	1
11/10/2011	Mobility Workshop 1	Senior Center	General Public, Central District	N	35	5	10
11/15/2011	Survey Summary	Westminster Church	Historic Highlands HOA	N	15	0	1
11/15/2011	Mobility Workshop 2	JRC	General Public, Northwest	N	15	2	10
11/17/2011	Mobility Workshop 3	Renaissance Plaza	General Public, Businesses	D	30	10	10
12/1/2011	Mobility Workshop 4	Villa-Parke	Spanish Speakers	N	5	2	5
2011	GPUAC Meeting (throughout year)	Fair Oaks Community Room	Members of public	N	15	20	5
1/21/2012	Commissioners Policies Workshop	PCC	City Commissioners	W	25	10	10
3/10/2012	Community Policies Workshop	PCC	General Public	W	65	10	10
4/13/2012	AIA	Brookside Clubhouse	Architects & Business People	D	50	0	2
4/14/2012	Historic Highlands Meeting	Santa Catalina Library	Historic Highlands HOA	E	30	0	1
6/23/2012	Community Forum - Session 1	PCC	General Public	W	40	3	15
6/23/2012	Community Forum - Session 2	PCC	General Public	W	65	3	15
6/26/2012	Community Forum - Session 3	Senior Center	General Public	D	85	2	15
6/26/2012	Community Forum - Session 4	Senior Center	General Public	N	40	2	15
2012	GPUAC Meeting (throughout year)	Fair Oaks Community Room	Members of public	N	15	20	5
<b>TOTAL</b>					<b>1,133</b>	<b>180</b>	<b>206</b>
<b>TOTAL NUMBER OF EVENTS</b>				<b>160</b>			
<b>GRAND TOTAL (2009 TO PRESENT)</b>					<b>4,783</b>	<b>472</b>	<b>878</b>