

# City of Pasadena 2009 Citizen Survey



## *Survey Results*

May 31-June 3, 2009

320-404

***Fairbank, Maslin, Maullin & Associates***  
*Opinion Research & Public Policy Analysis*

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

# City of Pasadena 2009 Citizen Survey

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## Methodology

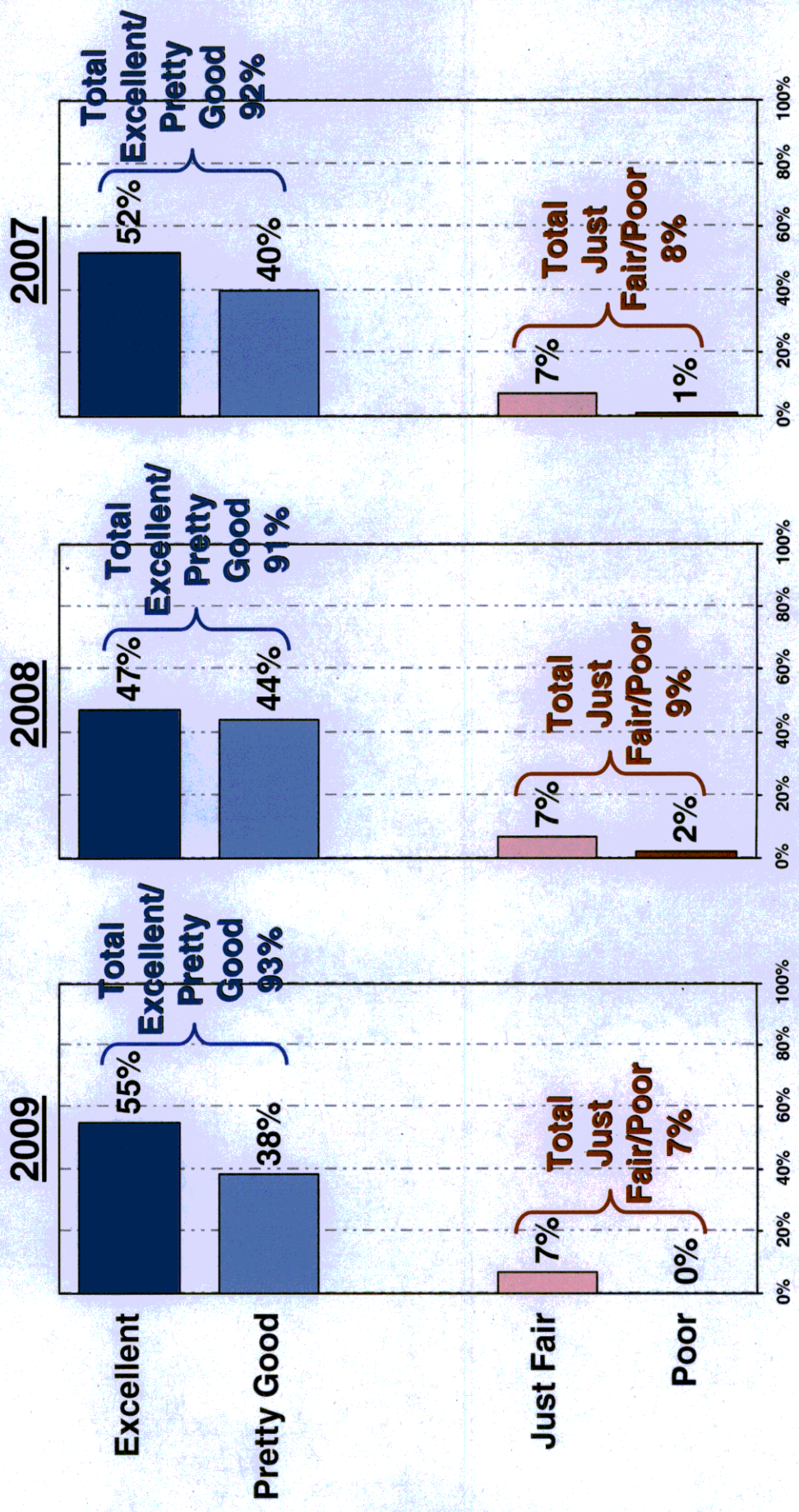
- Survey conducted May 31<sup>st</sup> - June 3<sup>rd</sup>, 2009
- Interviews conducted by telephone with 700 City of Pasadena voters, with 100 voters in each City Council District
- Margin of error for the full sample is +/- 3.7%, half the sample is +/- 5.2%
- Margin of error for full sample from each Council District is +/-9.8%, half of each District is +/-13.9%
- Results are tracked from a survey conducted April 21<sup>st</sup> - 27<sup>th</sup>, 2008 with 700 City of Pasadena voters likely to vote in the November 2008 Presidential Election
- Margin of error for the full sample is +/- 3.7%, half the sample is +/-5.2%
- Results are tracked from a survey conducted June 11<sup>th</sup> - 16<sup>th</sup>, 2007 with 500 City of Pasadena voters likely to vote in the February 2008 Presidential Primary Election
- Margin of error for the full sample is +/- 4.4%, half the sample is +/-6.2%

# City of Pasadena 2009 Citizen Survey

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## Rating of Pasadena as a Place to Live, 2009, 2008 and 2007



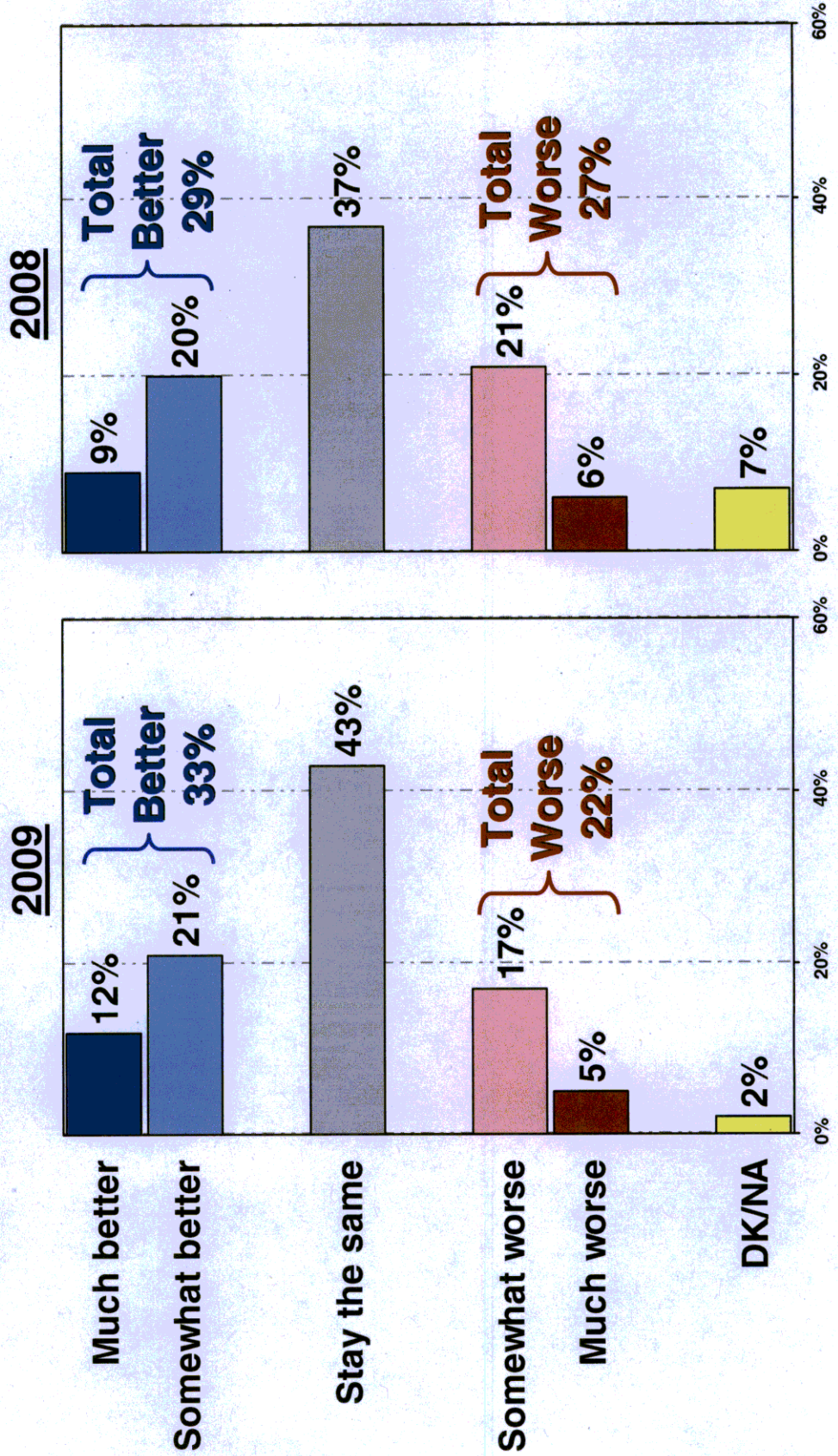
1. Generally speaking, how would you rate Pasadena as a place to live: is it an excellent place to live, a pretty good place, just fair, or a poor place to live?

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## Quality of Life in Pasadena in the Next Five Years, 2009 and 2008



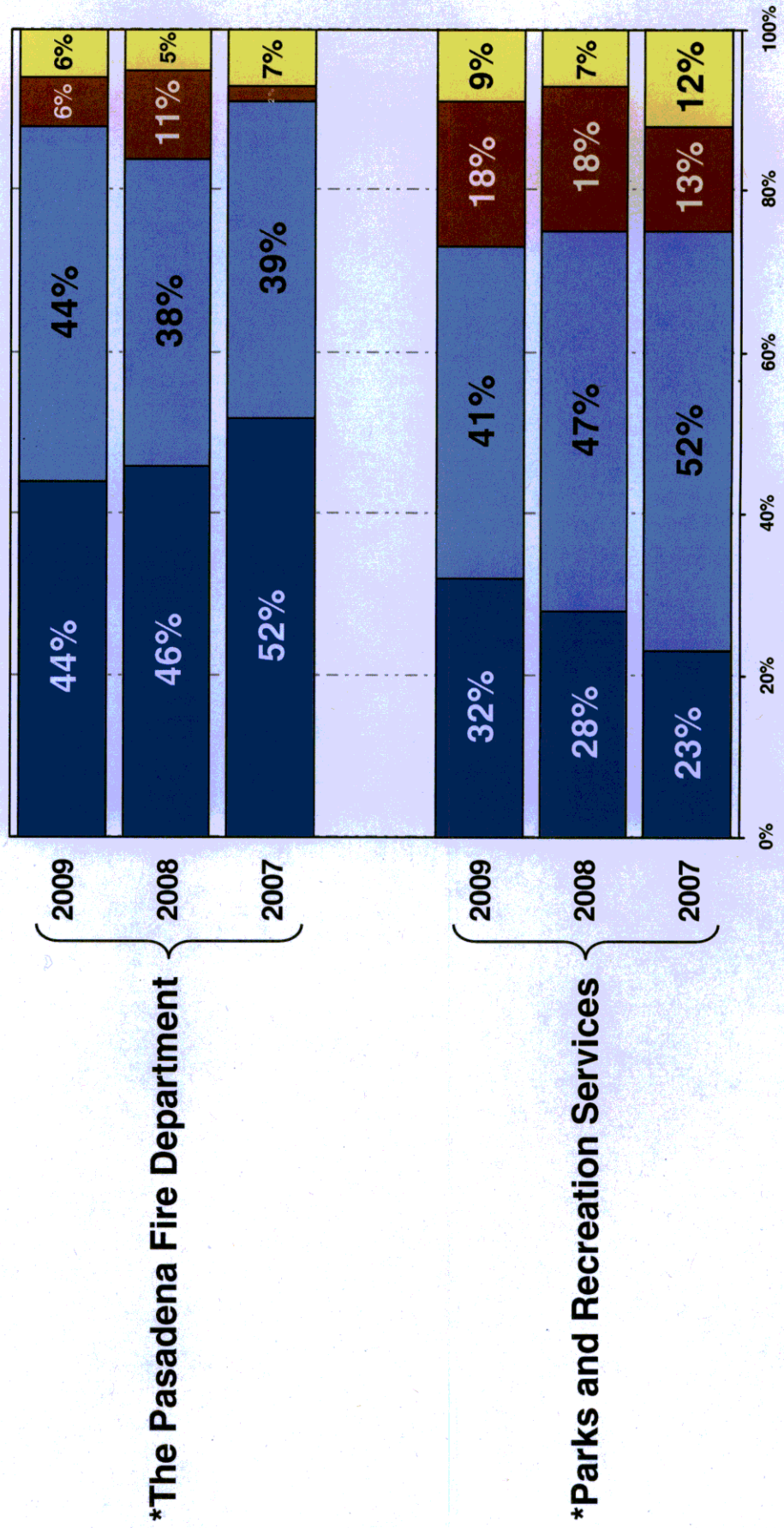
2. Thinking about the next five years, do you think the quality of life in Pasadena will get better, stay the same, or get worse?

# City of Pasadena 2009 Citizen Survey

## Job Ratings of City of Pasadena Departments and Services

(Ranked by 2009 Excellent Performance)

■ Excellent ■ Pretty Good ■ Just Fair/Poor ■ DK/NA



3. I would like you to rate the job of various City of Pasadena departments, services and organizations. Please tell me if you would rate their performance as excellent, pretty good, just fair or poor. \*Split Sample

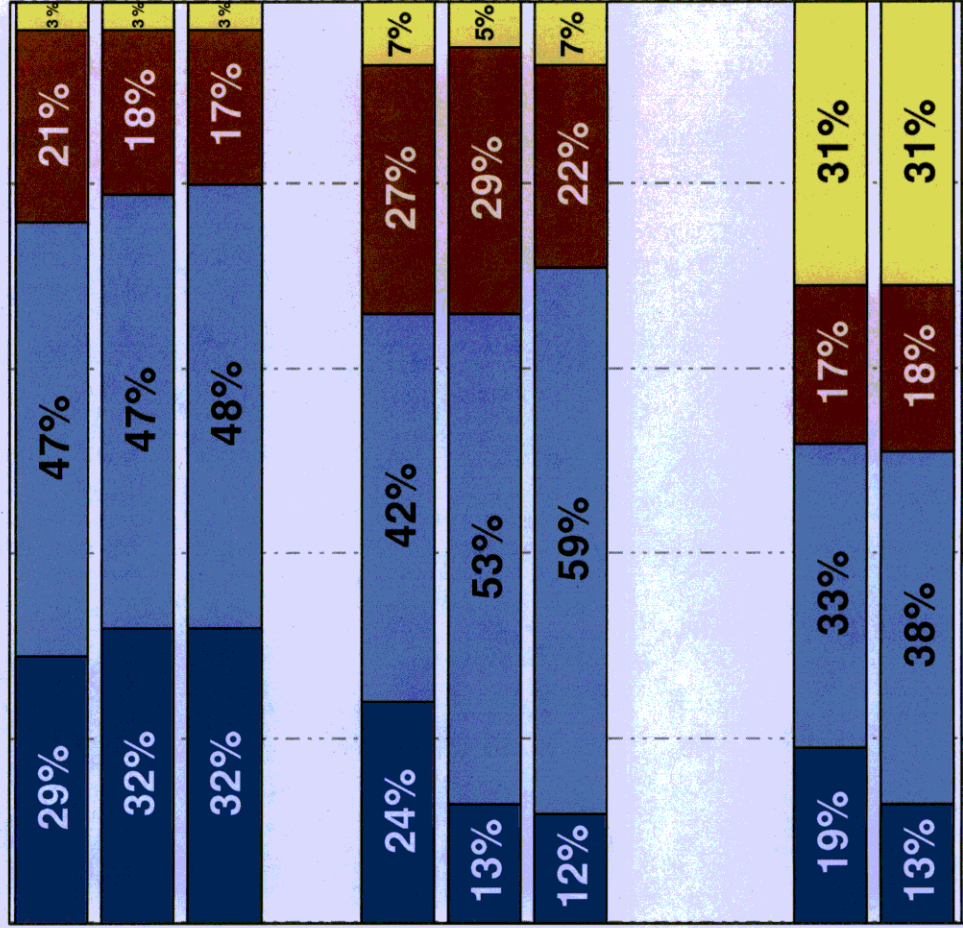
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Continued

■ Excellent ■ Pretty Good ■ Just Fair/Poor ■ DK/NA



3. I would like you to rate the job of various City of Pasadena departments, services and organizations. Please tell me if you would rate their performance as excellent, pretty good, just fair or poor. \*Split Sample

# City of Pasadena 2009 Citizen Survey

## Most Serious Issues Facing Pasadena That Residents Would Like To See City Government Do Something About, 2009 and 2008

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(Ranked By 2009; Including Top 2% Responses; Open-ended; Grouped Responses)

Open-Ended Responses	2009	2008
Crime	13%	12%
Education/public schools	10%	14%
Increased development	8%	9%
Business development/economy	7%	5%
Housing costs/affordable housing	6%	6%
Cost of living	6%	8%
Gangs/violence	5%	5%
Growth and development (no mention of population)	4%	5%
Jobs/unemployment	3%	1%
Blight/Code enforcement	3%	2%
Traffic congestion	2%	5%
Taxes	2%	2%
Street/Road maintenance	2%	1%
Speeding/unsafe traffic conditions	2%	0%
Parking/lack of parking	2%	2%
Housing – repair or condition	2%	2%
Air pollution/Smog	2%	2%

4. What do you think is the most serious issue facing the residents of Pasadena that you would like to see City government do something about?

# City of Pasadena 2009 Citizen Survey

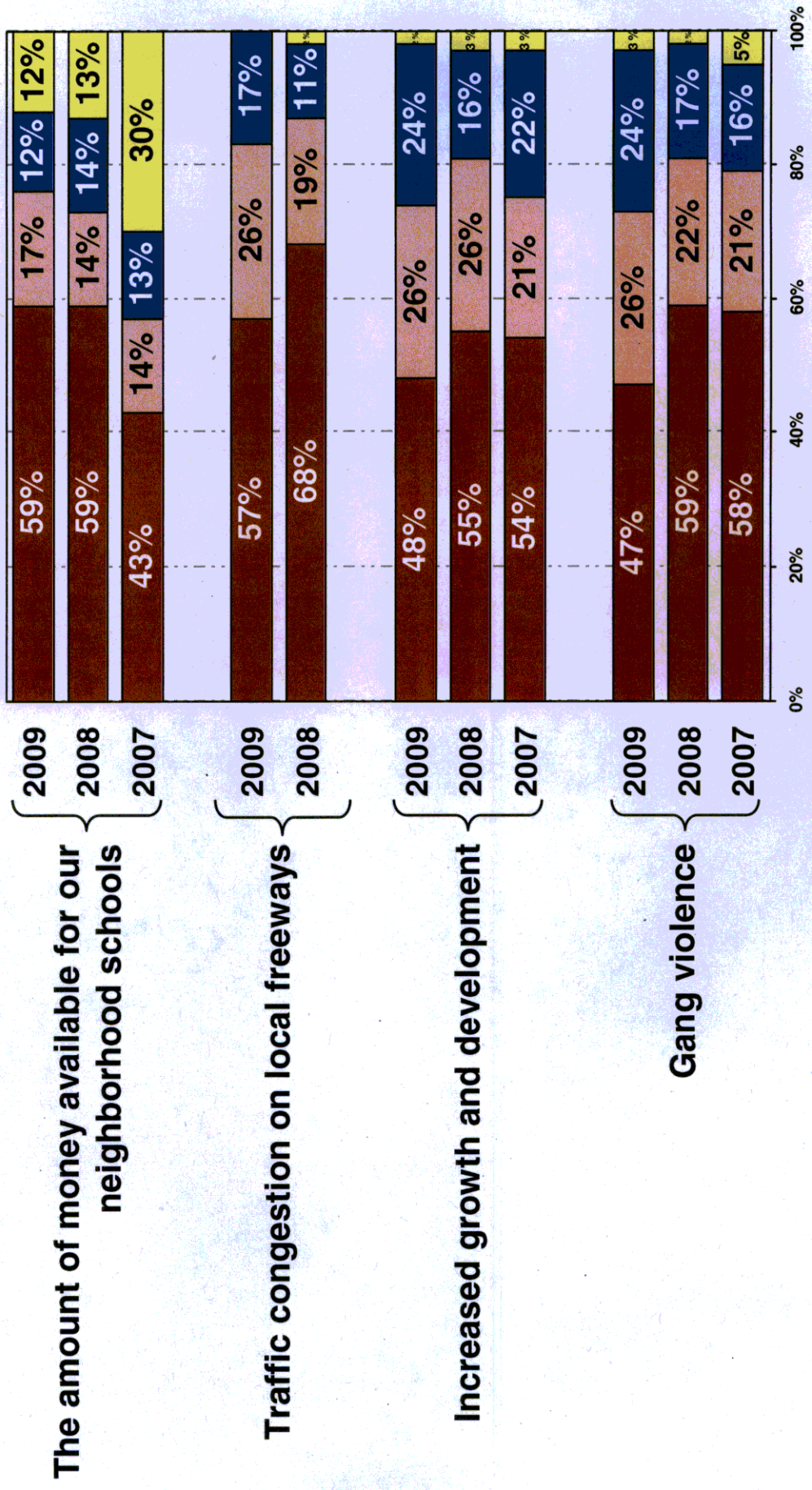
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## Serious Issues in City of Pasadena

(Ranked by 2009 Extremely/Very Serious Problem)

■ Ext./Very Ser. ■ S.W. Ser. ■ Not Too Ser. ■ DK/NA



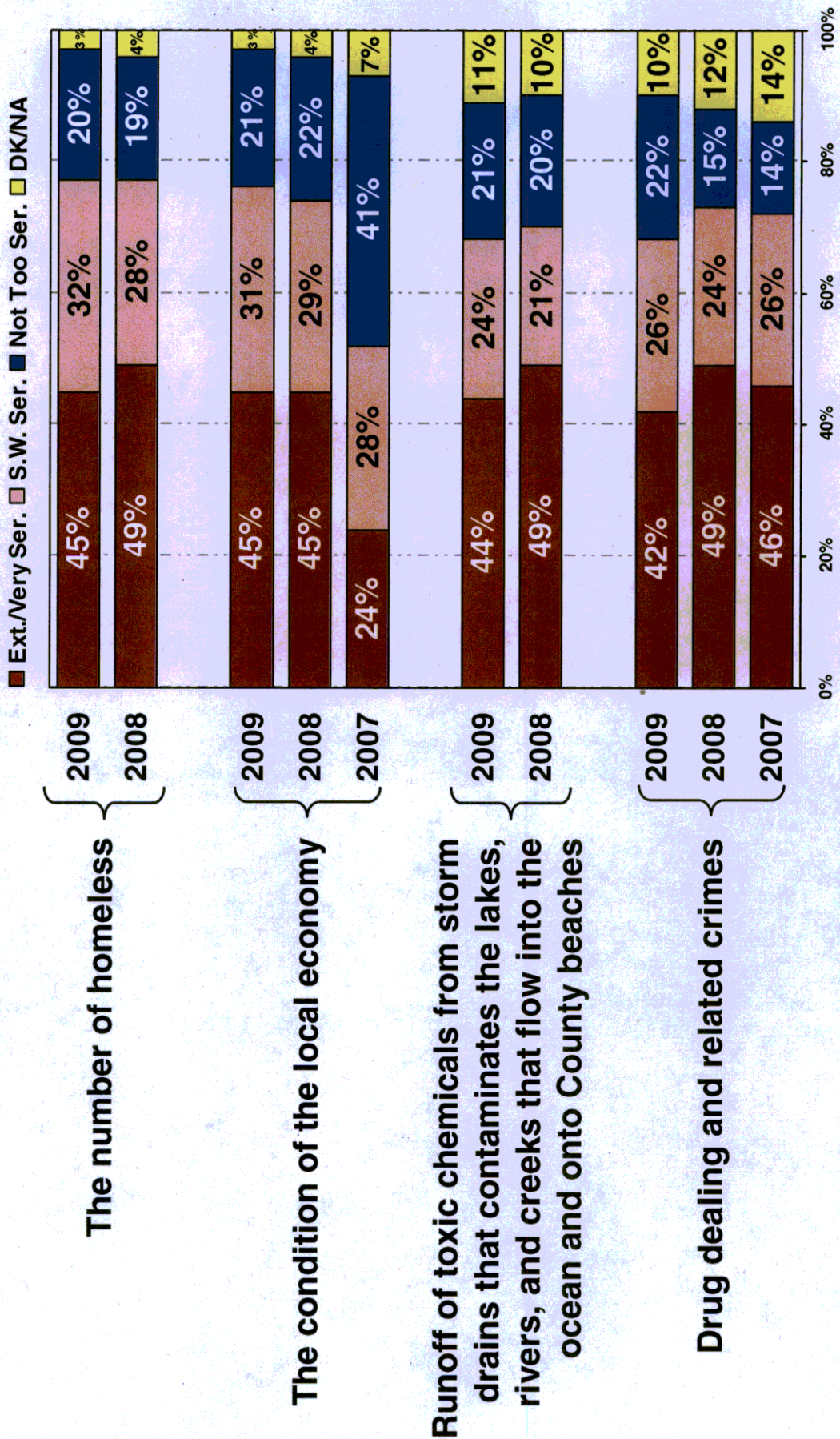
5. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample



# City of Pasadena 2009 Citizen Survey

Slide

## Continued

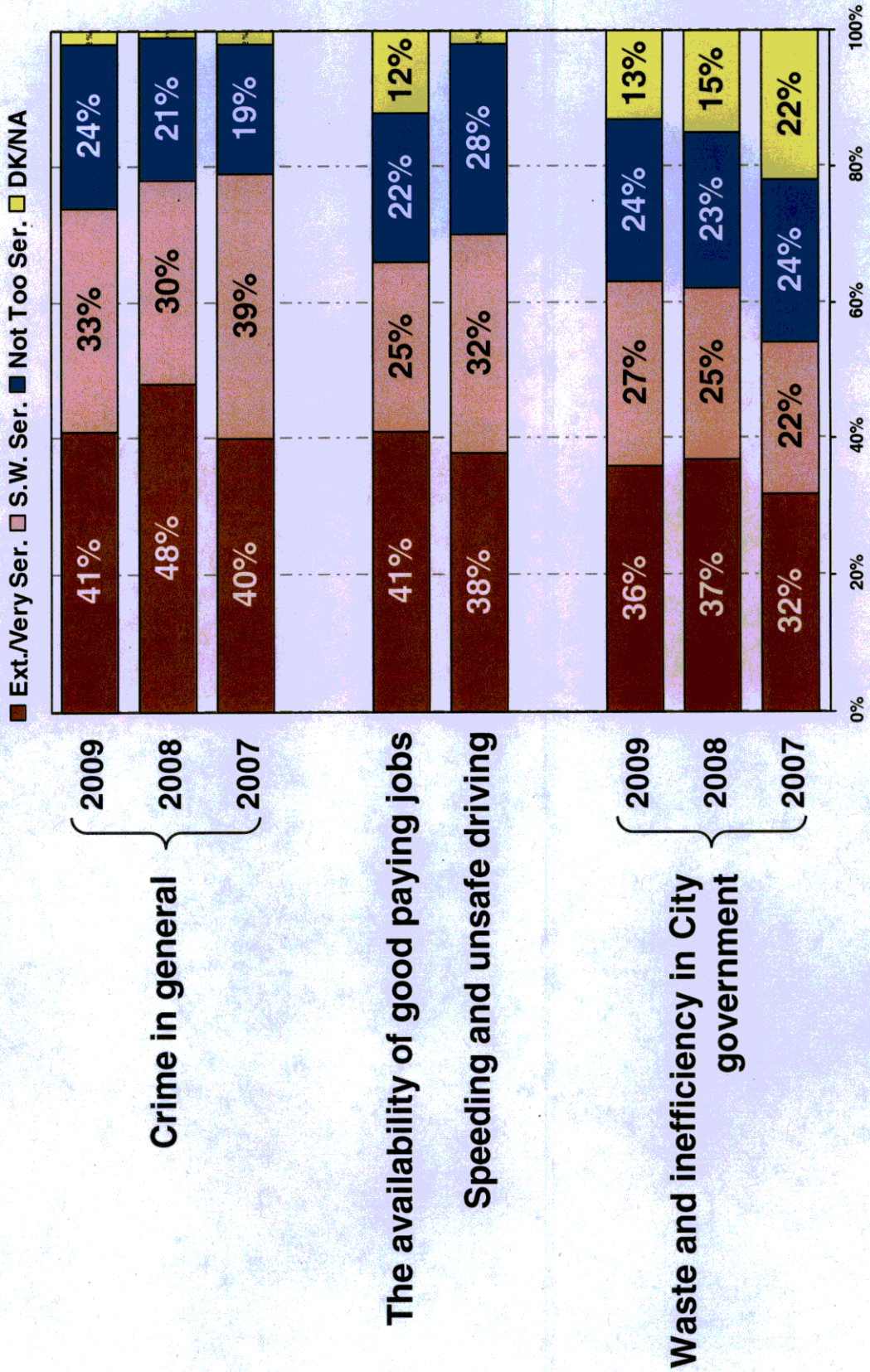


5. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample

# City of Pasadena 2009 Citizen Survey

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## Continued



5. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample

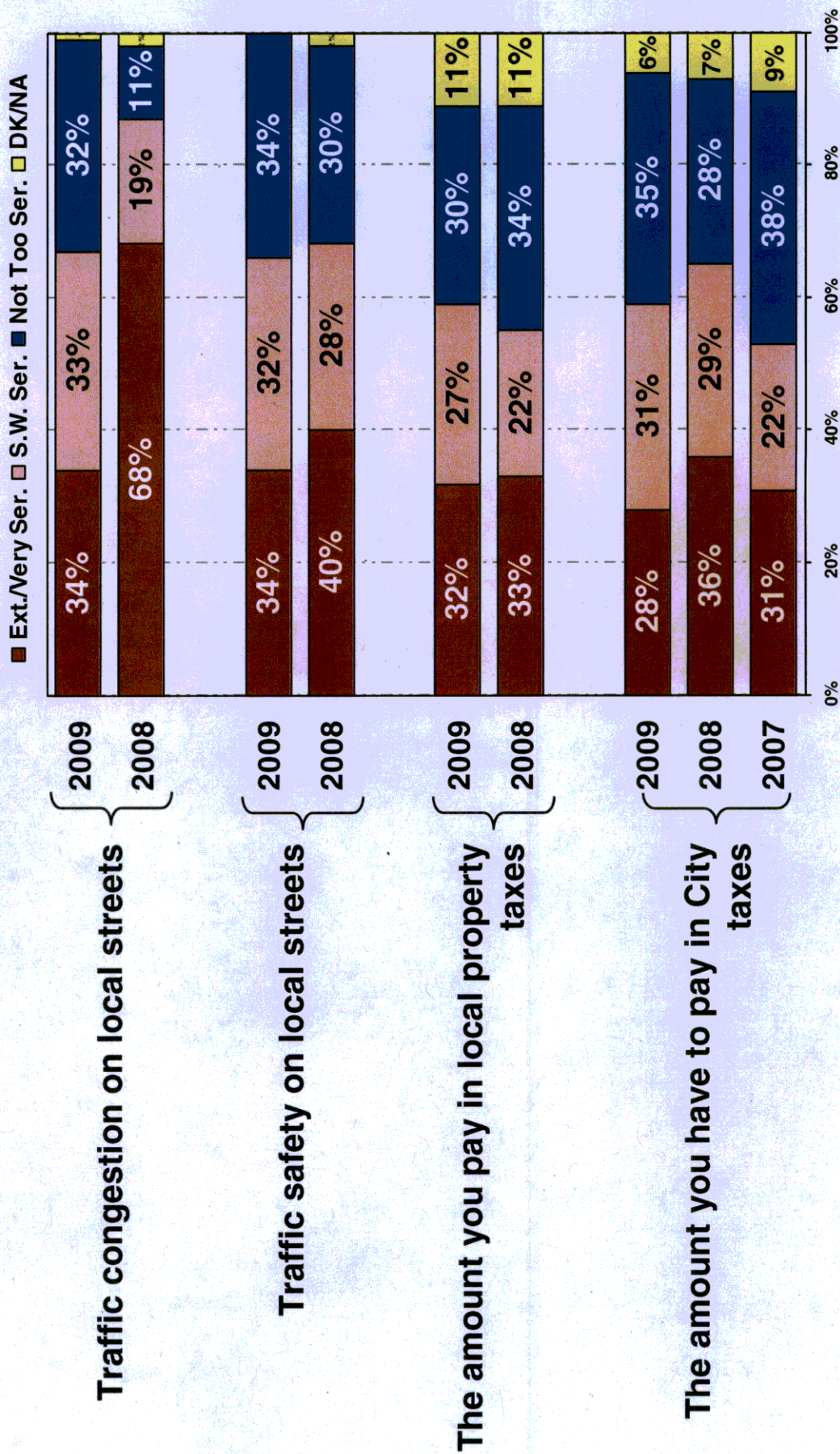
# City of Pasadena 2009 Citizen Survey

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## Continued



5. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample

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## Continued

■ Ext./Very Ser. ■ S.W. Ser. ■ Not Too Ser. ■ DK/NA

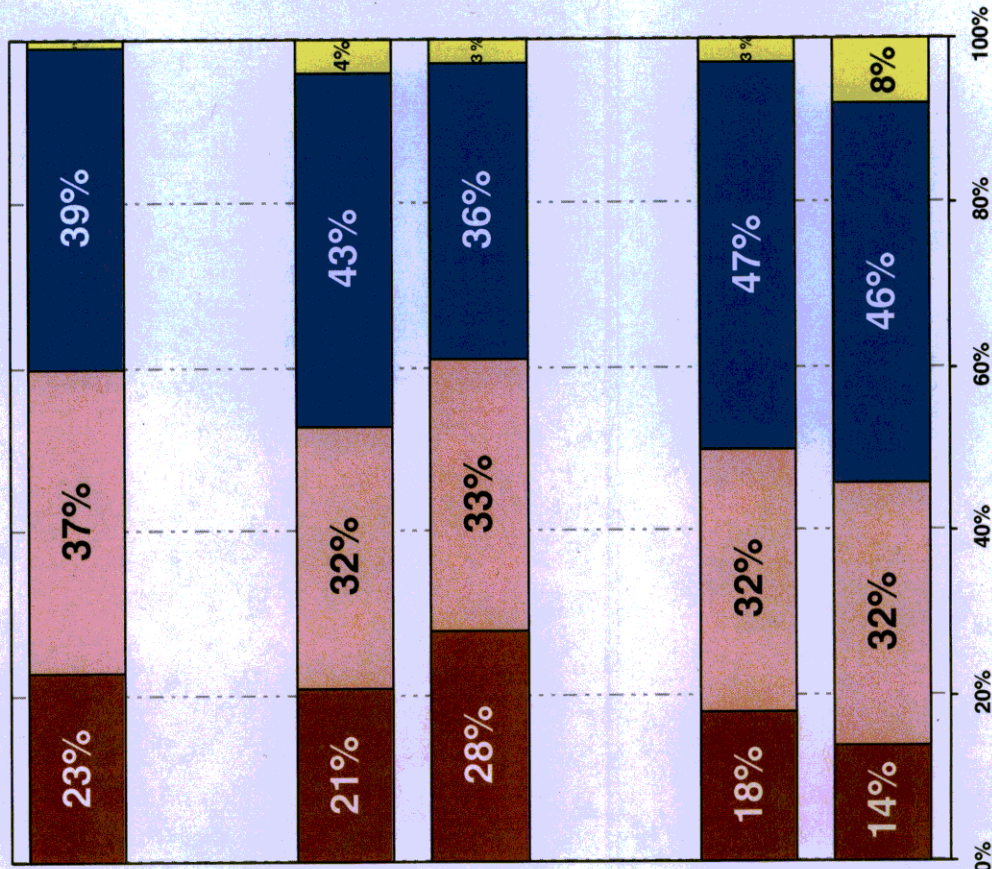
The condition of local streets and roads

2009  
2008

The lack of open space and natural areas

The availability of parks

The availability of parks and recreation programs



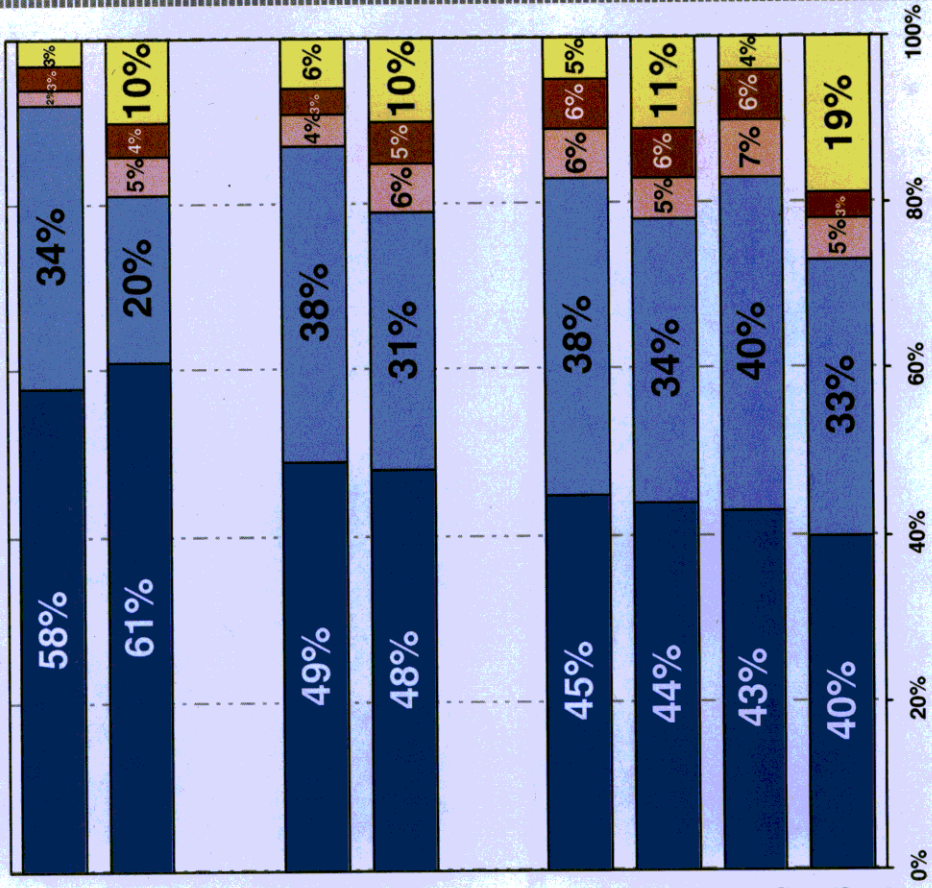
5. I'd like to read you a brief list of issues facing Pasadena that have been mentioned by local residents. Please tell me whether you consider each to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in Pasadena. Split Sample

# City of Pasadena 2009 Citizen Survey

## Accuracy of City of Pasadena Related Statements

(Ranked by 2009 Very Accurate)

■ Very Acc. □ S.W. Acc. □ S.W. Inacc. ■ Very Incc. □ DK/NA



\*The state is experiencing a large budget deficit

\*The state is experiencing a large budget deficit that will negatively affect city services and programs

\*Our area is experiencing a water shortage

\*The city is planning on limiting the days and hours that residents can water their lawns

\*The Pasadena Police Department is effective in keeping our neighborhoods safe

The Pasadena Water and Power Department is planning on raising water rates.

6. I would like to read you some statements about City of Pasadena related-issues. Please tell me if you think each of the following statements is accurate or inaccurate.

\*Split Sample

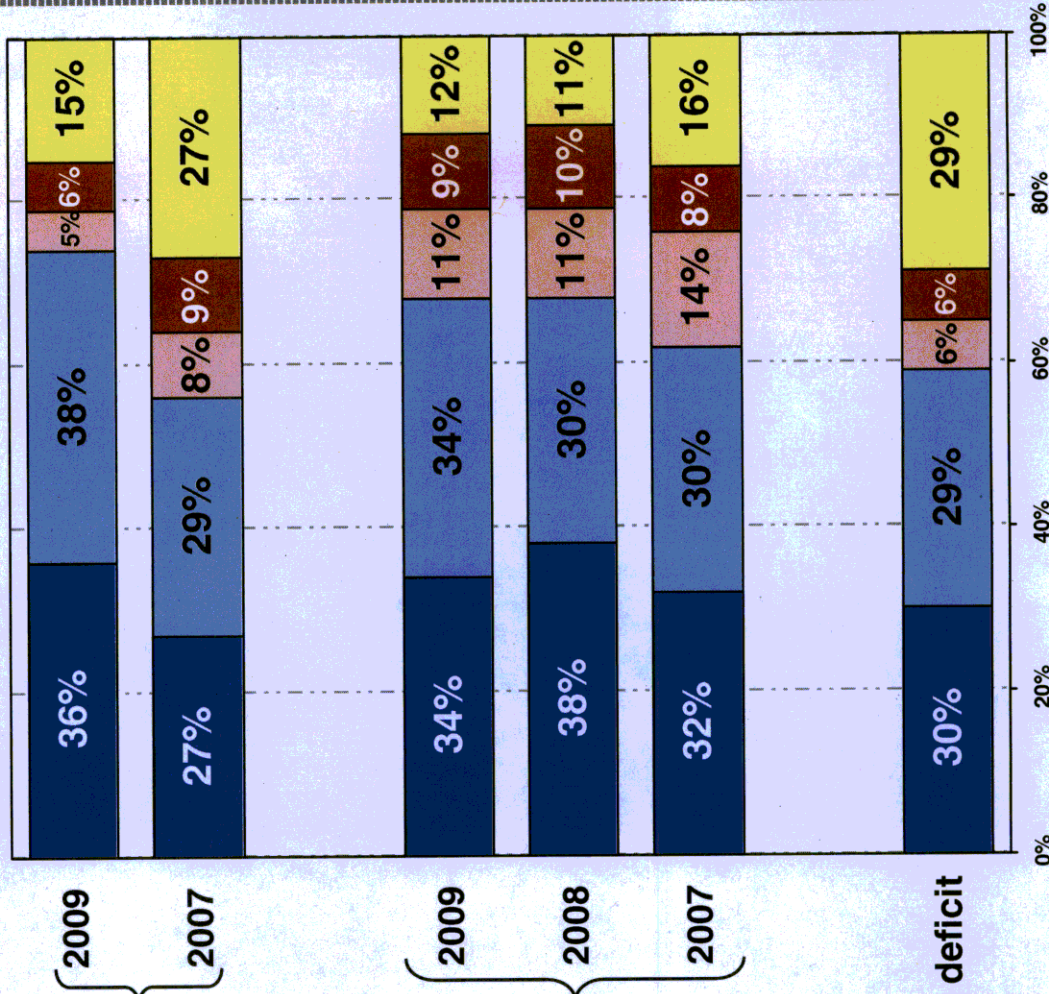
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## Continued

■ Very Acc. 
 ■ S.W. Acc. 
 ■ S.W. Inacc. 
 ■ Very Incc. 
 ■ DK/NA



**\*Pasadena provides better services than other nearby cities**

**\*Gang and drug-related crimes are on the rise**

**The city is experiencing a large budget deficit**

6. I would like to read you some statements about City of Pasadena related-issues. Please tell me if you think each of the following statements is accurate or inaccurate.

\*Split Sample

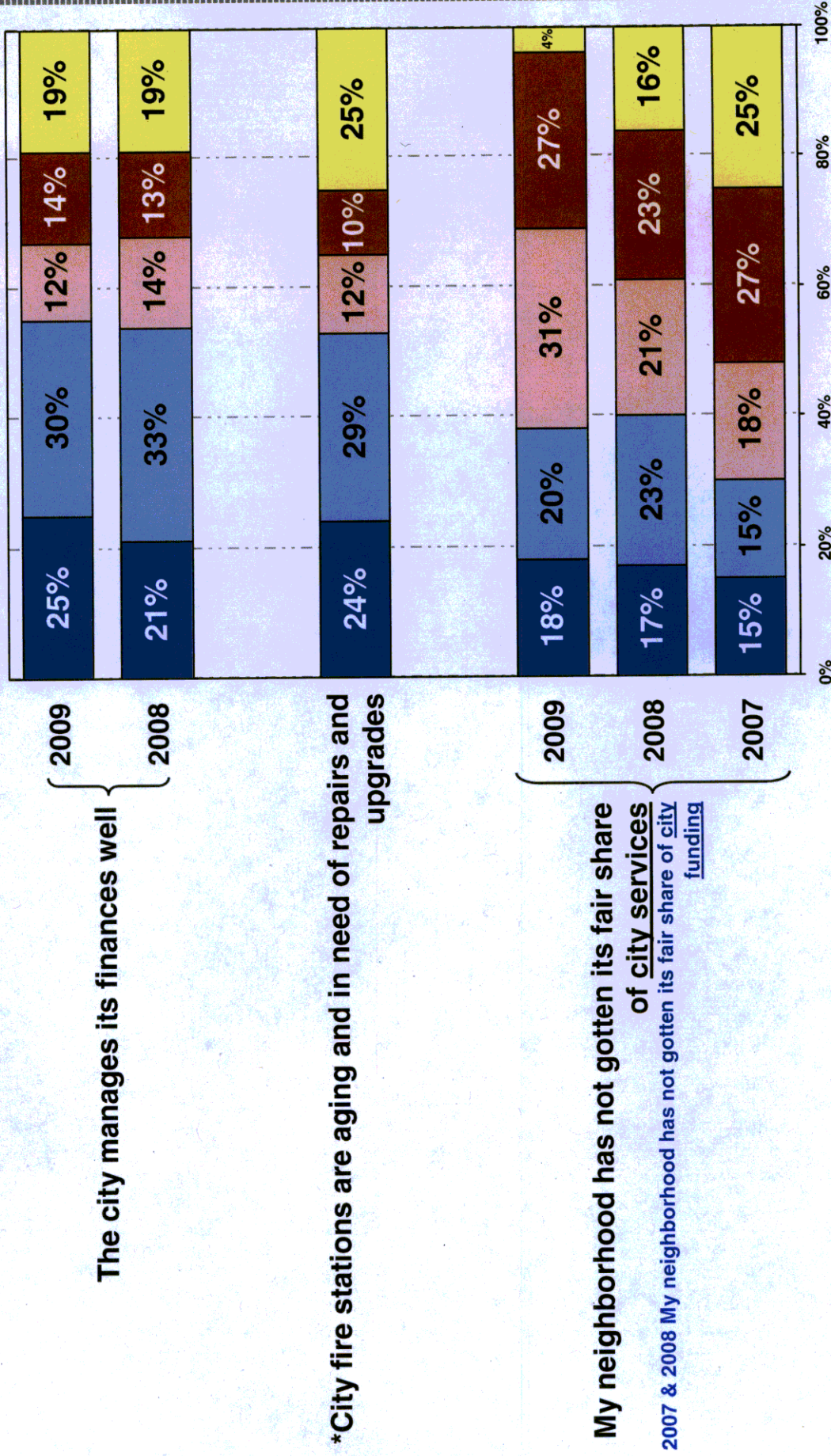
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## Continued

■ Very Acc. ■ S.W. Acc. ■ S.W. Inacc. ■ Very Inc. ■ DK/NA



6. I would like to read you some statements about City of Pasadena related-issues. Please tell me if you think each of the following statements is accurate or inaccurate.

\*Split Sample

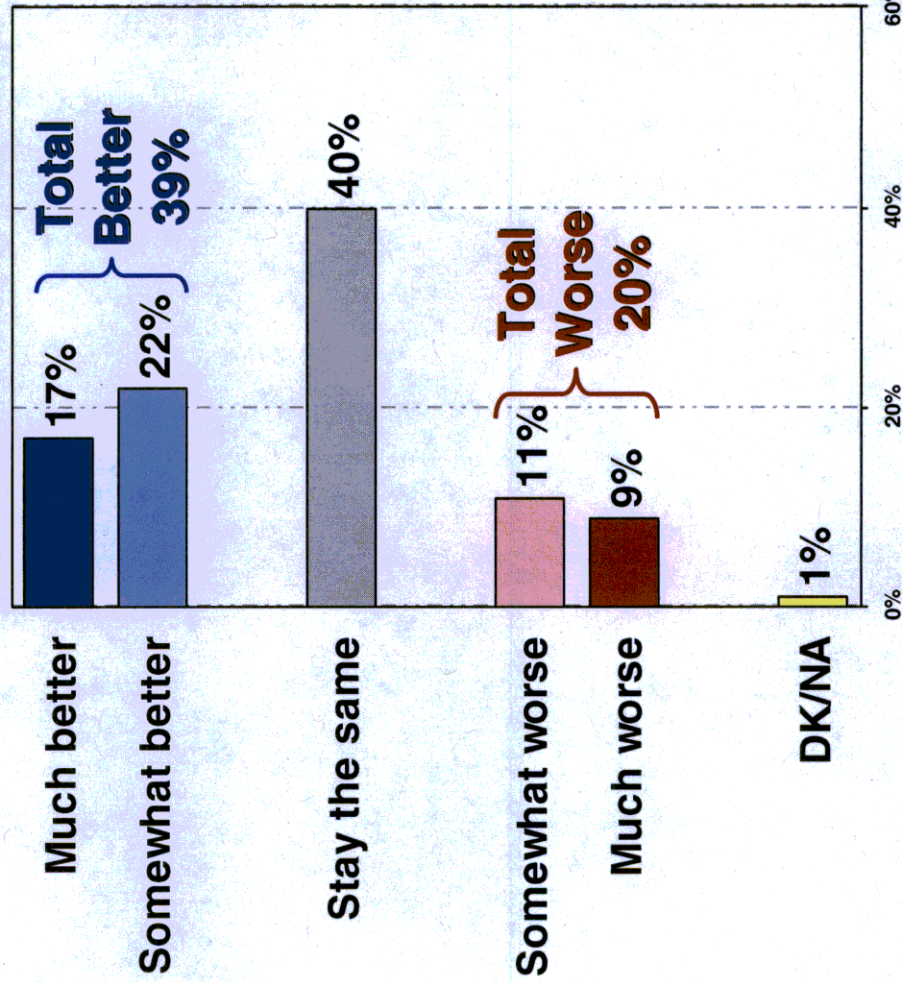
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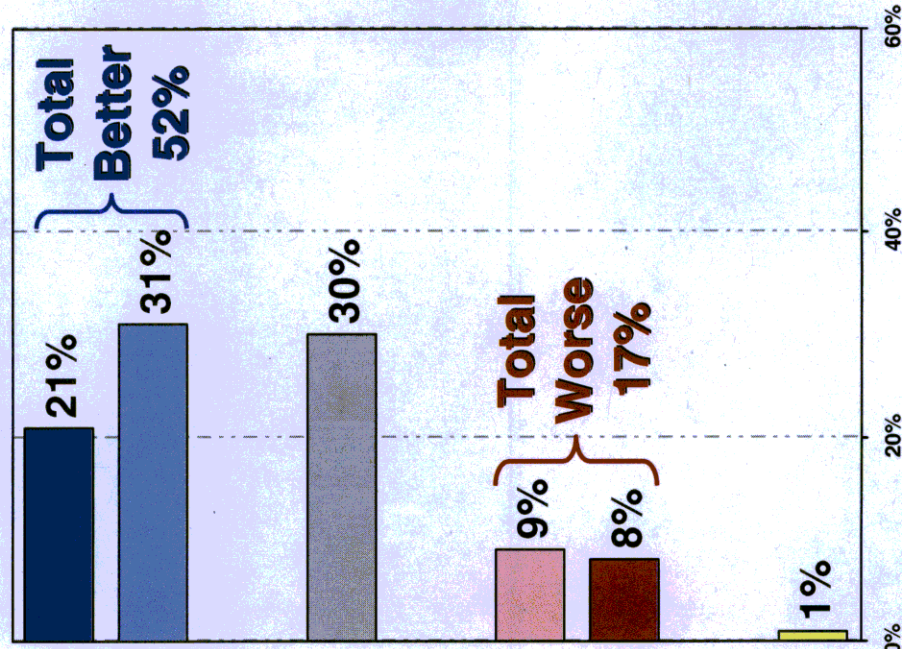
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Public Policy Analysis

## Outlook on Personal Financial Situation and the Economy a Year From Now

**Personal Financial Situation**



**The Economy**



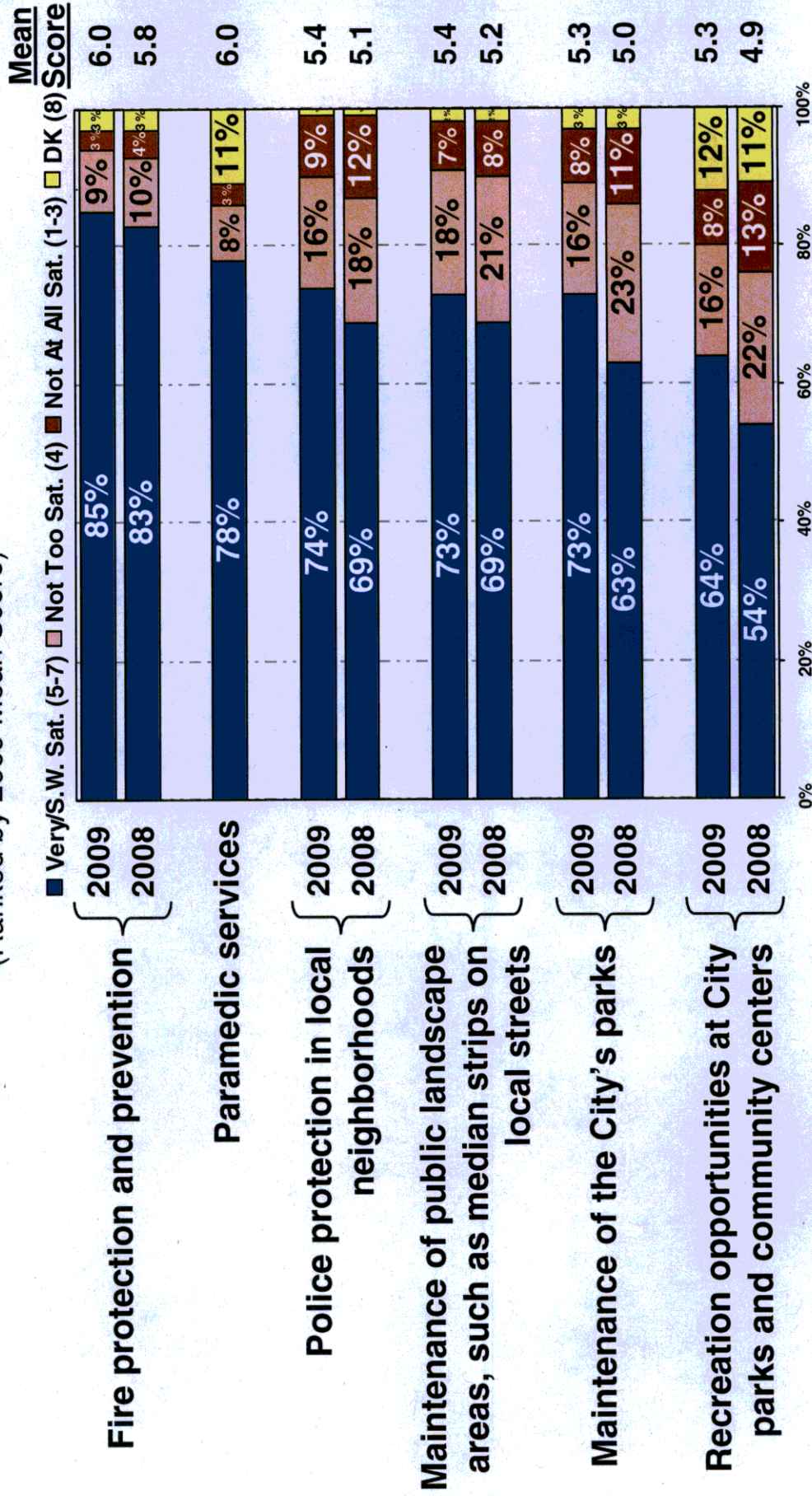
7a. Thinking about a year from now, do you think your personal financial situation will get better, stay the same, or get worse?  
b. Thinking about a year from now, do you think the economy will get better, stay the same, or get worse?



# City of Pasadena 2009 Citizen Survey

## Evaluation of Satisfaction with Specific Pasadena Services

(Ranked by 2009 Mean Score)



8. I'm going to read you a list of services provided by the City. On a scale of one to seven, where one is not at all satisfied and seven is very satisfied, please tell me how satisfied you are with each of these City services.

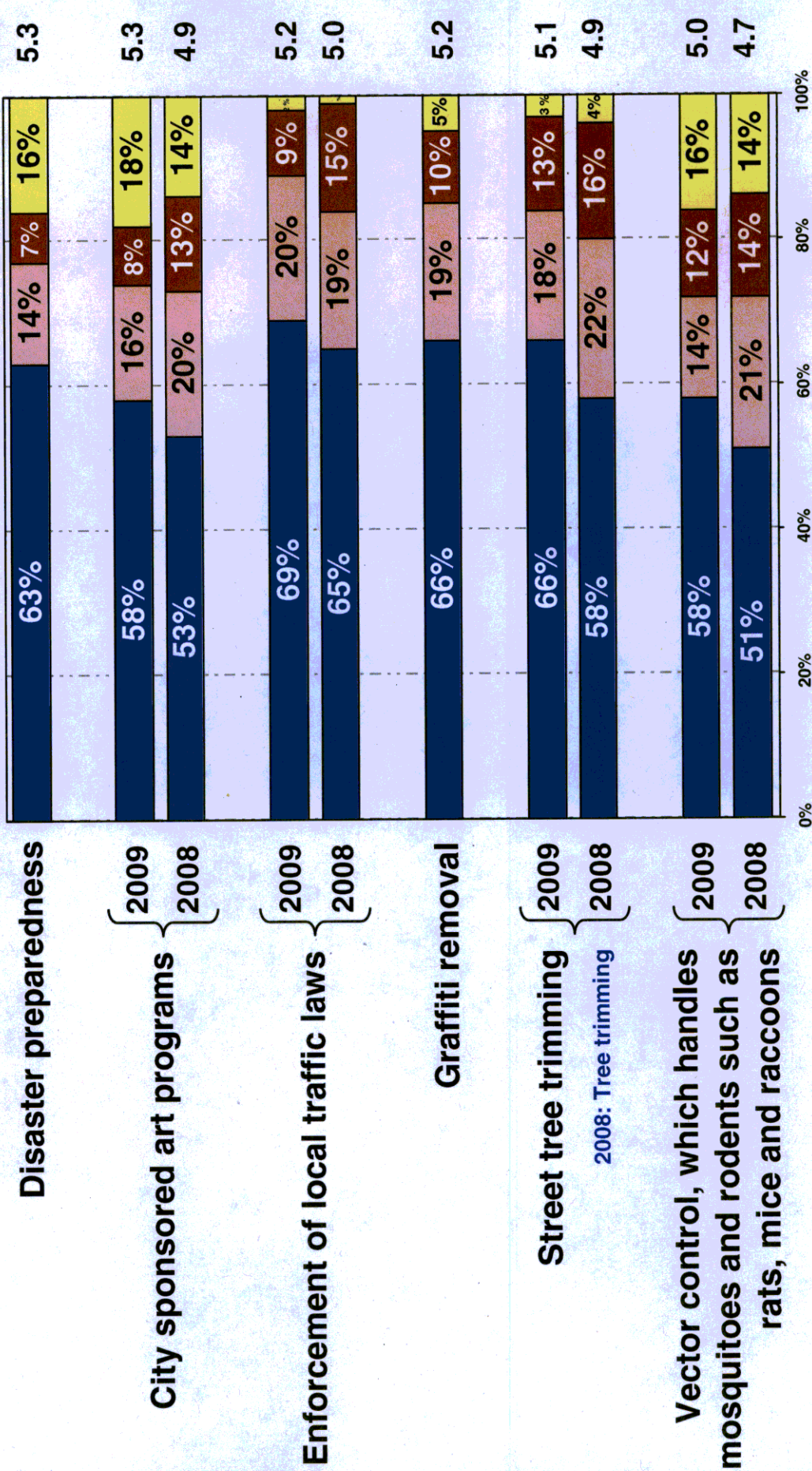
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## Continued

■ Very/S.W. Sat. (5-7) 
 ■ Not Too Sat. (4) 
 ■ Not At All Sat. (1-3) 
 ■ DK(8) 
 Mean Score

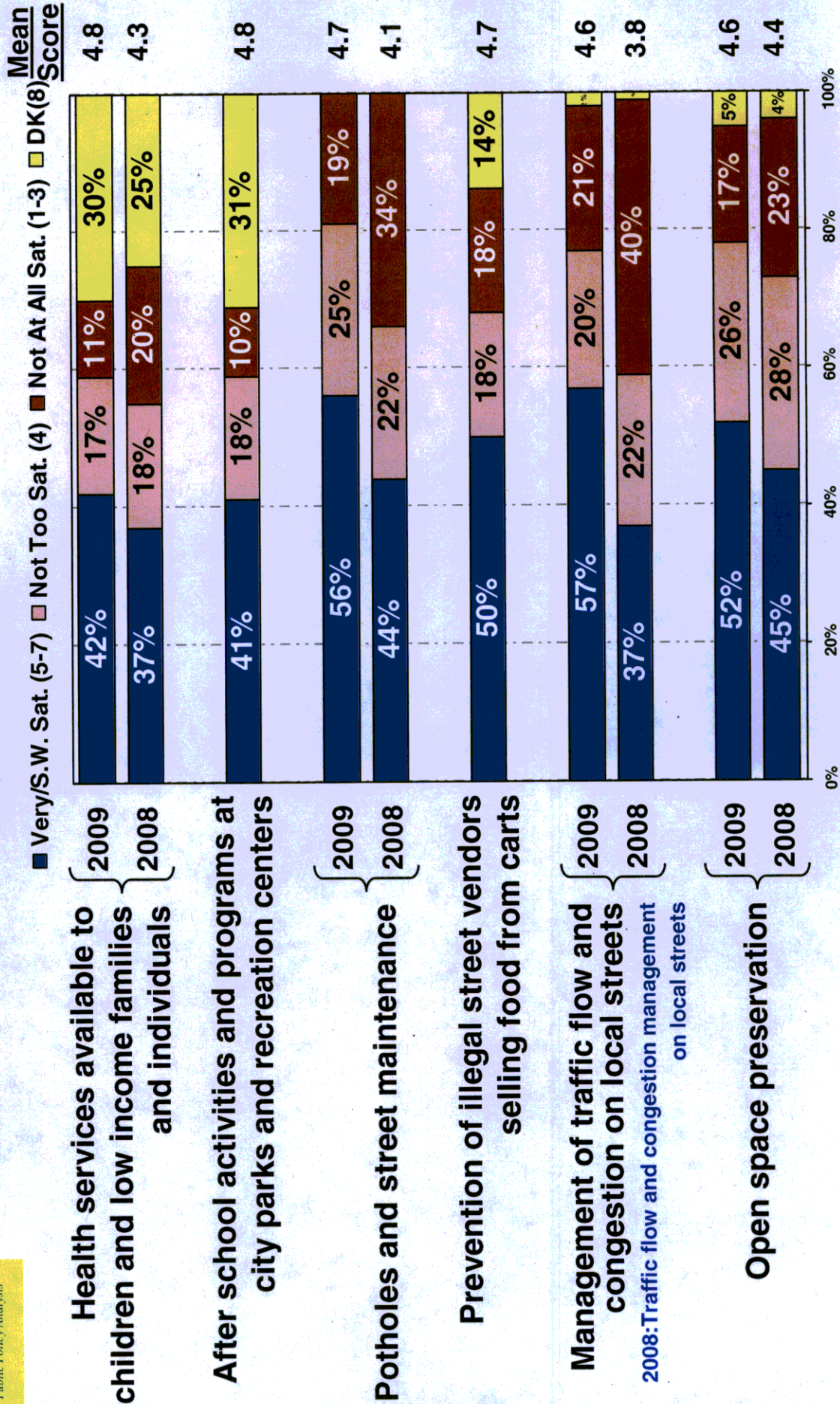


8. I'm going to read you a list of services provided by the City. On a scale of one to seven, where one is not at all satisfied and seven is very satisfied, please tell me how satisfied you are with each of these City services.

# City of Pasadena 2009 Citizen Survey

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## Continued



8. I'm going to read you a list of services provided by the City. On a scale of one to seven, where one is not at all satisfied and seven is very satisfied, please tell me how satisfied you are with each of these City services.

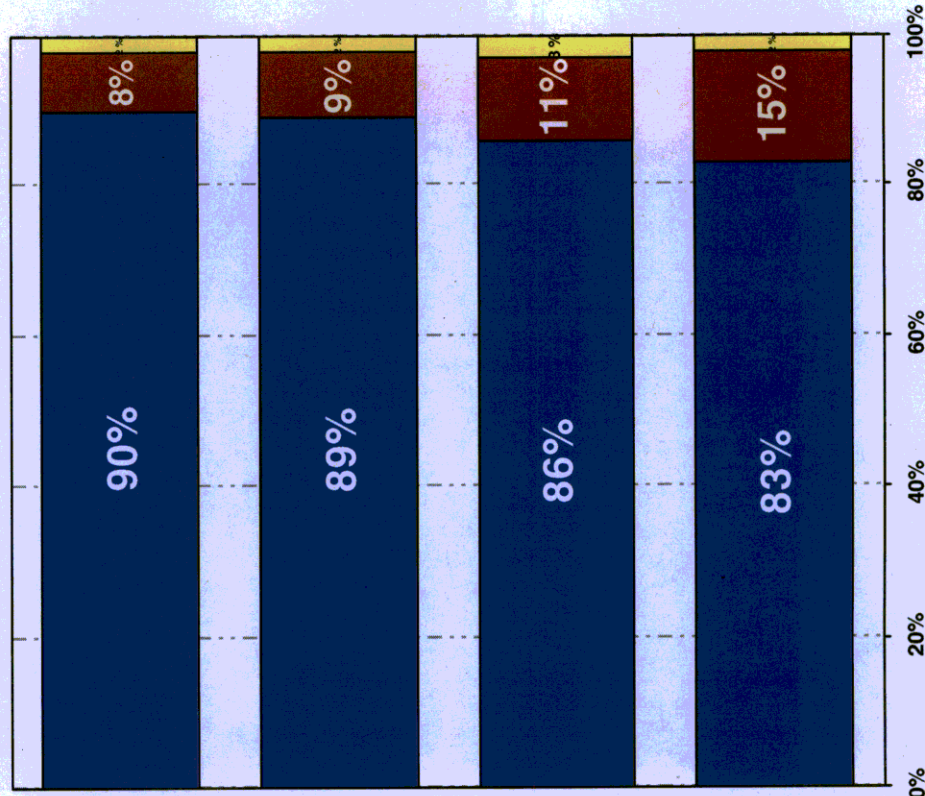
# City of Pasadena 2009 Citizen Survey

## Support for Specific City Improvements and Upgrades

(Ranked by Strongly/Somewhat Support)

■ Strng./S.W. Sup. ■ S.W./Strng. Opp. □ No Opin.

- \*Helping the City of Pasadena and its residents become more energy efficient by providing incentives to increase the use of solar and wind power and other environmentally friendly technologies.
- \*Repairing, earthquake retrofitting and replacing outdated city fire stations.
- \*Repairing, earthquake retrofitting and upgrading outdated city fire stations.
- \*Repairing and upgrading city run community centers.



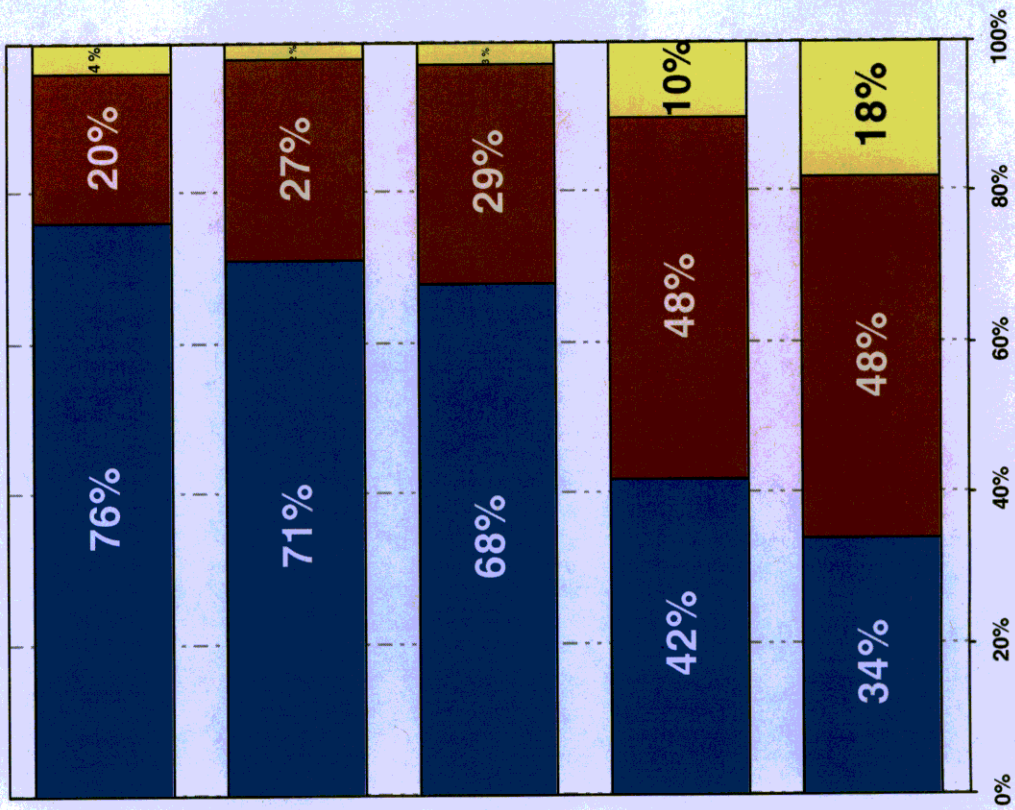
9. The following are some actions the City of Pasadena could take to improve the quality of life in Pasadena. Please tell me whether it sounds like something you would support or oppose. \*Split Sample

# City of Pasadena 2009 Citizen Survey

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## Continued

■ Strng./S.W. Supp. ■ S.W./Strng. Opp. ■ No Opin.



**\*Repairing and upgrading Pasadena's community centers**

**\*Helping the City of Pasadena and its residents become more energy efficient by providing incentives to increase the use of solar and wind power and other environmentally friendly technologies - paid for by increases to your water and power utility fee**

**Remodeling Pasadena's central library and local neighborhood branches**

**\*Rebuilding the Pasadena community ice rink in a new location**

**\*Relocating the Pasadena community ice rink**

9. The following are some actions the City of Pasadena could take to improve the quality of life in Pasadena. Please tell me whether it sounds like something you would support or oppose. \*Split Sample

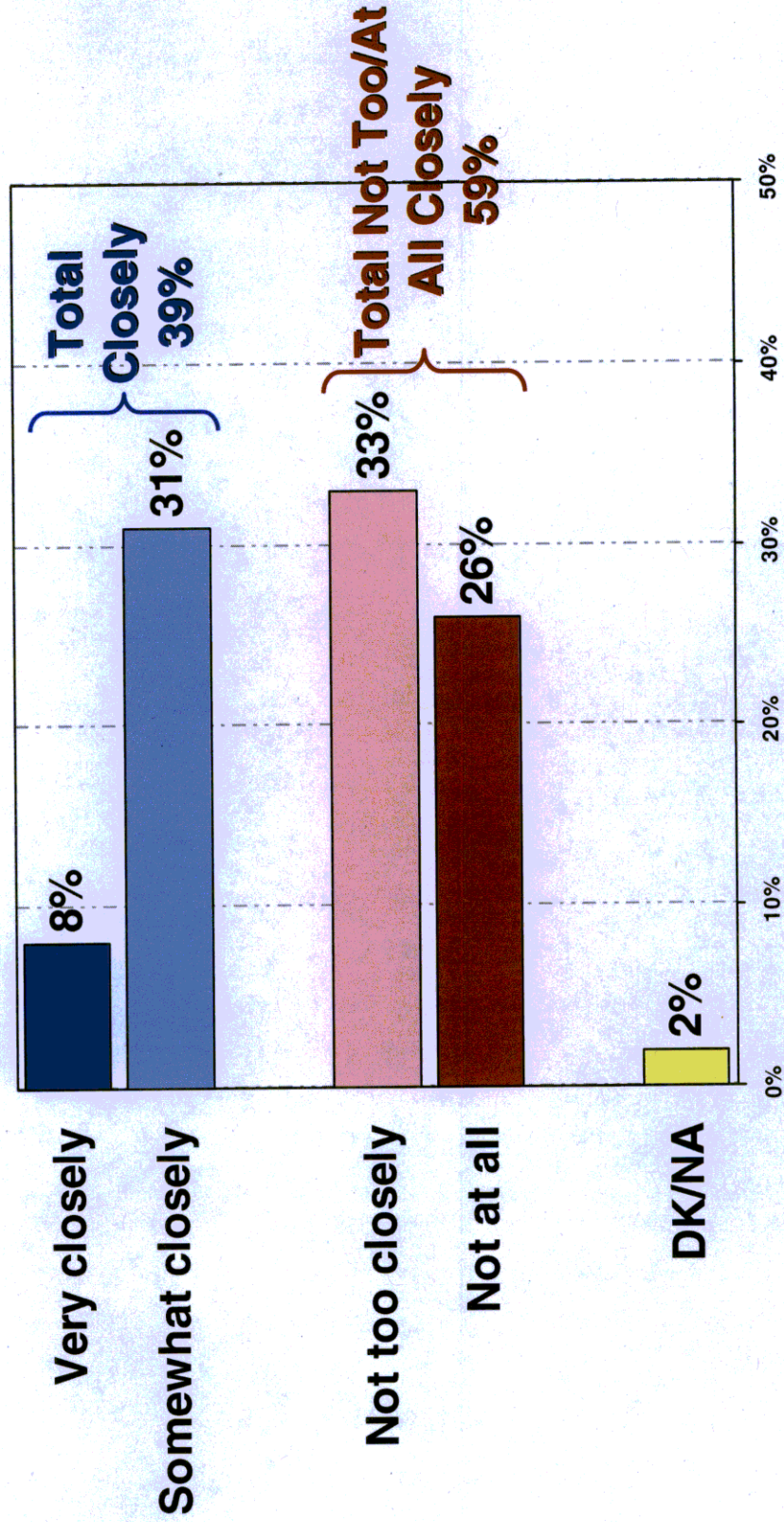
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## Awareness Of News On Pasadena City Budget



10. How closely do you follow the news about Pasadena city budget: would you say very closely, somewhat closely, not too closely, or not at all?

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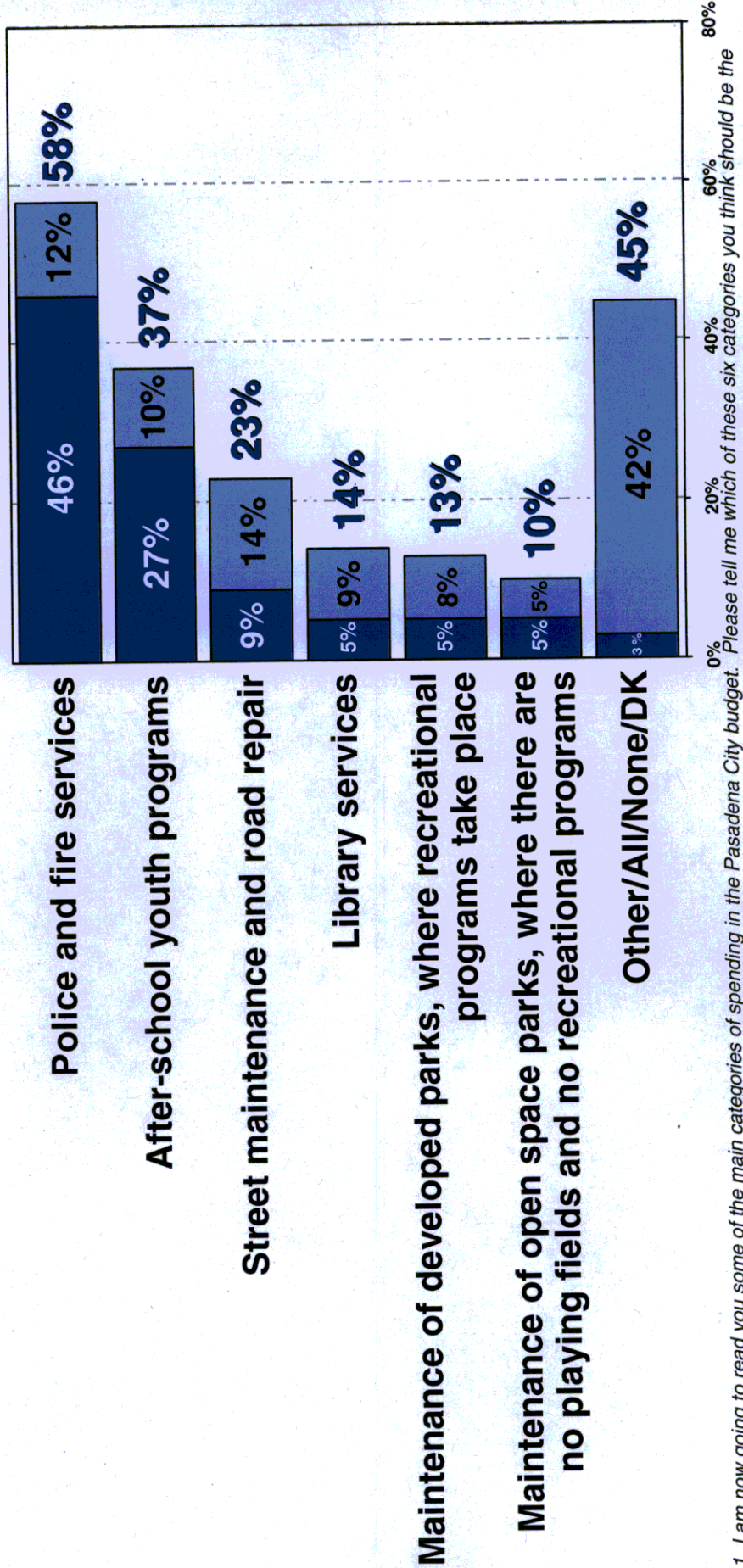
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## Funding Priorities for New Year's City Budget

Please let me give you some more information about this year's city budget. Due to a decline in sales and property tax revenue, the city is facing a potential \$20 million budget deficit.

(Ranked by First Priority)

■ 1st Priority ■ 2nd Priority



11. I am now going to read you some of the main categories of spending in the Pasadena City budget. Please tell me which of these six categories you think should be the highest priority for funding from City government in next year's budget.

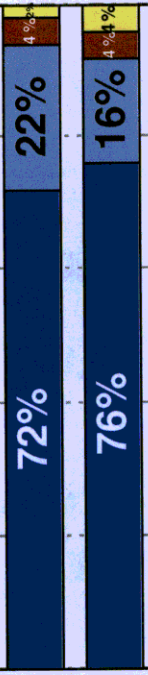
# City of Pasadena 2009 Citizen Survey

## Preferred Budget Cuts for City Programs and Services

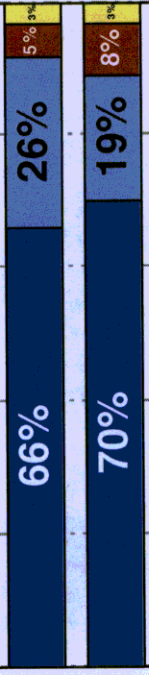
(Ranked by 2009 No Cuts)

■ No Cuts ■ Some Cuts ■ Large Cuts ■ DK/NA

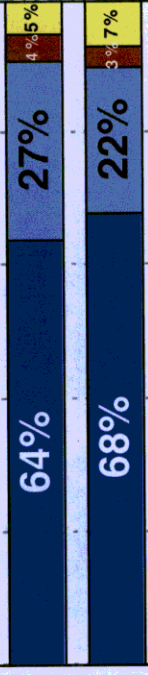
Special police operations such as gang and drug-related prevention and enforcement programs



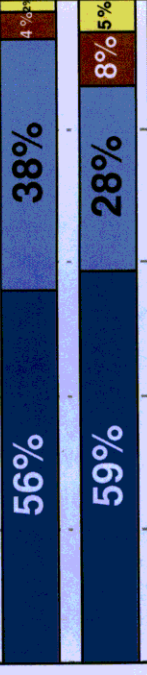
After-school programs for children and youth



Community policing programs



Disaster preparedness programs



0% 20% 40% 60% 80% 100%

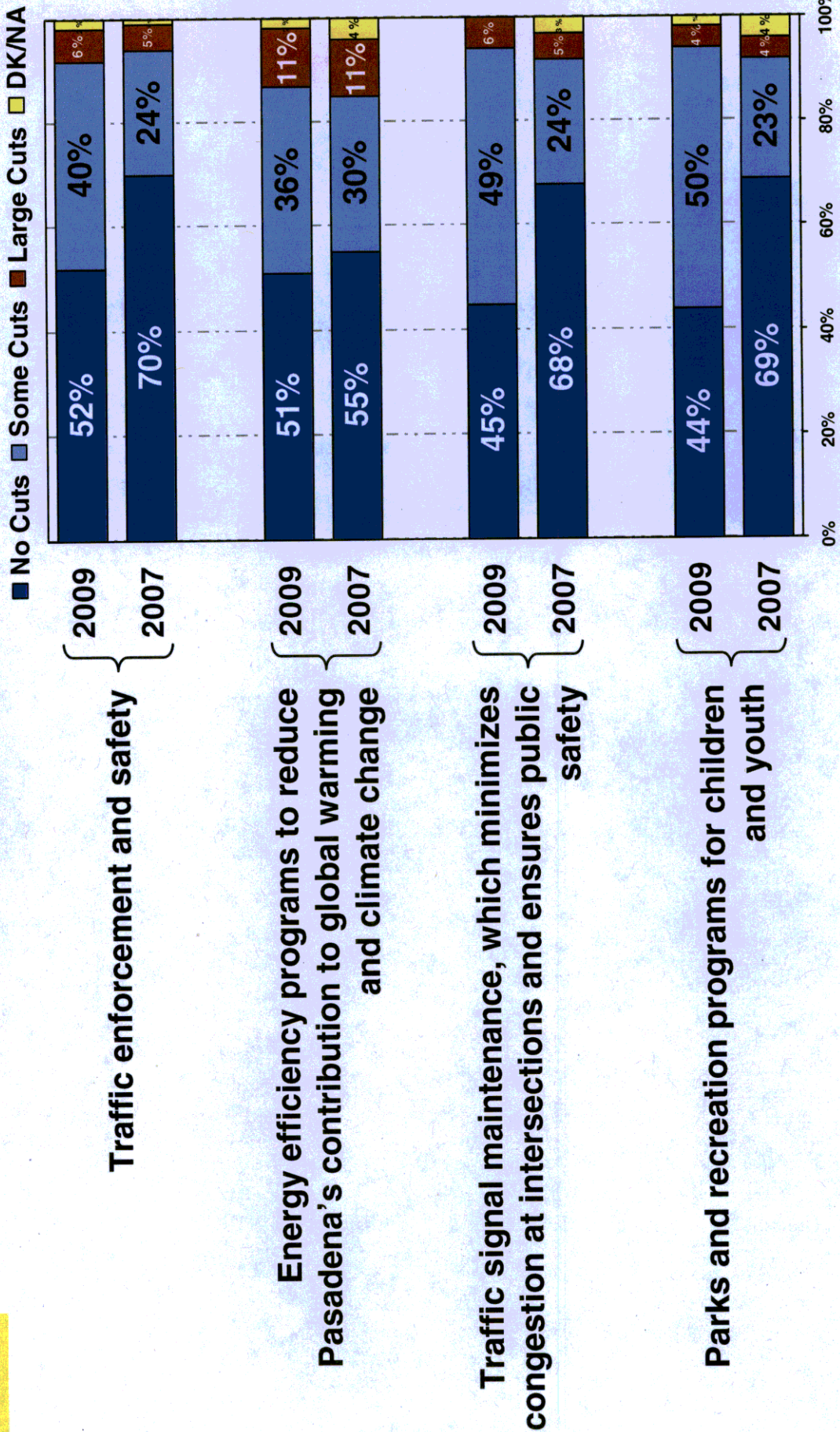
12. I am going to mention some of the services the City provides its residents; due to the budget deficit, some of these services might have to be cut back. Please tell me whether you think large cuts should be made in that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made in that service to balance the City budget. Split Sample



# City of Pasadena 2009 Citizen Survey

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## Continued



12. I am going to mention some of the services the City provides its residents; due to the budget deficit, some of these services might have to be cut back. Please tell me whether you think large cuts should be made in that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made in that service to balance the City budget. Split Sample

# City of Pasadena 2009 Citizen Survey

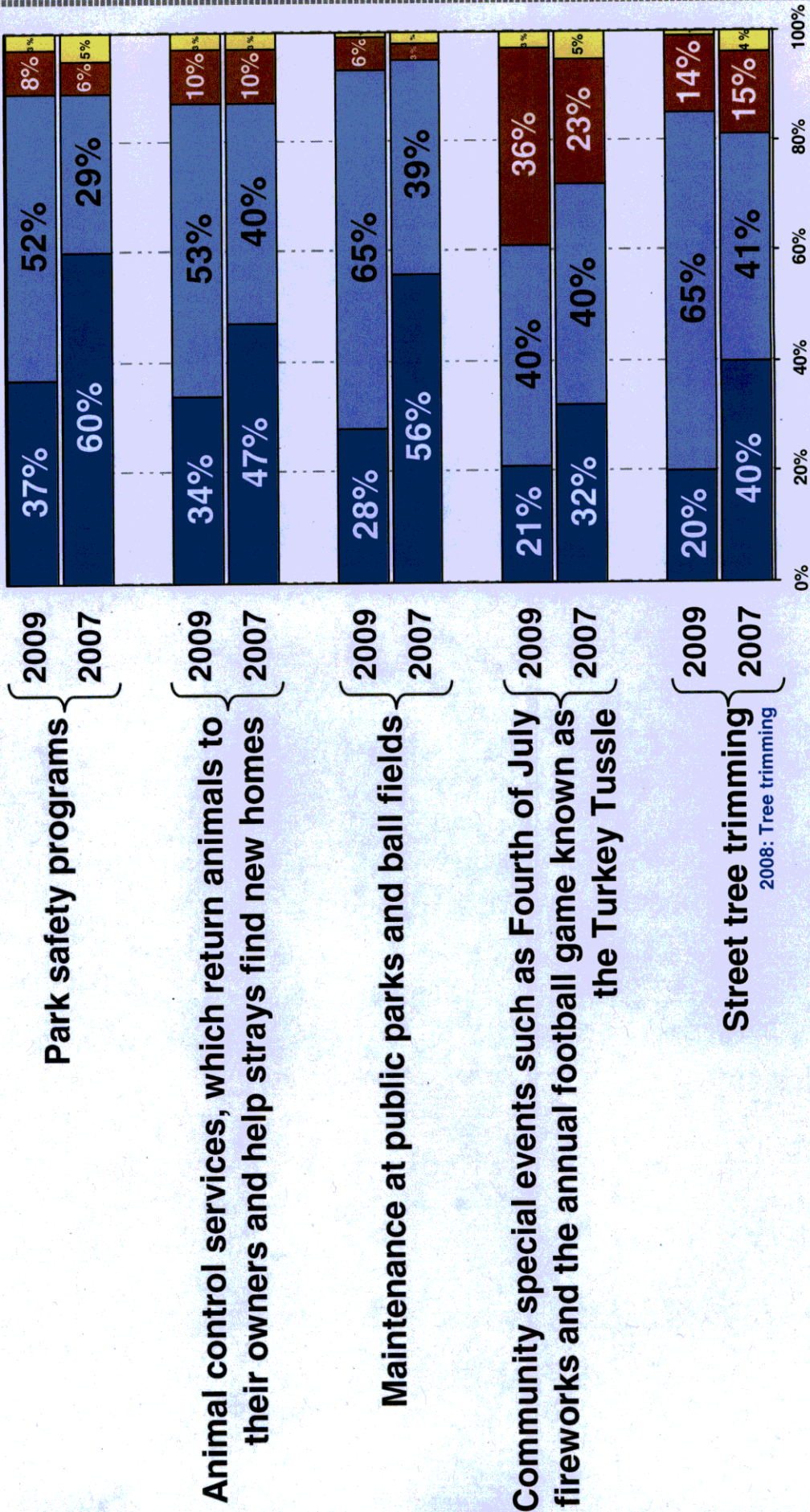
Slide #2

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## Continued

■ No Cuts ■ Some Cuts ■ Large Cuts ■ DK/NA



12. I am going to mention some of the services the City provides its residents; due to the budget deficit, some of these services might have to be cut back. Please tell me whether you think large cuts should be made in that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made in that service to balance the City budget. Split Sample

# City of Pasadena 2009 Citizen Survey

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## Opinion on Subsidization of City's Public Health Department

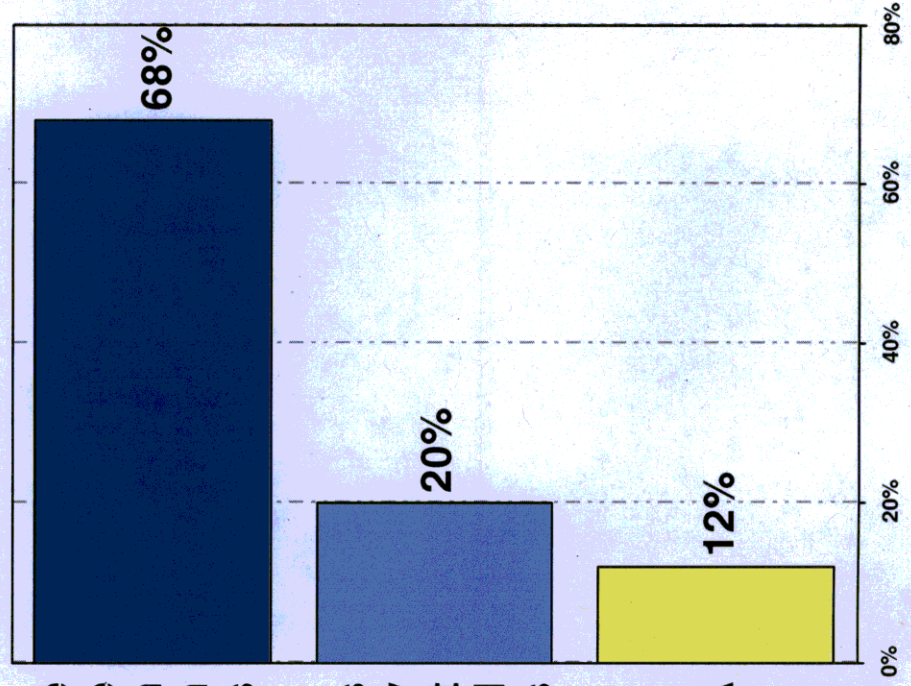
*Which statement comes closer to your opinion?*

City of Pasadena should continue to subsidize the City's Public Health Department, so it can provide health-related services such as restaurant inspection as well as pre-natal care and childhood immunization services to local residents

**OR**

City of Pasadena should stop subsidizing the City's Public Health Department, and let Los Angeles County provide health-related services such as restaurant inspection, as well as pre-natal care and childhood immunization services to local residents

Both/Neither/DK/NA

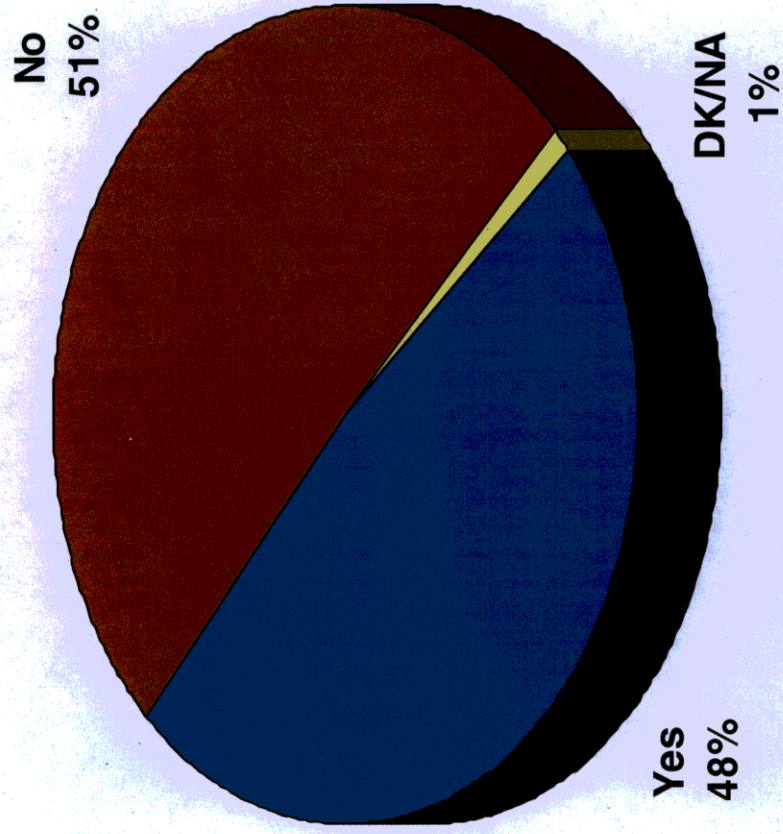


# City of Pasadena 2009 Citizen Survey

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## Contact with Pasadena City Government In Past Two Years



14. Have you had any contact with Pasadena City government in the past two years?

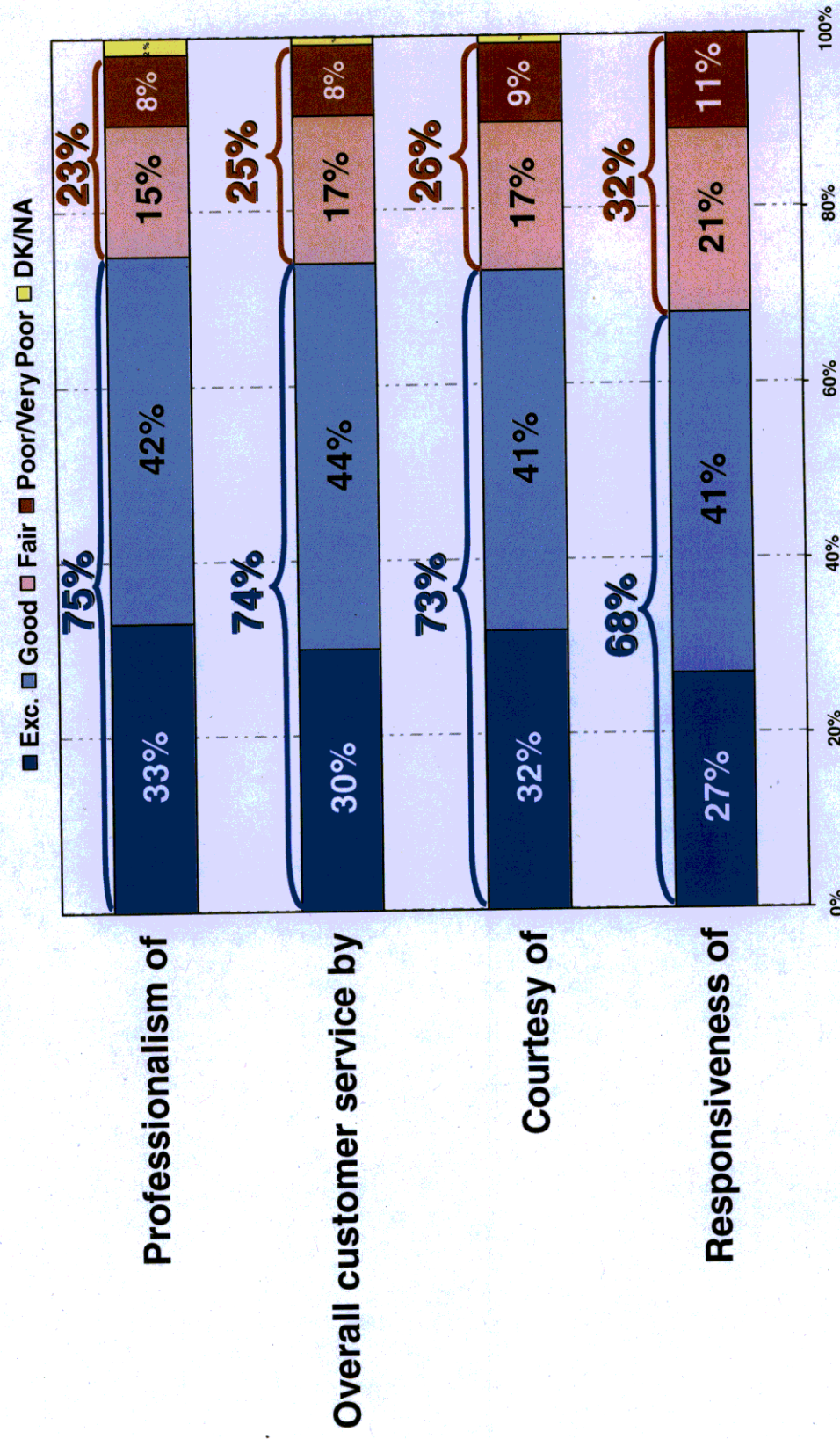
# City of Pasadena 2009 Citizen Survey

## Ratings of City Employees by Voters Who Had Contact in the Last two Years

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(336 Respondents; Ranked by Excellent/Good)

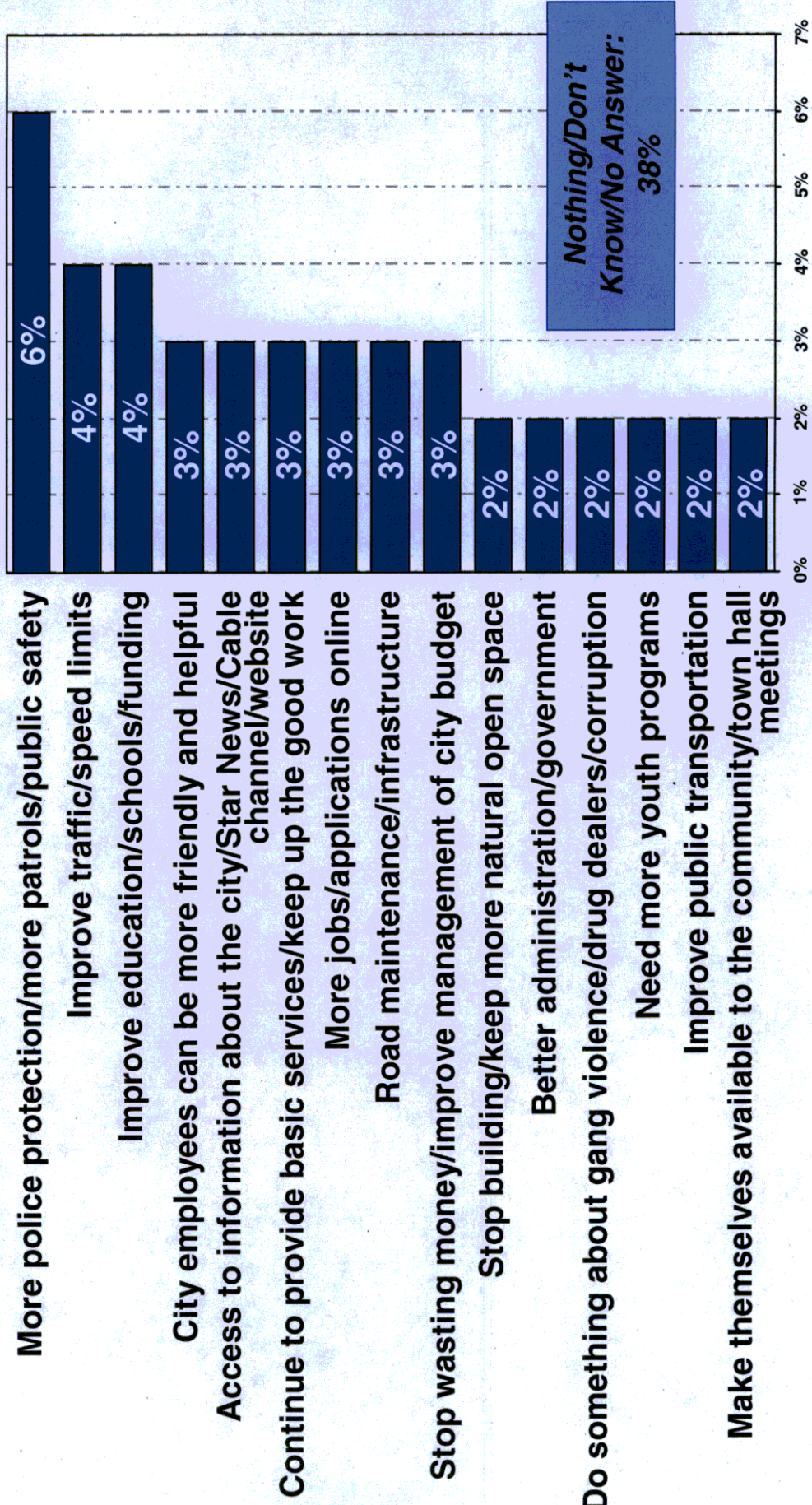


15. Please tell me how you rate the following aspects of service provided by City employees? Would you rate the \_\_\_\_\_ City employees as excellent, good, fair, poor, or very poor?

# City of Pasadena 2009 Citizen Survey

## Most Important Thing Residents Would Like to See City Do To Improve City Services

(Including Top 2% Responses; Open-ended; Grouped Responses; Ranked by Top Responses)



16. In your opinion, what is the most important thing the City of Pasadena can do to improve city services for the people who live and/or work in Pasadena?