



PASADENA

YOUTH MASTER PLAN



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GUIDING PRINCIPLES



GUIDING PRINCIPLES

WE BELIEVE that youth should be heard and listened to and that youth should be actively engaged in the process that affects their lives.

WE BELIEVE that all youth should be viewed and treated as assets and resources.

WE BELIEVE that all youth should have equal access to opportunities that enrich their lives.

WE BELIEVE that all youth servicing agencies have the responsibility to uphold these principles and objectives and should work together to ensure their implementation.

WE BELIEVE that if we incorporate these actions into our lives and community, all will prosper and benefit from them.



OVERVIEW

OVERVIEW

One City, For Youth: Pasadena's Opportunity — That all of Pasadena's Youth will Succeed Today and Tomorrow

This Youth Master Plan provides a blueprint for Pasadena as it seeks to create a community where youth are seen as assets and thus are able to thrive and reach their full potential. The Plan aspires to maximize taxpayer and private investment and to improve outcomes for all youth regardless of where they live and what schools they attend. The Plan envisions a Pasadena with youth-serving culture that is more than the sum of its parts—a city where each program and initiative collaborates to boost outcomes for individual children and families, while creating a culture of safety, of social and civic engagement, and of academic and vocational aspiration. Based on tremendous youth input and participation, a set of Guiding Principles were crafted by the Planning Team to create a vision for what our community will look like once the plan is implemented. These principles focus on all young people from birth through 18 who reside in the City of Pasadena.

Vision and Guiding Principles

The Vision is centered on the idea that “All of Pasadena’s children and youth can succeed today and tomorrow.” So often, a vision focuses on a future outcome; however, it is important to note that many of the young people who participated in the process asked that everyone remain mindful that succeeding today is also important. The more the YMP Planning Team discussed the barriers to progress from the community’s perspective, the more evident it became that the Team needed to identify a set of guiding principles to complete this work. Community members wanted to make certain that the team would craft a plan that focuses on all young people from birth through 18 who reside in the city of Pasadena. In particular, the Youth Master Plan:

- Recognizes and addresses the inequities that limit the life chances of some young people and the lack of services to address these inequities.
- Establishes a comprehensive, measurable set of goals that include (but are not limited to) academic success.
- Identifies a range of solutions – from broad strategies that will increase economic opportunities to focused strategies that will augment youth resilience – all aimed at improving youth outcomes across the board.
- Requires commitment and collaboration across youth-serving organizations, systems and sectors, and accountability by the city’s elected and public officials.
- Recognizes the need to collect useful data, as well as to better train service providers and officials to use the data to prioritize resources and improve services.

- Builds on and links to other plans in the city.

Understanding the Structure of the Plan

The Planning Team generated six Priority Areas designed to meet our vision that all of Pasadena’s children and youth will succeed today and tomorrow. Progress toward achieving these broad Priorities will be reflected through improvement in key community indicators. The Youth Master Plan also defines a specific set of Goals under each Priority Area and Strategies for accomplishing each Goal. The Youth Master Plan provides Action Steps to begin carrying out the strategies and, where appropriate, suggests stakeholders to lead those Action Steps.

In order to have a clear vision for what our city will look like after the implementation of the plan, the team has identified five outcomes for children, youth and families, as well as the organizations that serve them in the City of Pasadena:

1. Every child will be physically safe and healthy.
2. Every child will be academically successful and career-ready.
3. Every child will be socially connected, emotionally secure and culturally competent.
4. Every family will be equipped and empowered to support the well-being of their children.
5. Pasadena’s systems and institutions will be responsive, coordinated, efficient and effective in service to children and families.

These Goals cannot be achieved without implementing the specific Action Steps to advance Strategies that are supported by research. The Commission identified a set of preliminary key indicators to understand progress towards these Goals (See Appendix I). Action Steps should be undertaken in a measurable way and at a time when they can have a visible impact in furthering a particular Strategy.

Accountability and Timeline for Action

The successful implementation of this plan should result in visible and significant, measured improvement in the headline indicators within four (4) years of this Plan's adoption. The Human Services Commission will monitor progress on the Goals and Strategy each year, including prioritizing and assessing each of these for implementation. The Plan's intent is that each Strategy will be fully implemented within four (4) years of this Plan's adoption.

The Action Steps defined in this Youth Master Plan are considered "first steps," and unless specified otherwise, should be accomplished within one (1) year of this Plan's adoption. The Human Services Commission will regularly monitor progress on completion of the action steps. It is expected that the listed Action Steps to be undertaken may vary in light of changed circumstances, new information, and/or the accomplishment of an item.

The Human Services Commission will have an important ongoing role in monitoring and publicizing implementation of the Plan. Ultimately, however, the results will rely on the active, coordinated leadership of the people and institutions providing services to children, youth and families in Pasadena. Their efforts need to be fully supported by the entire community.



**PEOPLE BEHIND
THE PLAN**

THE PEOPLE BEHIND THE PLAN

All of these individuals participated at some point on the YMP Planning Team:

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About the Pasadena Youth Master

Planning Process

The words that were evoked throughout the process of designing the Youth Master Plan were: Relationships, Relevance and Rigor. The Design Team worked diligently for more than two years to ensure that the planning was grounded in data: rigor. Informed by a diversity of perspectives: relevance. And encouraged meaningful and sustained participation by a wide array of residents and existing partnerships: relationships. Youth perspectives were highly sought after and valued in the process. The Design Team was comprised of more than 100 youth, parents, administrative and community leaders, including representatives from the following organizations:

Hillsides/Youth Moving On

Central Library

Day One

Boys and Girls Clubs of Pasadena

Pasadena Youth Council

Pasadena Public Health Department

Flintridge Center

Lake Avenue Church

Youth Ambassadors

La Pintoresca Teen Education Center

Pasadena Unified School District

Learning Works Charter School

Teen Futures

All Saints Church

Pasadena Polytechnic School

Pasadena Human Services and Recreation Department

Public Health Advocacy

Pasadena City College Black Student Union

Human Services Commission, City of Pasadena

Fuller Theological Seminary

Recreation and Parks Commission, City Of Pasadena

These community members met regularly, building relationships, delving into data and creating opportunities for the community to explore and engage with the issues. Between November 2013 and June 2015, the Planning Team worked to:

- Recognize and address the inequities that limit the life chances of some young people and the lack of services to address these inequities.
- Define a vision statement and core principles to guide the work.
- Identify the YMP's six broad goal statements that now provide for the Plan's definition of child and youth success.
- Review and compile data and research by surveying over 475 teens, conducting focus groups, and discussing these concepts at the 2013 State of the Youth Forum.

Accomplishments of the People Behind the Plan

- Engaged more than 150 youth and adults in public forums that provided opportunities to solicit input from community members, examine data, identify priority indicators, discuss the root causes of challenges to successful youth development and develop steps for action.
- Engaged over 400 middle and high school students in a lengthy survey in which teens created and then reviewed their own data. Students responded to 42 multiple choice statements about the quality of the experiences they have in their schools and neighborhoods, as well as the extent to which they feel prepared for their futures and then discussed the reasons behind their responses.

- Identified priorities for action from these forums and surveys, which were then addressed in work groups.
- Lead work groups charged with reviewing relevant research and practices. Reviewed other relevant city plans and research, and developed action recommendations.
- With the publishing of the Youth Master Plan, the Planning Team proposes the inclusion of these important priorities:

Responsibility – This plan will come to fruition through ongoing stewardship from the YMP Planning Team and a wide range of community stakeholders including, local government, nonprofits, faith groups, neighborhood associations, businesses, etc.

Reporting – Utilization of a clear process for reporting and tracking progress and setbacks. For example, regular reports made to the Human Services Commission.

Resources – While there are proposed action steps that require little to no financial support, additional resources will need to be identified in order to accomplish the goals of the Plan.

Responsiveness – The frame work of the Plan provides structure, yet the Plan will be nimble to accommodate course corrections, innovations and other changes.

Photo credits:

City of Pasadena Human Services and Recreation Department, Flintridge Center - Youth of Promise, Youth Ambassadors, Day One, Brian Biery



TEEN SURVEY METHODOLOGY AND RESULTS

METHODS

In spring 2013, a multi-disciplinary group from various local organizations and schools gathered together to create a survey that would ultimately inform the City of Pasadena's Youth Master Plan. The Youth Master Plan Survey (YMPS) was designed to provide valuable information from the area's youth to address protective and risk factors, identify gaps in city services, and remove obstacles for future interventions in regards to quality of life, attainment of well-being, and the successful transition of youth into adulthood. The questionnaire was developed and distributed by local area youth volunteers in the Pasadena Unified School District (PUSD) service area. Eligible students ages 11 to 18, living or going to school in the cities of Pasadena, Altadena, Sierra Madre and La Cañada Flintridge were selected to voluntarily respond to the survey.

A broad representation of schools, both public and private, genders, ethnicities and zip codes were part of this sample. In all, 283 surveys were collected and used for analysis. For a full report of the survey results please visit: http://cityofpasadena.net/PublicHealth/Records_Reports/

OVERVIEW

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SELECTING THE TOPICS

The questionnaire topics were selected by student representatives and staff from Flintridge Center, Day One, Boys and Girls Clubs of Pasadena, City of Pasadena Human Services and Recreation Department, Pasadena Youth Council, Youth Moving On, Youth Ambassadors, La Pintoresca Teen Education Center and Pasadena Public Health Department. Highlighted topics included determinants of health like demographics, physical health and wellness, social environment, violence and safety, and physical environment. The final 57-question survey was pilot tested and revised before being deployed in the community.

RESULTS

Eligible students ages 11 to 18, living or going to school in the cities of Pasadena, Altadena, Sierra Madre and La Cañada Flintridge were selected to voluntarily respond to the survey. To ensure a broad representation of schools, both public and private, a quota sampling was employed based on school and enrollment population. Trained student volunteers collected data from various students to avoid overrepresentation of certain cliques, genders, ethnicities, zip codes, etc. Demographic characteristics of the final survey sample were found to be representative of this area when compared to existing PUSD and census data. The results from the survey including demographic and socio-demographic information, and multi-item validated scales to estimate social support and risk of generalized anxiety disorder and depression is available as a full report at: http://cityofpasadena.net/PublicHealth/Records_Reports/

FOCUS GROUPS

Focus groups were conducted among our area's youth whereby the survey results were presented and discussed. This provided feedback to the planning team on priority areas and affirmed findings from the survey. From the survey and the focus groups, the following priority areas were identified: Access to Healthy Food Environments, Life Ready, Feeling Free to Be Me, United Youth Support, Buses & Bikes, and Drugs, Alcohol and Tobacco.



PRIORITY AREAS

RECOMMENDED STRATEGIES & ACTION STEPS

Based on input from the community conversations about the underlying issues facing youth

PRIORITY AREAS

1. **Access to Healthy Food Environments:** Youth should have access to a variety of choices and have high-quality foods available to them at all times.
2. **Life Ready:** A Pasadena community that is committed to support opportunities for enrichment, higher education, and careers for all youth.
3. **Feeling Free To Be Me:** Ensure all Pasadena youth are living/thriving in a safe, supportive, and bully-free environment, especially at home, school and other places where they interact in our community.
4. **United Youth Support:** Create a comprehensive support system that connects all aspects of youth development.
5. **Buses & Bikes:** Access for all youth to an effective and more affordable public transportation system and viable methods to get around Pasadena.
6. **Drugs, Alcohol & Tobacco:** Pasadena is committed to advancing positive health by providing youth friendly alcohol and drug prevention, intervention, and support services to youth.

PRIORITY AREA 1

ACCESS TO HEALTHY FOOD ENVIRONMENTS

Youth should have access to a variety of choices and have high-quality foods available to them at all times.



STRATEGY 1:

Develop communication structure with PUSD Nutrition Director

- Meet with PUSD Admin. of Child Nutrition each month to advance goals
- Form School Wellness Council comprising of students at each school
- Post nutritional values of food
- Review and provide feedback on PUSD menu, policies and practices
- Provide feedback at school board meetings
- Provide “Brain Food” - healthy snacks in class to students
- Provide feedback on cafeteria environment
- Place equal emphasis on elementary, middle, and high schools.
- Allow students to eat breakfast, and lunch in the classroom
- Move towards a sustainable cafeteria
- Every student should have access to a free lunch
- Improve friendliness of cafeteria staff

STRATEGY 2:

Implement monthly student satisfaction survey with random sample of at least 10-15 students per school

- Pilot survey prior to implementation with students and PUSD staff
- Develop survey assessing food choices, food quality and customer service.
- Present survey reports to PUSD School Board every semester

- Use Instagram/snapchat to share images of healthy food tips
 - Promote positive choices
 - Train students in use of technology and purpose

STRATEGY 3:

Improve/increase nutrition education

- Change youth attitudes towards food/sugar
- Identify organizations that will be able to be nutrition partners
- Increasing nutrition marketing on campuses
 - Cafeteria beautification
 - Food demos at schools using produce from school gardens

RESPONSIBILITIES: People Who Can Take Action in that Area

- Representative from PUSD nutrition sources
- Youth leaders (Day One Youth Advocates, Pasadena Youth Council, NW Youth Ambassadors)
- Local business partners (Whole Foods, Trader Joe’s, Arroyo Food Coop, etc.)
- Pasadena Public Health Department, CNAP Team
- Non-profits such as Day One, Pasadena Learning Gardens, Muir Ranch
- Local health advocates
- School administration

CHALLENGES: Potential Barriers

- Financial challenges
- Changing habits, parents participating, unmotivated
- Student buy-in esp. for social media

RESOURCES: People/Things that can Help you Reach your Goal

- Support through networking
- School District buy-in
- Provide resources and support for parents to reinforce nutrition education at home

PRIORITY AREA 2: LIFE READY

A Pasadena community that is committed to providing students with access to the arts, professional enrichment, higher education, and meaningful careers.



STRATEGY 1:

Encourage the PUSD and other Pasadena area schools to include internships* and quality job readiness* during school, after school, and via summer employment trainings.

- Hold a meeting with PUSD, City of Pasadena, Chamber of Commerce & Non-profits, private school representatives, universities to move this idea forward
- Request that the City of Pasadena partner with PUSD to provide internships & paid jobs to provide job readiness
- Form relationships with local businesses to create internship/job opportunities
- Follow-up to see if students are learning at the business internships and if opportunities are being created
- Develop training for businesses to host interns and establish relationships
- Create incentives for students to participate, pay, laptops, school credit, gift cards, scholarships, tickets for concerts and special events.
- Create advisory team which includes teachers and local businesses
- Align work-based learning opportunities/internships/community service with PUSD requirements
- Expand Summer Rose Program to be year-round

STRATEGY 2:

Teach youth how to set goals, and provide them with the support needed to accomplish them.

- Invite professionals to the classroom to speak about their careers
- Develop various teen resources; resource directory; survival guide for teens
- Utilize ads/flyers/social media to inform teens about career resources

- Develop a program that will help students select potential careers, provide career mentorship, and identify skill building and shadowing opportunities
- Provide a teen job coach
- Provide job readiness skills through workshops and training to prepare youth for employment
- Encourage the PUSD to expand vocational educational courses, such as mechanics, photography, construction, culinary arts, information literacy, among others

STRATEGY 3:

Create More Arts Opportunities for Youth

- Expand relationships with local arts organizations and colleges
- Expand programs like My Masterpieces, Teen Services to include high school students in order to improve communication between PUSD, Arts, Library, and local arts organizations
- Provide frequent opportunities for students to engage in art classes and other arts opportunities
- Create internships for students at arts businesses, studios, organizations, and galleries
- Expand awareness of PUSD 'No Boundaries' annual art exhibition for youth to exhibit their work and offer opportunity for artists to sell their art
- Request that the Summer Rose Program identify 12-15 arts internships jobs each summer
- Develop an art transportation system to take kids from PUSD schools to art programs like ArtWorks, Armory, etc. after school
- Plan and implement 4-6 community mural projects each year

RESPONSIBILITIES: People Who Can Take Action in that Area

- Youth, Parents
- PUSD, City of Pasadena, Chamber of Commerce
- Local businesses & colleges
- Ideal Youth
- LA Co Performing Arts School

CHALLENGES: Potential Barriers

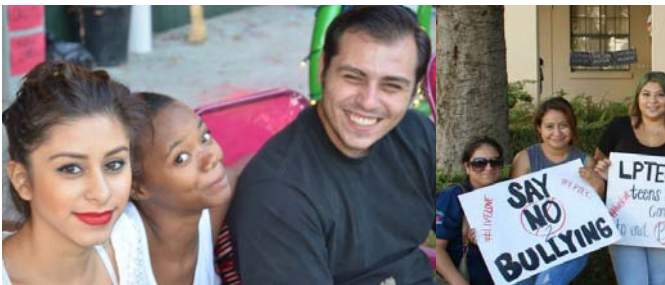
- Timeline, motivating youth to participate
- Staff resources
- Money for internships & scholarships

RESOURCES: People/Things that can Help you Reach your Goal

- Internships: any official or formal program to provide practical experience for beginners in an occupation or profession
- Job readiness training: Refers to the point at which an individual is prepared for employment based upon possession of necessary work skills, social competence, job seeking and interview skills, etc. Conceptually, job readiness fits with a traditional "first you train - then you place" approach to employment.
- Primary purpose remains supporting the prosperity of our members and enhancing of the business climate and quality of life

PRIORITY AREA 3: FEELING FREE TO BE ME

To ensure all Pasadena youth are living and thriving in a safe, supportive, and bully-free environment-especially at home, school and all other places where they interact in our community.



STRATEGY 1: Consistent and ongoing events to equip youth and parents with practical tools for personal safety

- Coordinate/host an anti-bullying event each month to continue to raise awareness about this issue and provide youth with opportunities for support and education on the subject
- Events will include:
 - PYC's Week of Kindness (October)
 - All Saints Anti-Bullying Summit (March)
 - Annual Suicide Prevention Summit
- Create an annual calendar of monthly activities (ex. Anti-Bullying Summit (March), Week of Kindness (October) to inform youth of upcoming events
- Incorporate anti-bullying and suicide prevention messages into annual community events

- Educate youth on self-care and mental well-being
- Outreach to other related groups

STRATEGY 2: Develop an advanced holistic social media campaign to improve youth self-image

- Raise awareness that the words of bullying "Punking = Bullying = Bagging" All the same thing—use stronger language to define bullying as harassment and the consequences that come with it.
- Use Facebook, Instagram, twitter, kik, snapchat, vine- "Stop" defend your friend to raise awareness about the detrimental effects of bullying
- Expand the use of the PUSD's Nixle message system
- Incorporate positive messaging for teens via the Bored Campaign
- Increase exposure of PUSD PSA on Anti-Bullying; update the PSA annually
- Add PUSD's community team to list

STRATEGY 3: Build resilient teens through educational and experiential programs and activities

- Provide workshops in the PUSD designed to improve resiliency in teens through skill building exercises
- Educate teens in goal setting/personal self-image via community based organizations
- Provide 10-12 community volunteer activities annually
- Use School ID Mechanism to deal with specific incidences of bullying and then publicize it

STRATEGY 4: Develop a sense of interconnectedness between teens so as to build trusting relationships

- Utilize Parks After Dark programming to bring teens together
- Use Pasadena Youth Grant Program as a mechanism for teens to work together
- Provide more youth events like Youth month, field trips, Block 9, block party, dances etc. throughout the year; invite teens from all parts of the community
- Organize 4-6 youth fairs annually where teens from all parts of the community are invited and involved

STRATEGY 5:

Provide abundant opportunities for increased adult/youth connections

- Increase the number of mentors of youth by 25% per year
- Support the work of the Pasadena Mentoring Partners programs
- Expand mentoring to more PUSD schools including Elliot and Wilson MS
- Allow opportunities for youth & teachers to build genuine relationships
- Provide relevant educational content in PUSD classes

RESPONSIBILITIES:

People Who Can Take Action in that Area

- Teachers, parents, PUSD, City Staff — La Pintoresca Teen Education
- Boys/Girls Club, All Saints Church—other faith communities
- Pasadena Police Department, Human Relations Commission, Pasadena Youth Council, Day One, YWCA, NW Ambassadors, Northwest Commission and YMCA

CHALLENGES:

Potential Barriers

- Coordinate calendar development
- Cost for field trips for transportation
- Cost for additional counselors

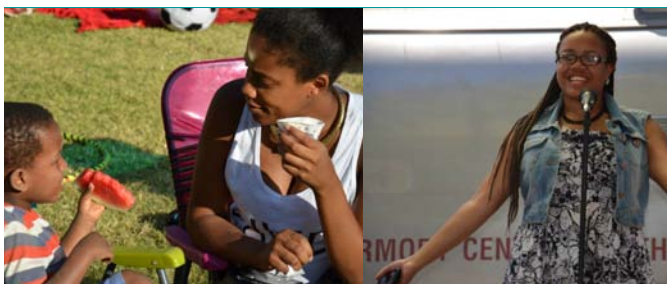
RESOURCES: People/Things that can Help you Reach your Goal

- Social media, PUSD Board, Parents/Youth, Mentors, Media, Youth Resource Director

PRIORITY AREA 4

UNITED YOUTH SUPPORT

Create a comprehensive support system that connects all aspects of youth development



STRATEGY 1:

Improve Parent support at home

- Develop education for parents—offer parent conference, Parent support classes, create parent champions, provide child care, communicate, form relationships, attend parent events
- Create opportunities for parents/kids—community field trips, free family oriented events/cultural (Day One)
- Develop an understanding of family situations and parent limitations
- Develop family friendly deals for community events
- Create more options for parent involvement at high schools.
- Create bi-monthly parent gatherings, develop low-cost family friendly events

STRATEGY 2:

Develop Academic support at school

- Counseling provided by local non-profit organizations, community based organizations, community counselors, and community centers (La Pintoresca-Teen Education Center, Villa Parke, Jackie Robinson Center)
- T.A.'s for counselors, teachers, coaches—interns
- Develop more youth advocate/advisors/ambassadors opportunities
- Stronger relationship between CBO's and school officials/counselors—through Spirit Days
- Link to Pasadena Police Department Youth Advisors and Explorers
- Plan community based organizations to hold fairs on school campuses—back 2 school, Club Days, give food away, after school
- Organize assemblies on community activities at schools at the beginning of school year — Welcome Back
- Develop parent advocates on PUSD schools—language
- Create peer support network
- Post words of affirmation at schools on posters around campuses
- Provide community service learning opportunities

STRATEGY 3:

Develop Community support

- Create and implement a comprehensive campaign to increase knowledge & awareness about available support in the community
- Develop website and app with community resources, support, & events

- Distribution of materials/handouts-promotional items
- Increase after school programs and events for youth
- Identify adult allies and mentors
- Increase opportunities to become involved in their community through volunteerism
- Develop a youth impact report
- Include youth voice in City, and PUSD improvement plans
- Improve technology access network system (information hub for technology opportunities) such as free wi-fi and computer access
- Develop passport/calendar for parents central hub of information
- Create a teen events calendar—shared on snap chat, Instagram, website, App, Parks After Dark, school newspaper, and parent portals.

STRATEGY 4:

Develop opportunities for youth connectivity

- Create more opportunities for youth to meet and connect with community leaders and agencies
- Develop youth “hang-out” areas
- Teen Liaison—hire teen outreach coordinator and expand Youth Council work plan to include information gathering and distribution

RESPONSIBILITIES: People Who Can Take Action in that Area

- PUSD Child Welfare and Attendance
- PAL - Police Activities League
- Pasadena Mentoring Partners

CHALLENGES: Potential Barriers

- Timeline/implementation of YMP money
- Changing habits, parents representing better nutritional habits, ignorance, unmotivated
- Not knowing what’s available
- Technological disadvantage
- Define role of Teen Outreach Coordinator

RESOURCES: People/Things that can Help you Reach your Goal

- School District, Boys & Girls Club, Champions for Change, Pasadena Public Health Department, community based organizations, strategic partnerships with companies/business in the community, Pasadena Youth Council

PRIORITY AREA 5

BUSES & BIKES

Access for all youth to an effective and more affordable public transportation system and viable methods to get around Pasadena



STRATEGY 1:

Increase public transportation options for youth

- Increase frequency of dedicated buses to/from school, especially in the peak morning/afternoon periods
- Provide bus service later in the day for students who are involved in afterschool activities
- Ensure that youth can use their student I.D. as a free bus pass (year-round)
- Encourage bus drivers to provide late slips for students on school days when the bus company is at fault
- Expand existing bus routes to allow buses to travel further without the need to transfer
- Stick to the bus schedule publicized during peak times
- Look at the routes where Altadena and Pasadena bus lines meet and consider better connections and transfers at the same bus line/stops (MTA meets Pasadena Transit)

STRATEGY 2:

Improve and encourage bicycle safety at schools

- Provide basic bicycle workshops for teens (e.g., traffic skills 101, bikes and transit, how to lock a bike, use Mobile phone Apps-GPS systems) with helmet & lights provided that fulfill P.E. credit

- Create cycling clubs on PUSD campuses and provide education on bicycle safety, trails, etc.
- Encourage students to bicycle by offering events at schools like BMX, Tour de Dena, school races, Bike in Movies, Bicycle swap meets, contests (e.g., bike-to-school week competitions between campuses/grades/schools)

STRATEGY 3:

Improve bicycle infrastructure and services in Pasadena

- Develop new and expand existing bicycle lanes that connect schools and neighborhoods
- Create a network of protected bike lanes
- Add additional bike racks city-wide (U-racks, bike lockers such as ones at Memorial Park Gold Line station)
- Install bicycle repair stations around Pasadena
- Launch local Bike Share Program. PUSD schools could be a location for future Bicycle Share stations. Allow school ID for check out
- Develop app for cyclists (that includes streets with bike lanes, location of repair stations, bike racks, and local bicycle groups/shops (ARTS/Metro Bus Stops)
- Create/promote cool helmets; thin, light, durable
- Develop monthly family-friendly bike ride
- Develop a bicycle co-operative to provide inexpensive space to repair and learn how to maintain bicycles

RESPONSIBILITIES: People Who Can Take Action in that Area

- Pasadena Complete Streets Coalition
- Pasadena Athletic Association
- Bike San Gabriel Valley
- Day One
- City of Pasadena
- MTA
- PUSD
- Community Involvement
- Transition Pasadena
- Pasadena ARTS Bus

CHALLENGES: Potential Barriers

- Money
- Corporate sponsors to pay for events
- Corporate sponsored bike teams
- Existing roadway design
- Car dependence

RESOURCES: People/Things that can Help you Reach your Goal

- Teachers, Principals
- Board and PUSD meetings
- Day One/BikeSGV—LCI Certified Instructors
- City of Pasadena Transportation Department
- Local bicycle stores and bicycle clubs
- Los Angeles County Bicycle Coalition
- Pasadena Bicycle Master Plan
- Flintridge Center
- Youth Pasadena Council

PRIORITY AREA 6:

DRUGS, ALCOHOL & TOBACCO

Pasadena is committed to advancing positive health by providing youth friendly alcohol and drug prevention, intervention, and support services to youth



STRATEGY 1:

Connect teens to City resources that offer prevention, educational awareness, and intervention treatment for tobacco, alcohol and other drugs.

- Educate teens on the causes and effects of substance abuse
- Develop and distribute youth friendly Survival Guides to Youth serving agencies; supplement SG with youth programs/activities, schools, ensure that teachers/counselors know about SG
- Utilize resource fairs at schools to educate youth on programs in the community. Use the Bored Campaign to inform youth— create an APP
- Use City’s website and create a youth friendly webpage where teens can post activities and events
- Create PR campaign targeting youth led messages i.e. drug use, depression, help lines, affirmations —positive language). Social Media/Print media PSA-Campaigns. Place posters on campuses and community based organization sites
- Create a space for positive communication between teens peers/teachers by conducting workshops and encouraging teachers to provide helpful advice to teens
- Support teachers and help them to create a safe environment in their classrooms — to talk about drugs/alcohol
- Create parent networks/support groups/educational groups
- Provide youth engagement trainings to youth partners

STRATEGY 2:

Develop a positive and supportive referral for teens who are caught using drugs/alcohol rather than punitive ones

- Expand the use & awareness of the IMPACT program on school campuses
- Provide positive continued support to youth post recovery/treatment by encouraging active community involvement
- Provide meaningful counselling to ATOD youth; including peer youth support meetings in a confidential setting

STRATEGY 3:

Develop a Peer Guide Program

- Develop alcohol and other drug curriculum for PUSD schools
- Include 1-week of training for Peer led programs
- Provide PUSD with Alcohol, Tobacco, and Other Drugs curriculum
- Reinstate health education classes in order to teach ATOD curriculum
- Create an easily accessible support network for peer educators

RESPONSIBILITIES: People Who Can Take Action in that Area

- Day One, IMPACT, Action, Pasadena Public Health Department, Parents, Teachers, Human Services and Recreation Department, mental health providers, and PUSD.

CHALLENGES: Potential Barriers

- Developing trusting relationship/space where youth are respected and can speak freely on ATOD issues
- Cost for treatment of youth is expensive
- Availability of ATOD youth services in the San Gabriel Valley
- Acceptance of specific medical providers such as Medi-Cal, HMO’s, and PPO’s.

RESOURCES: People/Things that can Help you Reach your Goal

- Organizations that currently provide drug prevention/intervention services
- Centers @ PUSD Schools and other sites around the city like:
- Youth Moving On
- Day One
- County of Los Angeles Wellness Centers
- PUSD Resource Centers
- PPHD
- Social media, Helplines, Survival Guide, Rainbow Directory, Pasadena Recovery Center
- Learning Works



CONCLUSION



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The City of Pasadena gratefully acknowledges the dedication of the Pasadena Youth Master Plan Planning Team for the countless hours of service devoted to the development of this document.

The City is also thankful to the members of the City Council and PUSD School Board, other elected and public officials, residents – especially youth who participated in the planning sessions – community agency representatives and City staff for their commitment to supporting the well-being, success and achievement of our children, youth and families.

Finally, the City is grateful to the hundreds of teens who implemented or responded to the YMP survey or participated in one of the numerous listening sessions. Without their thoughtful input this plan could not have been built.