

OLD PASADENA MANAGEMENT DISTRICT (OPMD) – STRATEGIC PLAN 2024

ONLINE SURVEY SUMMARY

OVERVIEW & KEY FINDINGS

An online survey was developed to help identify priorities and improvements for Old Pasadena’s environment, experience, and management, as part of the 2024 organizational strategic planning process. The survey was distributed through various stakeholder communication channels and was open to anyone interested, between April 9th to May 9th, 2024. A total of **1,483 responses** were collected. The following analysis presents a summary of key findings, followed by a more detailed question-by-question summary of results and a cross-tabulation analysis.

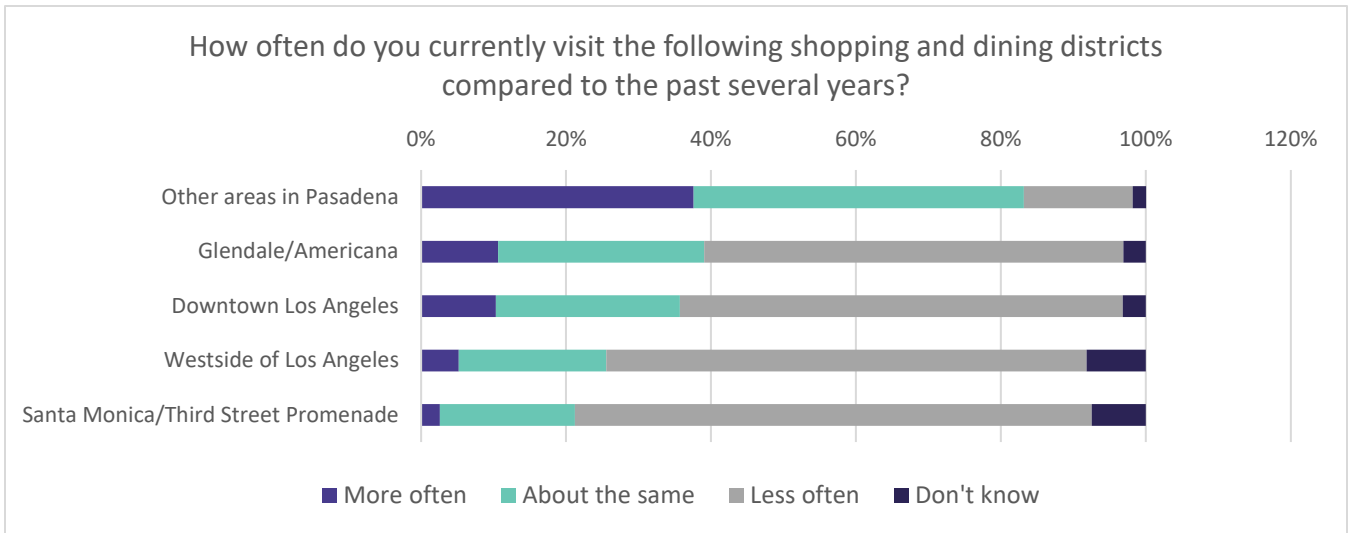
Respondent Characteristics and Demographics:

- **64% of respondents live in the greater Pasadena area**, 43% of respondents were Old Pasadena visitors, 16% were Old Pasadena residents, 8% were Old Pasadena employees, and 6% were business owners.
- **In terms of race/ethnicity, respondents represent a diverse cross-section of Pasadena stakeholders:** 55% of respondents identified as White or Caucasian, 24% as Hispanic/Latino, 16% as Asian or Pacific Islander, 8% as Multiracial or Biracial, and 4% as Black or African American. The race/ethnicities identified by survey respondents largely reflect the City of Pasadena’s overall demographics, which are 47% White, 24% Hispanic/Latino, 24% Asian, and 8% African American.¹
- **Nearly two-thirds of respondents were female**, and 32% were male.
- **Respondents aged 25-34 and 35-44 represented the largest cohorts**, at 25% and 26%, respectively.
- **37% of respondents reported an annual household income of \$100,000 - \$199,999.** Households making \$50,000 - \$99,999 and \$200,000 - \$299,999 made up the next largest groups, with 21% and 18% of respondents, respectively.

Perceptions of Existing Conditions in Old Pasadena

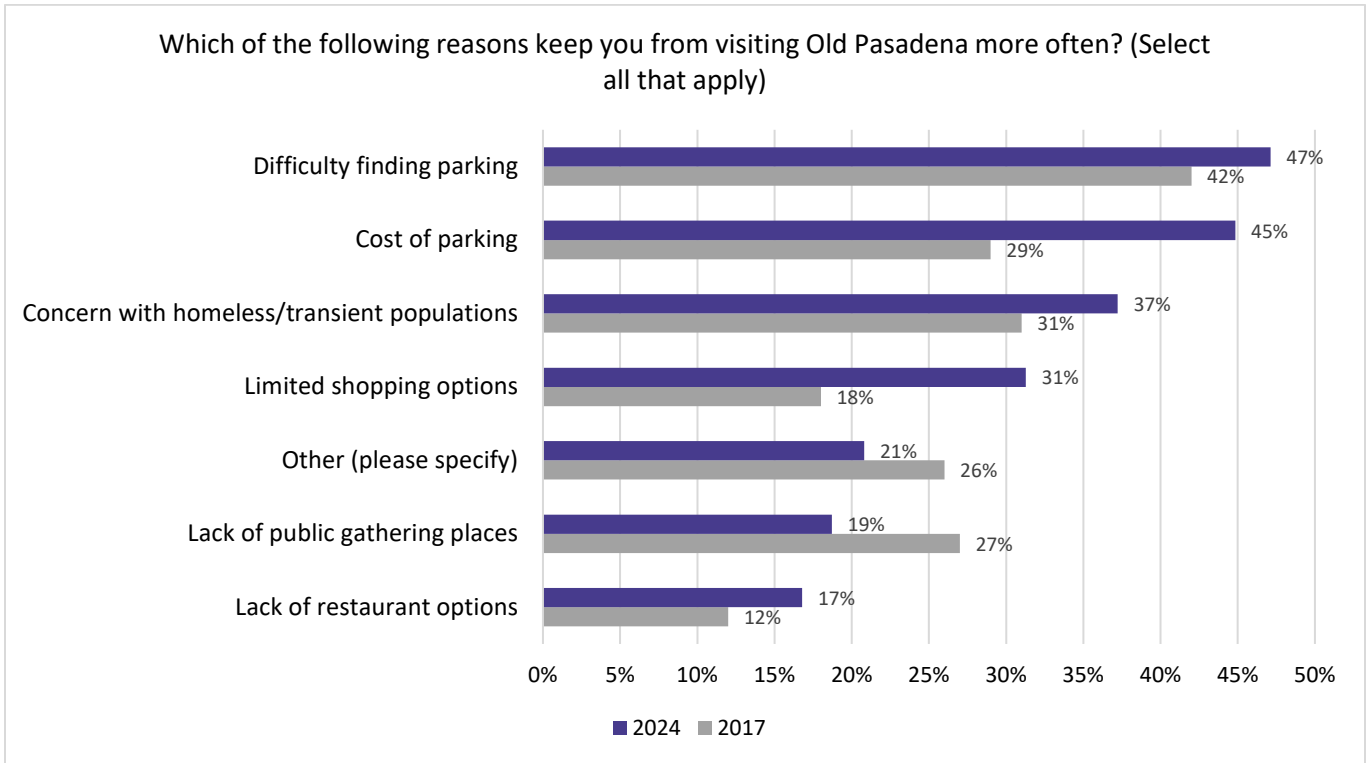
- Most survey respondents (**72%**) **visit Old Pasadena the same amount or more frequently** than before the Covid pandemic. Most respondents visit either one or more times per week or approximately twice per month, with these answers receiving 30% and 27% of responses, respectively.
- **Dining is the key draw:** when asked to choose the top three reasons for coming to Old Pas (other than employment), the top choice was **restaurants and coffee shops (91%)**, followed by **shopping (69%)**.
- Respondents are *not* shopping outside of Old Pasadena more frequently compared to several years ago. However, they are shopping in other **commercial districts within Pasadena more frequently**.
 - By comparison, respondents to the 2017 strategic plan online survey indicated that they were **shopping outside of the district in 2017 more frequently than compared to 2024 results** (particularly Glendale/Americana and Downtown Los Angeles). *See page 7 for additional analysis.*

¹ US Census Bureau, ACS 5-Year Estimate 2022



- When asked to choose up to three reasons for not visiting Old Pasadena more often, the top answers were **difficulty finding parking (47%), cost of parking (45%), and concern with homeless/transient populations (37%)**.

Answers were compared with the 2017 survey². Difficulty finding parking was also the top answer in 2017. The **cost of parking** was a **more pronounced issue in 2024** (45% in 2024 versus 29% in 2017). Another notable difference is that **2024 respondents were much more likely to select “limited shopping options”** (31% in 2024 vs. 18% in 2017). **Concern with homeless/transient populations** was selected by 31% of 2017 respondents and 37% of 2024 respondents.



² 2017 Old Pasadena Management District Strategic Plan, Online Survey Summary, Prepared by P.U.M.A.

Improvements

- When asked to offer three words that best capture their **vision for Old Pasadena by the year 2030**, the top five most used words were *safe, walkable, clean, parking* (free, affordable, convenient), and *community*.



- The top *physical improvements* ranked as the MOST important (Question 8) were: **create a more welcoming pedestrian experience by adding more greenery, public art, lighting, and other enhancements (38%)**, followed by improve the parking experience and update technology (15%), and activate alleys (programming, events, outdoor seating) (10%).

Cross-tab results (Question 8):

- While the most popular physical improvement overall was creating a welcoming pedestrian experience, *employees* were more concerned with **affordable parking**. Employees and *business owners/managers* were significantly more likely to select affordable parking options for employees as their top priority. Respondents with *lower household incomes* were also much more likely to select affordable parking options for employees as their top priority.
- Respondents with *lower household incomes* were most likely to choose **expand transit access and micro-mobility options**. Expanding transit access and micro-mobility was also most popular for **younger age** respondents (*under 35*).
- Most of the *services and programs* listed were seen as *very important* or *important* by respondents. The top services and programs ranked as the MOST important (Question 10) were **attract and retain unique retail, including local and independently owned stores (41%)**, improve sense of safety (15%), and encourage more events and activities (11%).

Cross-tab results (Question 10):

- There is a clear priority among *business owners/managers* to **attract and retain unique retail**. Improving **sense of safety** is also top of mind for *employees* and *business owners/managers*. *Residents* and *visitors* desire **more events and activities**.
- Respondents with *higher household incomes* were more likely to select **attract and retain unique retail**, whereas *lower-income respondents* were much more likely to select **attract more residents and create more housing, including affordable housing options**.

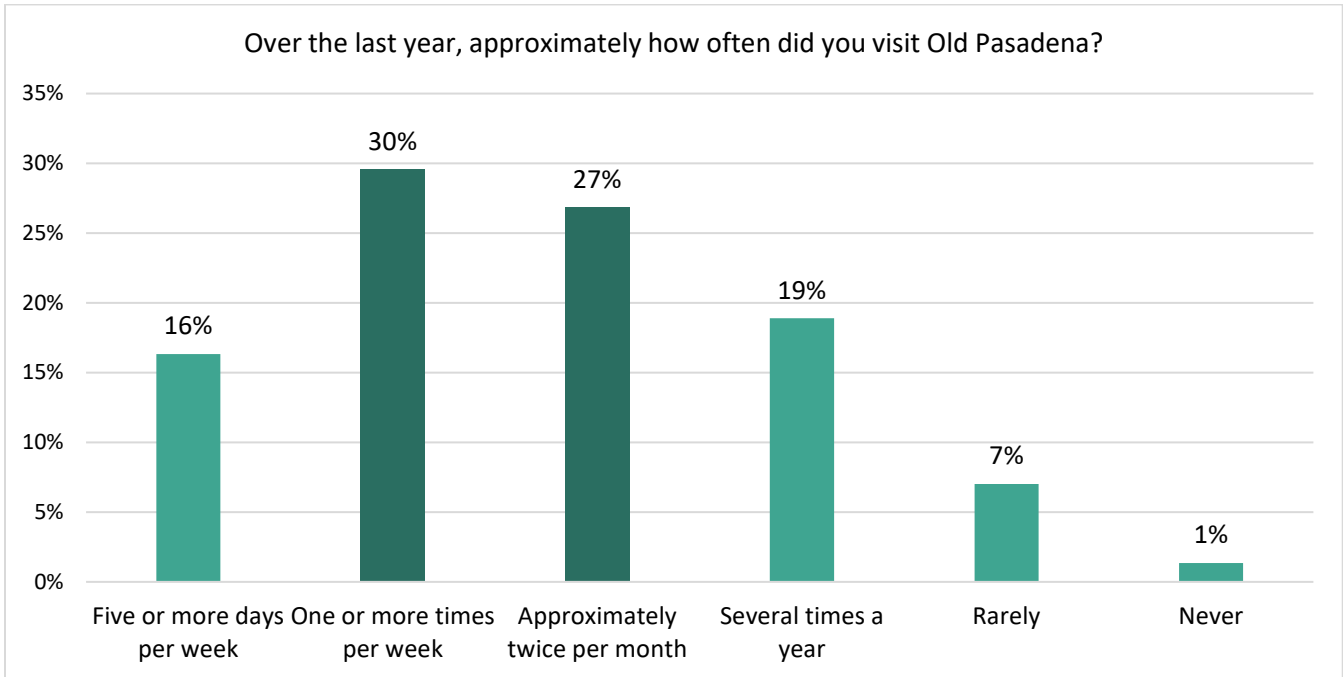
Attract/retain unique retail was the top priority in both 2017 and 2024. [“Attract unique retail” was the #1 “most important action” in 2017. “Attract and retain unique retail” was the #1 “most important service/program” in 2024.]

Improve the parking experience was the second highest priority in both 2017 and 2024. [“Improve the parking experience” was #2 most important action in 2017. “Improve the parking experience” was the #2 “most important physical improvement” in 2024.]

SURVEY RESULTS

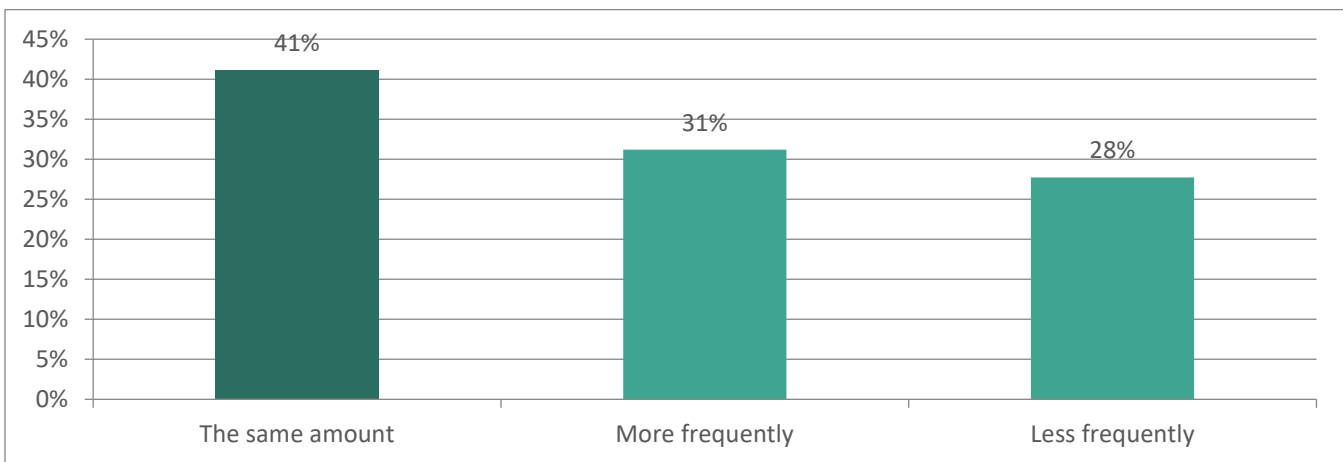
Q1. Over the last year, approximately how often did you visit Old Pasadena? 1,482 responses.

When asked how often they visit Old Pasadena, most respondents answered that they visit **one or more times per week** or **approximately twice per month**. These two responses captured **57%** of respondents.



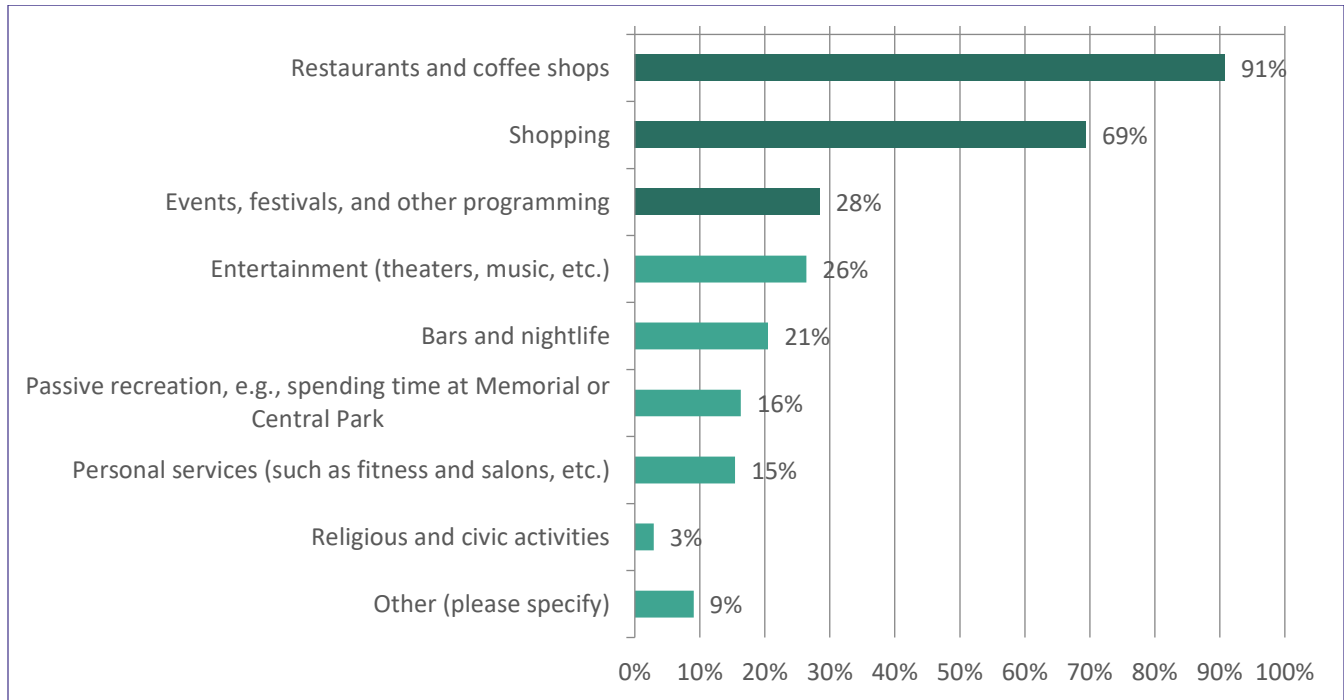
Q2. Compared to pre-pandemic times (e.g., before 2020), how often did you visit Old Pasadena over the past year? 1,472 responses.

Most respondents visit Old Pasadena **the same amount (41%) as before 2020**. Only **28%** report visiting the area **less frequently**.



Q3. Please select the top three things that bring you to Old Pasadena, other than employment. (Please select up to three only) 1,477 responses.

When asked to select what brings them to Old Pasadena most often, aside from working, nearly all respondents (91%) selected **restaurants and coffee shops** in their top three reasons. **Shopping** and **events, festivals, and other programming** also ranked in the top three, at **69%** and **28%** respectively.

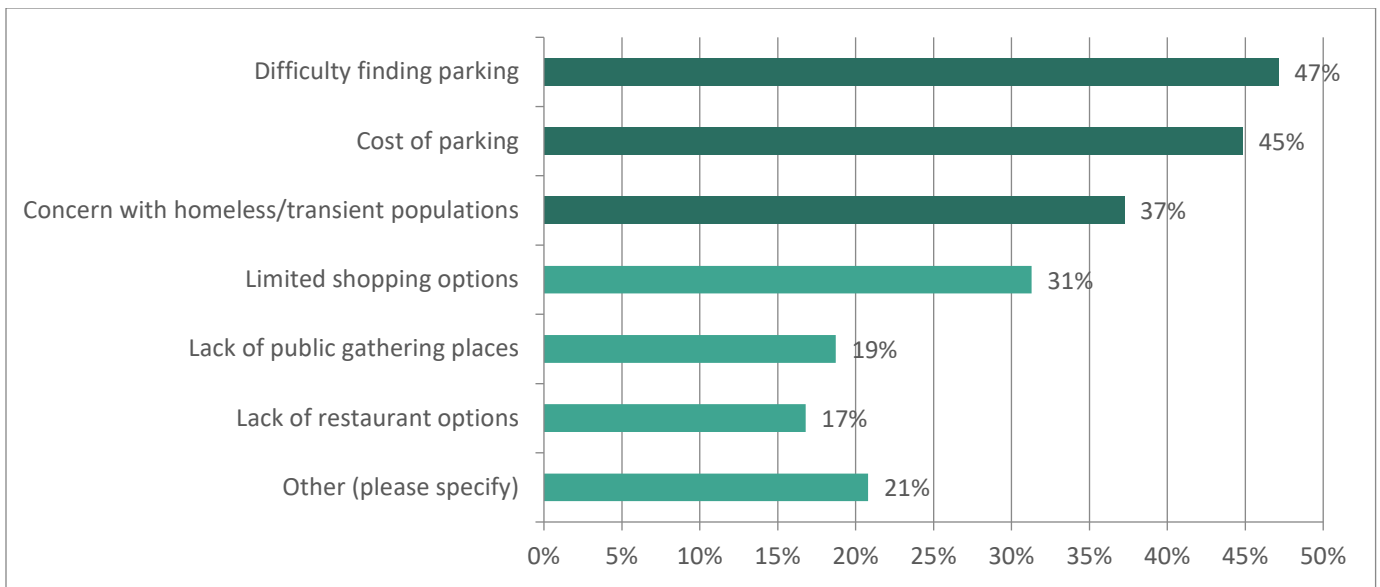


9% of respondents selected **other**. When asked to specify, most of the comments re-emphasized previously discussed topics, or added specificity. Common answers included:

- Visiting the Senior Center
- Visiting family that live in the area
- Attending events (such as the Jackalope Art Fair)
- Driving through on the way home from work
- Stopping at specific stores including the Apple store and Sephora
- Walking for leisure
- Dog walking and visiting dog-friendly stores

Q4. Which of the following reasons keep you from visiting Old Pasadena more often. (Select all that apply) 1,394 responses.

The top three reasons respondents do not visit Old Pasadena include **difficulty finding parking (47%)**, **cost of parking (45%)**, and **concern with homeless/transient populations (37%)**.

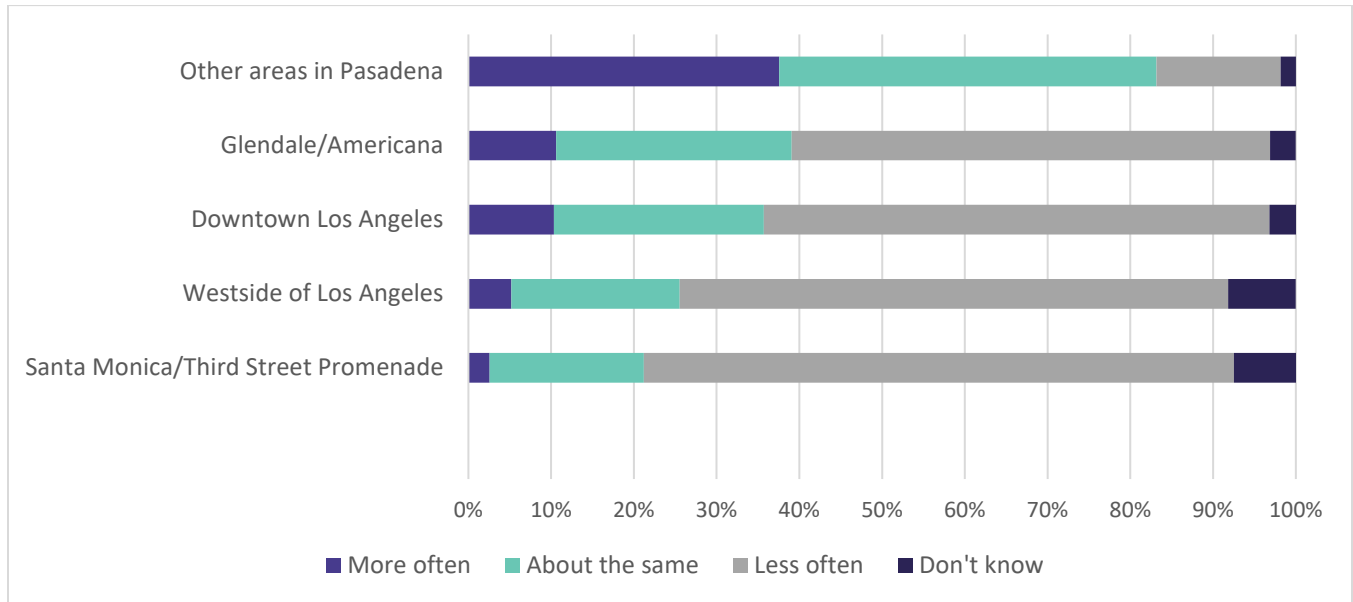


21% of respondents selected **other**. When asked to specify, common themes, in order of frequency, included, with examples provided in quotations.

- **Shopping and dining have become too expensive or have limited relevance:**
 - "Too many chains: feels like an uncool mall."
 - "Seems to be all hip chain stores. I can get that anywhere. I want local, unique experiences."
 - "Some of my previously favorite stores have closed."
 - "Restaurants are too expensive for what they are."
 - "Lack of restaurant options for lunch or late afternoon since the pandemic."
- **The car traffic makes for an unsafe pedestrian and biking experience, and/or a lack of safe, convenient multi-modal options to get to Old Pasadena:**
 - "Vehicles traveling along Colorado sometimes speed and make it feel dangerous to walk along the sidewalk with a rambunctious toddler."
 - "Lack of safe bike infrastructure"
 - "Need more public transportation options."
- **Not enough entertainment and programming draws:**
 - "We need more live music and outdoor options to enjoy"
 - "Lack of public open space, lack of community space"
 - "I have three boys - wish the parks were in better shape and more things to do"
 - "No real third places"
 - "Need to bring back free concerts in the park and street festivals"
- **Parking cost, convenience**
 - "Happy to pay for street parking but 2-hour limits are deal-breakers if you want to shop and dine - or go to Ambassador Auditorium or a movie."
 - "Please lower parking rates for employees."
 - "Parking is so punitive. Beverly Hills offers 90 minutes free with is very inviting."
- **Not enough shade, greenery**
 - "Lack of greenery/shade makes it unpleasant to wander in the summer."
- **Safety concerns**
 - "Personal safety – especially and night around Central Park"
 - "Getting harassed by aggressive homeless people on Colorado Blvd."

Q5. How often do you currently visit the following shopping and dining districts compared to the past several years? 1,473 responses.

Most respondents reported that they visit other shopping and dining districts **less often** compared to how often they visited in the past several years. *Other areas in Pasadena* are visited **more often** and **about the same** at a similar rate to Old Pasadena (as reported in Q2).



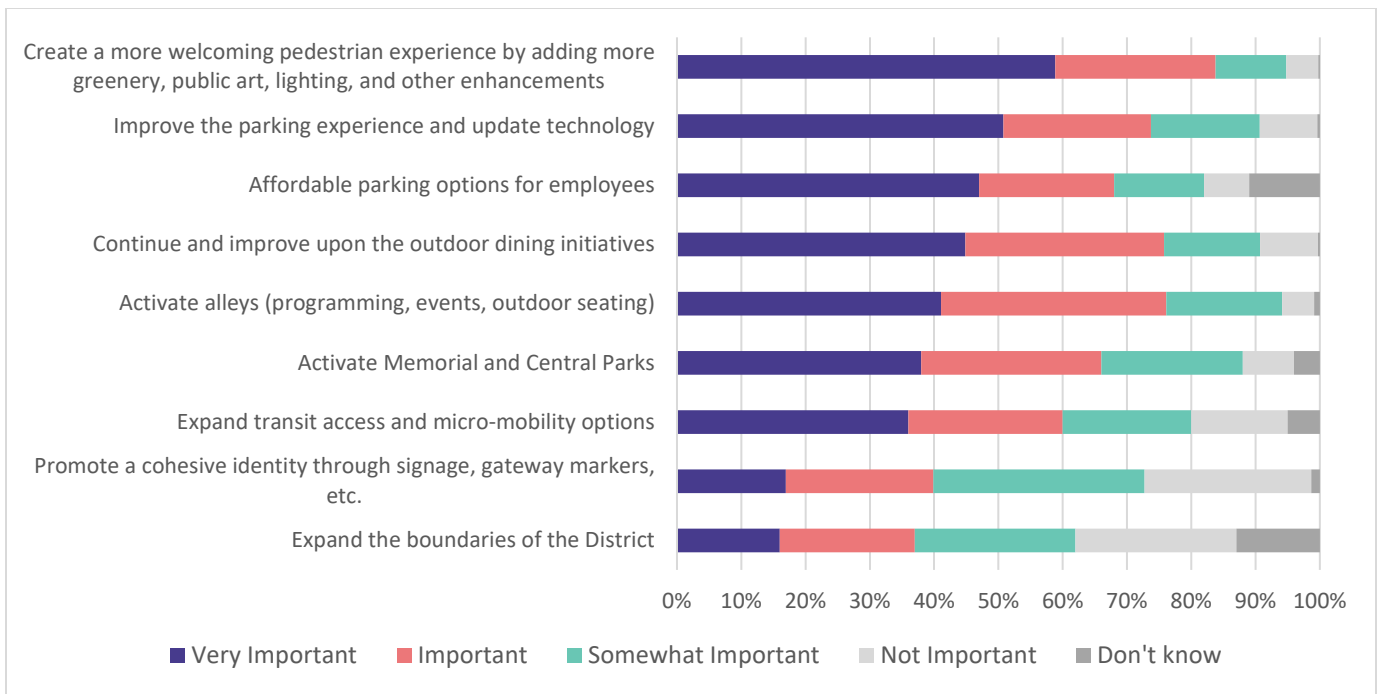
2017 vs. 2024 results:

- Roughly **30% of 2024** survey respondents indicated they go to **Glendale/Americana** more frequently or about the same as a few years ago, compared to **52% of 2017** survey respondents when asked the same question about Glendale/Americana.
 - “More frequently” only: 11% in 2024 vs. 23% in 2017.
- Roughly **36% of 2024** respondents indicated they go to **Downtown Los Angeles** more frequently or the same as a few years ago, compared to **66% of 2017** survey respondents when asked the same question about Downtown Los Angeles.
 - “More frequently” only: 10% in 2024 vs. 36% in 2017.

Q6. Looking to the future, please offer three words that best capture your vision for Old Pasadena by the year 2030. 1,137 responses.

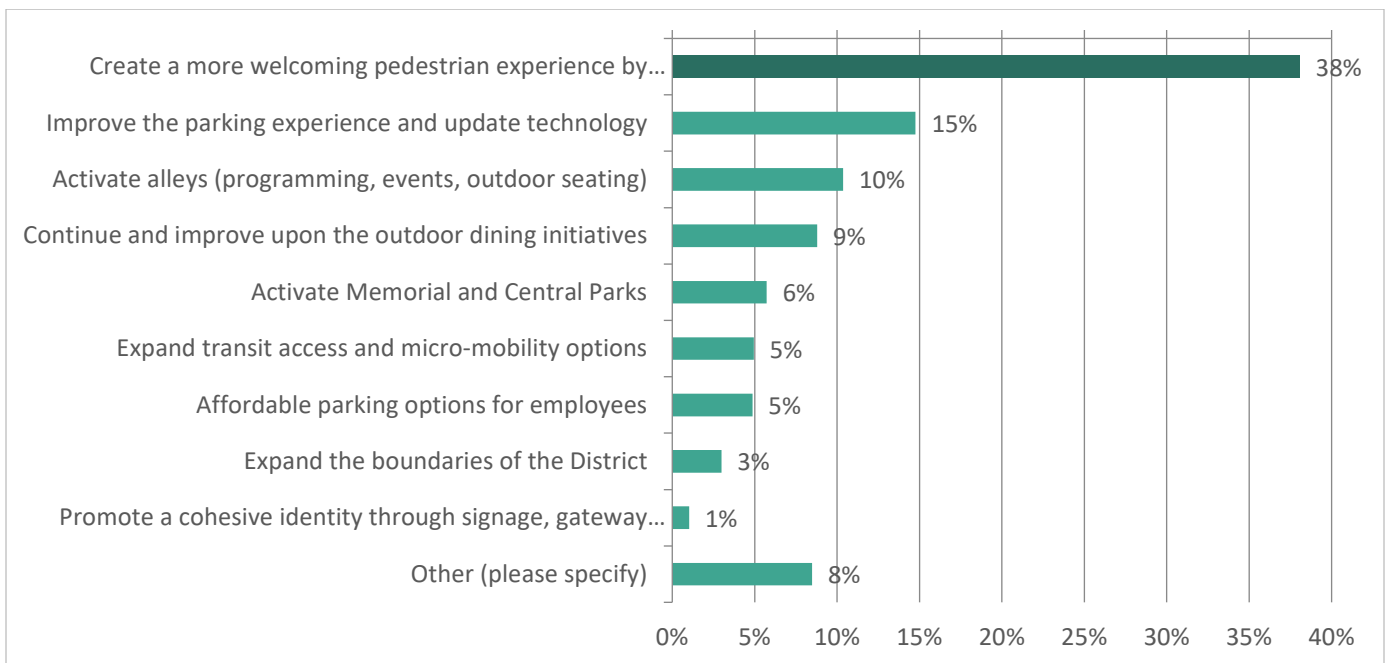
The graphic below represents the words respondents used to describe their vision of Old Pasadena in the future. The size of the word indicates how frequently it was used, with the largest words being the ones used most often. The top responses, in order, were **safe, walkable, clean, parking** (free, affordable, convenient), and **community**.

- In **2017**, the top three words, in order of frequency, were: **clean, safe, fun**, and **unique**.



Q8. Of the physical improvements listed in the previous question, which ONE will be the MOST important? 1,274 responses.

Respondents were asked to select **ONE** physical improvement they consider to be most important from the previous question’s answer choices. By far, the top response from was **create a more welcoming pedestrian experience by adding more greenery, public art, lighting, and other enhancements (38%)**. The next highest rated physical improvements were **improve the parking experience and update technology (15%)**, and **activate alleys (programming, events, outdoor seating (10%)**.



8% of respondents selected **other**. When asked to specify, common themes, in order of frequency, included the list below, with examples provided in quotations.

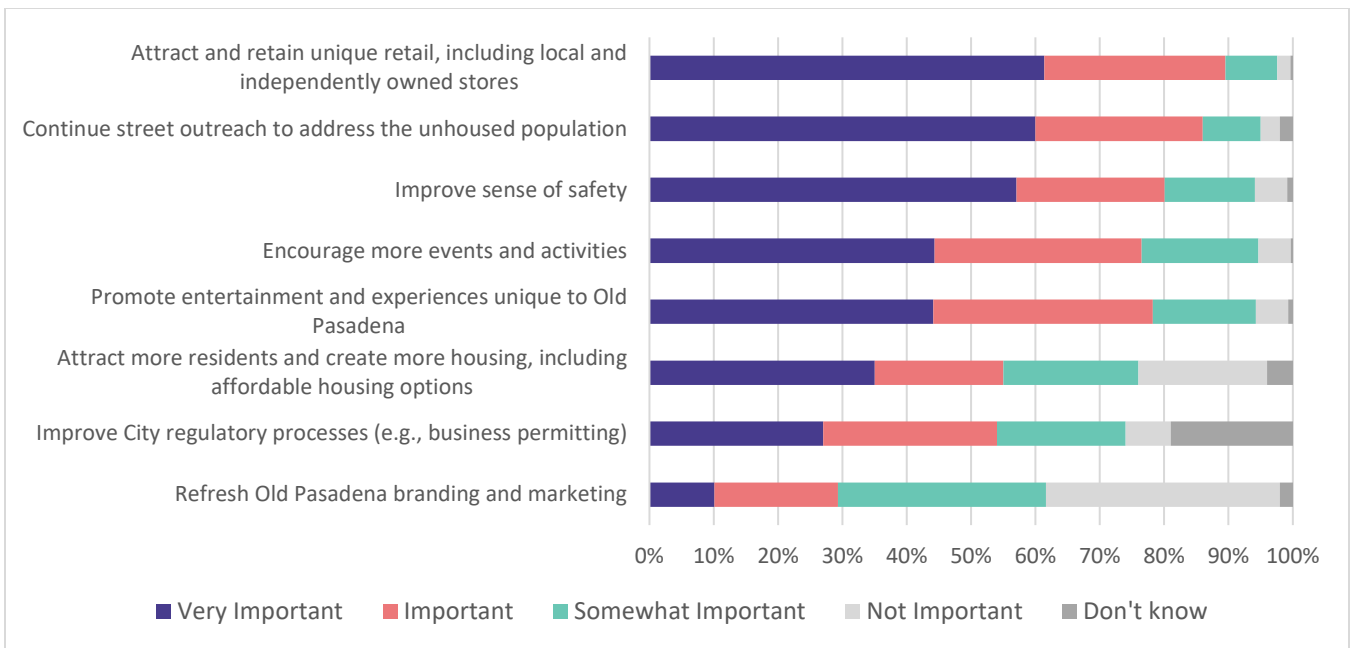
- **Create car-free zones (e.g., Colorado Blvd.) and reduce auto dominance**
 - "Let pedestrians dominate the streets, rather than cars"
 - "Make it car-free. Create an all-pedestrian zone and add more greenery"
 - "Shut down Colorado from cars (e.g., weekends). Doesn't have to be all the time but at least pick a day like Abbott Kinney days."
- **Greenery, outdoor dining, community spaces**
 - "I would love to see it expand more like a European City with more outdoor cafe seating, comfortable places to sit, talk, meet and relax."
 - "Free, community-oriented spaces"
- **Music and programming**
 - "re-open the Levitt Pavilion"
 - "Keep outdoor events at the parks"
- **Provide more public restrooms**

Q9. How important are the following services and programs to achieve your vision for Old Pasadena? 1,280 responses.

Respondents were asked to rate a series of services and programs for Old Pasadena as either *very important*, *important*, *somewhat important*, *not important*, or *don't know*. The table and chart below highlight the most popular answer choice for each service or program. Most improvements received a rating of *very important* from a plurality of respondents. The top three actions considered very important were: **attract and retain unique retail, including local and independently owned stores (61%)**, **continue street outreach to address the unhoused population (60%)**, and **improve sense of safety (57%)**.

The physical improvements perceived as *least* important were improve City regulatory processes (e.g., business permitting) and refresh Old Pasadena branding and marketing.

	Very Important	Important	Somewhat Important	Not Important	Don't Know
Attract and retain unique retail, including local and independently owned stores	61%	28%	8%	2%	<1%
Continue street outreach to address the unhoused population	60%	26%	9%	3%	2%
Improve sense of safety	57%	23%	14%	5%	<1%
Encourage more events and activities	44%	32%	18%	5%	<1%
Promote entertainment and experiences unique to Old Pasadena	44%	34%	16%	5%	<1%
Attract more residents and create more housing, including affordable housing options	35%	20%	21%	20%	4%
Improve City regulatory processes (e.g., business permitting)	27%	27%	20%	7%	19%
Refresh Old Pasadena branding and marketing	10%	19%	32%	36%	2%



Q10. Of the services and programs listed in the previous question, which ONE will be the MOST important? 1,272 responses.

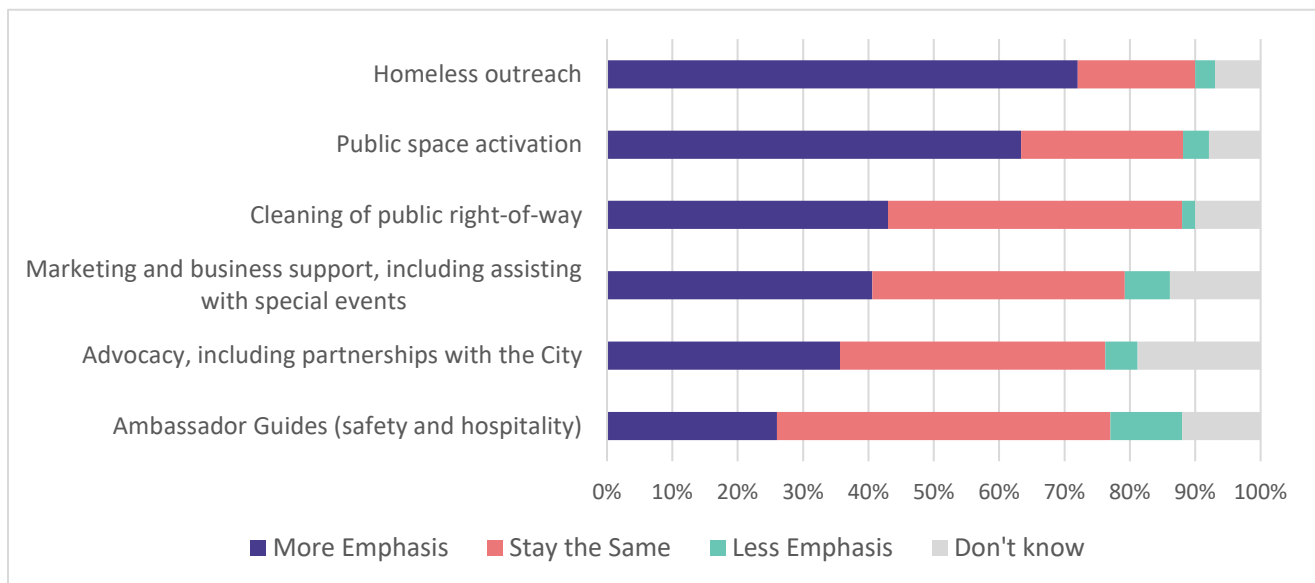
Respondents were asked to select **ONE** service or program they consider to be most important from the previous question’s answer choices. By far, the top response from survey respondents was **attract and retain unique retail, including local and independently owned stores (41%)**.



Q11. Of the following services currently provided by the Old Pasadena Management District, where do you feel more or less emphasis should be allocated over the next several years? 1,272 responses.

Respondents were asked if a series of services that the Old Pasadena Management District currently provides should receive *more emphasis*, *stay the same*, receive *less emphasis*, or *don't know*. The chart below highlights the most popular answer choice for each service. All services received a rating of *more emphasis* or *stay the same* from most respondents. The top two services that respondents felt should receive *more emphasis* were **homeless outreach (72%)** and **public space activation (64%)**.

	More Emphasis	Stay the Same	Less Emphasis	Don't Know
Homeless outreach	72%	18%	3%	7%
Public space activation	64%	25%	4%	8%
Cleaning of public right-of-way	43%	45%	2%	10%
Marketing and business support, including assisting with special events	41%	39%	7%	14%
Advocacy, including partnerships with the City	36%	41%	5%	19%
Ambassador Guides (safety and hospitality)	26%	51%	11%	12%



Q12. Open-ended: please share any other thoughts, ideas, or comments below. (Optional) 447 responses.

Most of the open-ended comments provided in Question 12 re-emphasized previously discussed topics, or added specificity. A few examples are illustrated in the quotes below:

Retail environment:

- "A lot of the shops close at 7 or 8 on Friday nights. I feel there needs to be more late-night shopping options (at least until 9:30) for those of us who get out of work later."
- "I'd love to see more stores that cater to younger people and that aren't super expensive. Maybe a year-round makers market where artisans can buy booths for a month?"

- "Our Holly St. is the coolest and most original shopping there is. This should be expanded and publicized."
- "Distinguishing in business permits between a small business and a corporation in terms of pricing would make sense. The red tape with various types of permitting makes it very difficult to do business in Pasadena."

Pedestrian environment:

- "I love Old Pasadena. I wish it was more pedestrian and bicycle friendly like some European piazzas. More greenery and trees would be inviting in the summer months."
- "Would love to see water fountains, seating, and more places to stop and hang near Colorado. Would love more outdoor dining on Colorado."
- "We love the character of Old Town Pasadena, but hope to see it become more wheelchair accessible and less car-centric while maintaining its character."
- "My biggest desire is to have pedestrian friendly spaces and third places for the public that don't cost money. Beyond that, also more community events that inspire inclusion and diversity."
- "I see Pasadena as becoming the most walkable city in Los Angeles."

Transportation and micro-mobility:

- "I primarily visit during UCLA games and before other events at the Rose Bowl. I would love more cohesive activations and partnerships between them and Old Pasadena."
- "Old Pasadena's history is rich, from being streetcar suburbs to its current state. Respect that by adding more safe multimodal options for other transit types."
- "My suggestion for improving the city is to somehow address the divide that the freeway has created. It is unpleasant to walk along it. And more bike paths and more places to lock bikes."

Sense of safety:

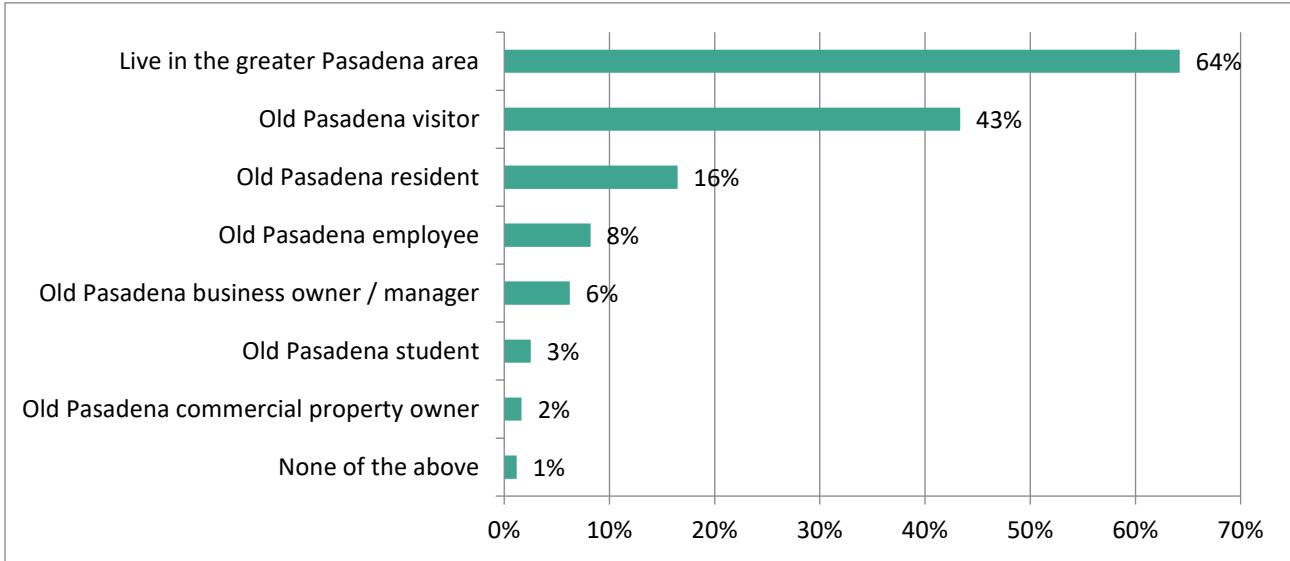
- "Would love to see Ambassadors interact more often with guests."
- "The main reason why I decided to fill out this survey is to communicate how unsafe I've felt at times with the unhoused population presence. I have witnessed a lot of aggressive and erratic behavior and it makes me not even want to visit. Sadly, this is why so many people prefer the Americana now."
- "In the past two years our business has seen more theft/transients assaulting our staff. Transients making threats to our clients and staff. We need to address this concern first before addressing new branding/event programs. If the community does not feel safe, we will not be successful."
- "I think outreach and support for the unhoused population is very important, but I want to be sure in selecting that that it is compassionate and does not mean sweeps or punishment, but offers true support and options. Thank you!"

Programming and events:

- "More opportunities for people to build community. Better publicity about what is going on."
- "Please bring back art walks in Old Pasadena, I loved the alleyway visits and the incorporation of deals from local businesses partaking in the event, it felt community oriented and it was so fun!!"
- "We love the One Colorado movie nights that take place in the summer and wish they were held year-round. It brings the community together and brings business to all the vendors of Old Town Pasadena."
- "Don't make it more and more difficult for events to happen with all the regulations, etc."

RESPONDENT CHARACTERISTICS

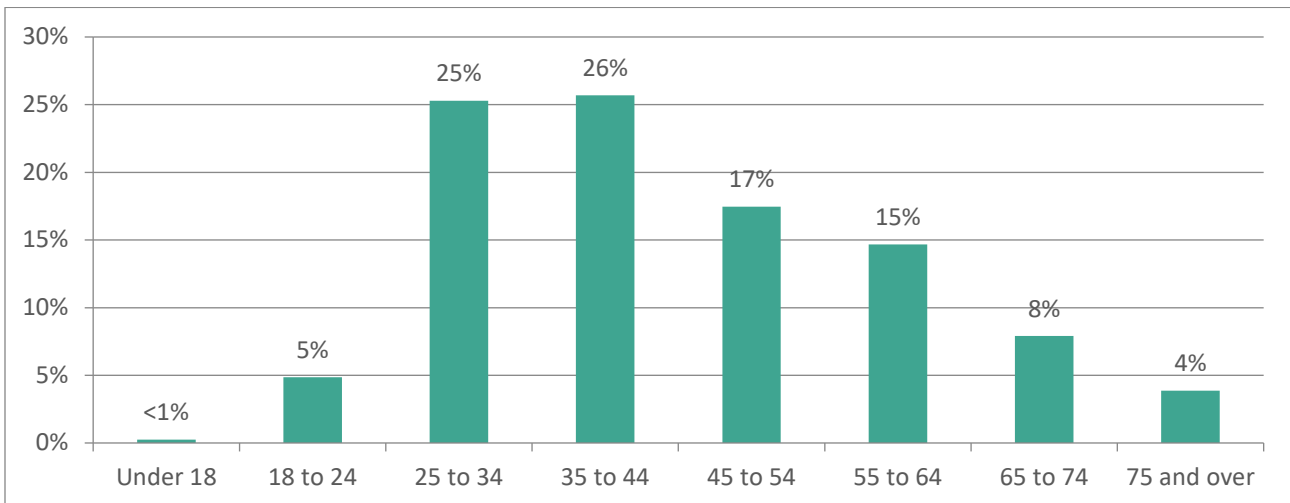
Q13. Which of the following BEST characterizes your primary interest(s) in Old Pasadena? You may choose up to two answer choices. 1,269 responses.



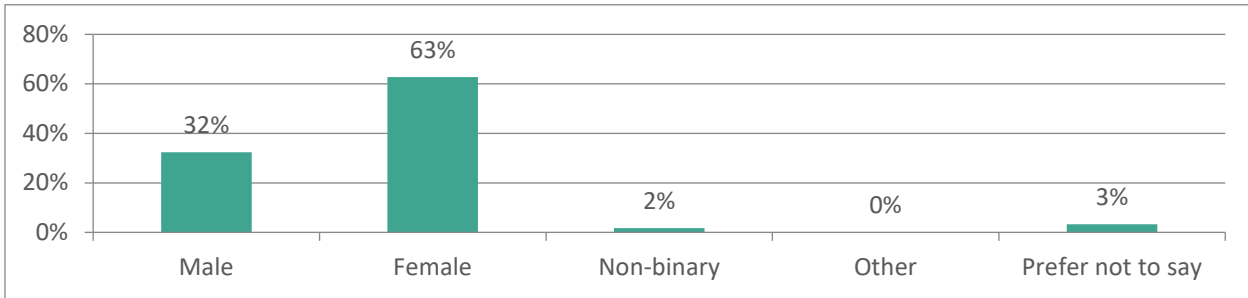
Q14. Please list the zip code of your home or primary residence. 1,223 responses.

Survey respondents provided 125 different home zip codes. The zip codes with the most representation in the survey data were all in Pasadena, including: **91101 (15%, Pasadena including Old Pas)**, **91106 (12%, Pasadena west of Old Pas)**, **91105 (12%, Pasadena)**, **91104 (10%, Pasadena - North)**, **91103 (9%, Pasadena – North)**, and **91107 (8%, Pasadena – East)**. Together, these six zip codes make up 66% of responses.

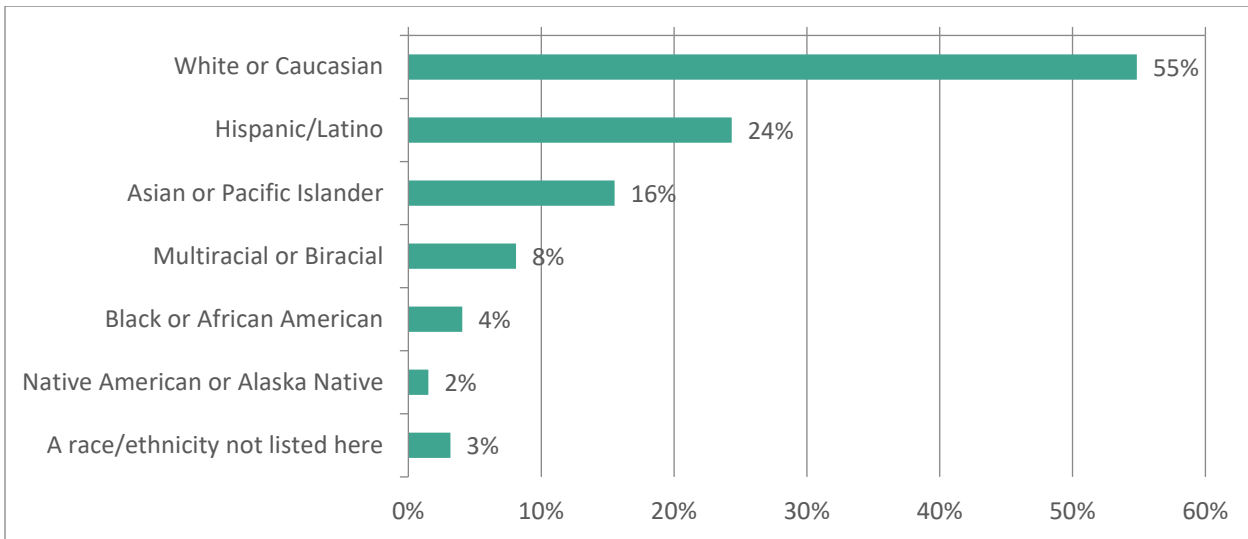
Q15. Age (Optional). 1,214 responses.



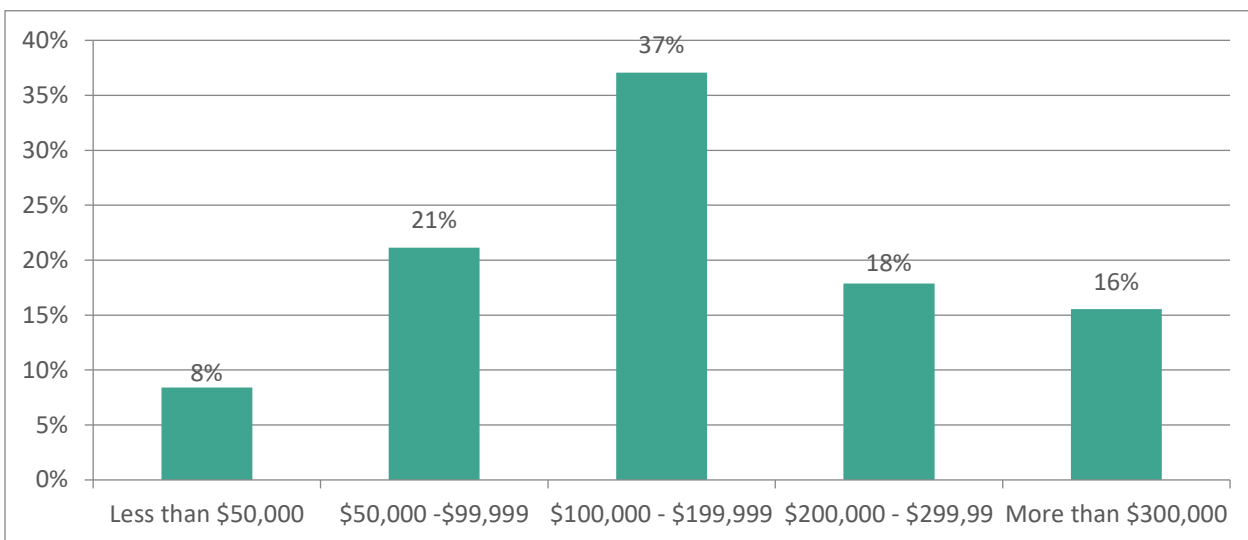
Q16. Gender (Optional). 1,204 responses.



Q17. Which of the following best describe your race or ethnicity? Select all that apply (Optional). 1,134 responses.



Q18. Annual Household Income (Optional). 1,036 responses.



CROSS-TABULATIONS

Survey results for **questions 8 and 10** were cross-tabulated by **age, income, and primary interest in Old Pasadena** to see if responses differed based on respondent characteristics. Some categories in each demographic were eliminated or consolidated due to low response rates, as noted below.

- **Age:** Ages 18 & under were not included due to low response rates.
- **Primary Interest in Old Pasadena:** “Commercial property owner or manager” was not included due to low response rates (under 20 respondents).

This analysis does *not* include results cross-tabulated by **race/ethnicity** or **gender**, as there were no significant differences found.

Q8. Of the physical improvements listed in the previous question, which ONE will be the MOST important?

Income

- Respondents with **higher household incomes** were more likely to select **create a more welcoming pedestrian experience** or **improving the outdoor dining initiatives** as their most important physical improvements.
- Respondents with **lower household incomes** were much more likely to select **affordable parking options for employees** as their top priority.
- Respondents with lower household incomes were also most likely to choose **expand micro-mobility options**.

	<\$50,000	\$50,000 - \$99,000	\$100,000 - \$199,000	\$200,000 - \$299,000	Over \$300,000
<i>Number of responses</i>	86	217	382	184	161
Create a more welcoming pedestrian experience by adding more greenery, public art, lighting, and other enhancements	34%	33%	41%	40%	42%
Improve the parking experience and update technology	16%	17%	14%	14%	12%
Activate alleys (programming, events, outdoor seating)	6%	13%	10%	8%	11%
Continue and improve upon the outdoor dining initiatives	1%	5%	8%	13%	13%
Activate Memorial and Central Parks	7%	6%	5%	7%	4%
Expand transit access and micro-mobility options	10%	9%	5%	2%	1%
Affordable parking options for employees	17%	6%	4%	4%	3%
Expand the boundaries of the District	2%	3%	3%	4%	6%
Promote a cohesive identity through signage, gateway markers, etc.	2%	1%	1%	1%	1%
Other (please specify)	3%	7%	9%	7%	8%

Age

- **30- and 40-somethings** were the most likely to select **activate alleys (programming, events, outdoor seating)**.
- Desire for **improving the parking experience** increased **as age increased**.
- **Expanding transit access and micro-mobility** was most popular for **younger age respondents** (under 35).

	18-24	25-34	35-44	45-54	55-64	65-74	75 +
<i>Number of responses</i>	58	305	310	208	178	95	46
Create a more welcoming pedestrian experience by adding more greenery, public art, lighting, and other enhancements	29%	42%	36%	35%	40%	40%	46%
Improve the parking experience and update technology	12%	14%	14%	14%	16%	16%	22%
Activate alleys (programming, events, outdoor seating)	9%	11%	13%	13%	9%	6%	2%
Continue and improve upon the outdoor dining initiatives	2%	4%	10%	13%	11%	13%	4%
Activate Memorial and Central Parks	0%	5%	8%	6%	7%	5%	2%
Expand transit access and micro-mobility options	16%	11%	2%	1%	3%	2%	4%
Affordable parking options for employees	16%	8%	4%	3%	3%	4%	2%
Expand the boundaries of the District	9%	2%	4%	5%	1%	0%	4%
Promote a cohesive identity through signage, gateway markers, etc.	2%	0%	1%	0%	1%	3%	2%
Other (please specify)	7%	4%	8%	10%	10%	11%	11%

Interest in Old Pasadena

- **Employees** were more concerned with **affordable parking** than creating a welcoming pedestrian experience.
- **Employees** and **business owners/managers** were *significantly* more likely to select **affordable parking options for employees** as their top priority.
- **16% of student respondents** chose **expand transit access and micro-mobility options**, compared to 7% of employees, the cohort with the next highest proportion of respondents selecting that option.

Old Pasadena...	Business owner/manager	Resident	Employee	Student	Visitor	Live in Region
<i>Number of responses</i>	78	205	104	31	549	810
Create a more welcoming pedestrian experience by adding more greenery, public art, lighting, and other enhancements	36%	40%	19%	32%	38%	39%
Improve the parking experience and update technology	13%	8%	12%	13%	15%	17%
Activate alleys (programming, events, outdoor seating)	14%	12%	10%	13%	11%	10%
Continue and improve upon the outdoor dining initiatives	6%	10%	7%	3%	10%	9%
Activate Memorial and Central Parks	3%	9%	7%	0%	6%	5%

Expand transit access and micro-mobility options	0%	2%	7%	16%	5%	5%
Affordable parking options for employees	21%	2%	26%	13%	4%	2%
Expand the boundaries of the District	3%	5%	3%	3%	2%	3%
Promote a cohesive identity through signage, gateway markers, etc.	3%	1%	2%	0%	1%	1%
Other (please specify)	3%	10%	9%	6%	7%	9%

Q10. Of the programs and services listed in the previous question, which ONE will be the MOST important?

Income

- Respondents with **higher household incomes** were more likely to select **attract and retain unique retail** as their most important program/service priority.
- Respondents with **lower household incomes** were much more likely to select **attract more residents and create more housing, including affordable housing options**.
- **Lower income respondents** were also slightly more likely to select **improve sense of safety**, although respondents with household incomes above \$300,000 were also very likely to select improve sense of safety. **Lower income respondents** were the most likely to select **continue street outreach to address the unhoused population**.

Old Pasadena...	< \$50,000	\$50,000 - \$99,000	\$100,000 - \$199,000	\$200,000 - \$299,000	Over \$300,000
<i>Number of responses</i>	86	217	381	184	160
Attract and retain unique retail, including local and independently owned stores	17%	34%	42%	47%	56%
Improve sense of safety	19%	12%	12%	13%	18%
Encourage more events and activities	12%	12%	13%	10%	8%
Attract more residents and create more housing, including affordable housing options	28%	12%	11%	6%	2%
Continue street outreach to address the unhoused population	14%	13%	9%	10%	6%
Promote entertainment and experiences unique to Old Pasadena	6%	8%	10%	6%	2%
Improve City regulatory processes (e.g., business permitting)	1%	4%	2%	2%	1%
Refresh Old Pasadena branding and marketing	1%	2%	1%	2%	1%
Other (please specify)	2%	3%	1%	4%	4%

Age

- Respondents **age 18-24** were much more likely to select **attract more residents and create more housing, including affordable housing options**. They were also slightly more likely to choose **continue street outreach to address the unhoused population**.
- Respondents **age 45-64** had the most support for **attracting and retaining unique retail**.
- Compared to younger demographics, respondents **age 75 and over** were more concerned with **improving sense of safety**.

- Millennials (**age 35-44**) were more likely to select **encourage more events and activities** compared to older respondents, but respondents **age 75** and over were more likely to select **promote entertainment and experiences unique to Old Pasadena**.

	18-24	25-34	35-44	45-54	55-64	65-74	75 +
<i>Number of responses</i>	58	306	306	210	178	96	47
Attract and retain unique retail, including local and independently owned stores	24%	35%	39%	49%	49%	44%	32%
Improve sense of safety	14%	13%	13%	17%	12%	17%	26%
Encourage more events and activities	10%	13%	15%	9%	7%	10%	6%
Attract more residents and create more housing, including affordable housing options	29%	14%	12%	4%	6%	5%	2%
Continue street outreach to address the unhoused population	14%	12%	8%	11%	9%	6%	6%
Promote entertainment and experiences unique to Old Pasadena	7%	7%	8%	6%	10%	8%	11%
Improve City regulatory processes (e.g., business permitting)	0%	2%	2%	1%	2%	3%	2%
Refresh Old Pasadena branding and marketing	0%	1%	0%	1%	3%	2%	9%
Other (please specify)	2%	3%	2%	2%	3%	4%	6%

Interest in Old Pasadena

- There is a clear priority among **business owners/managers** to **attract and retain unique retail**.
- **Improve sense of safety** is top of mind for **employees** and business owners/managers.
- **Residents** and **visitors** desire **more events and activities**.
- **Students** were much more likely than other respondents to select **attract more residents and create more housing, including affordable housing options**.

	Business owner/manager	Resident	Employee	Student	Visitor	Live in Region
<i>Number of responses</i>	79	208	104	32	546	807
Attract and retain unique retail, including local and independently owned stores	51%	33%	20%	25%	43%	43%
Improve sense of safety	18%	15%	20%	16%	12%	14%
Encourage more events and activities	6%	14%	7%	3%	12%	12%
Attract more residents and create more housing, including affordable housing options	3%	13%	15%	28%	11%	9%
Continue street outreach to address the unhoused population	9%	14%	17%	13%	10%	9%
Promote entertainment and experiences unique to Old Pasadena	4%	8%	8%	6%	8%	7%
Improve City regulatory processes (e.g., business permitting)	4%	1%	4%	0%	1%	2%
Refresh Old Pasadena branding and marketing	1%	1%	1%	0%	2%	1%
Other (please specify)	5%	1%	8%	9%	2%	3%