



CITY OF

PASADENA



HUMAN SERVICES, RECREATION & HOUSING NEEDS ASSESSMENT 2012



REPORT
PREPARED BY

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Applied Survey Research (ASR) is a nonprofit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning, and developing custom strategies. The firm was founded in 1980 on the principle that community improvement, initiative sustainability, and program success are closely tied to assessment of needs, evaluation of community goals, and development of appropriate responses.

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EXECUTIVE SUMMARY



CITY OF
PASADENA
HUMAN SERVICES AND RECREATION DEPARTMENT

Executive Summary

The goal of the 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment is to provide data to help improve the quality of life of Pasadena residents, especially for families with children under 18, seniors 60 years and older, and Northwest Pasadena residents. We hope that the report also engages communities in collaborative action to improve the city.

Methodology

The report focuses on 32 key quality of life indicators selected by the Planning Team (comprised of commission members, department staff, community organizations, and Applied Survey Research, the research partner) and the Community Input Group (including a rich mixture of professionals, advocates, and community volunteers). These quality of life indicators were deemed to be of highest interest as the Planning Team and Community Input Group believed it was important that they were understandable to the general user, responsive to change, relevant for policy decisions, and updated regularly.

To inform the status of these quality of life indicators, data were collected from primary and selected secondary sources.

Primary Data

This report relies upon five different surveys (primary data sources):

1. A telephone survey that is representative of all Pasadena residents, including oversamples (extra surveys) of residents living with children under 18, senior residents 60 years and older, and Northwest Pasadena residents. The telephone survey was representative of the overall population of the City of Pasadena, and at a 95% confidence level, the opinions of survey respondents do not differ from those of the general population by more than +/- 4.4%.
2. A face-to-face survey targeted to hard to reach populations, such as low-income and monolingual Spanish speakers
3. An on-line survey of residents
4. A survey of individuals who have participated in either Human Services or Recreation Department Programs (also known as program participants)
5. A survey of organizations (also known as “stakeholders” which include non-profits, schools, commissions, etc.) that provide human and recreation-related services.

Data from a total of 2,725 valid surveys were included in this report. The following table shows the number of valid surveys in each category.

Number of Valid Surveys*

SURVEY	VALID
Resident telephone survey	1,002
<i>Residents overall - base sample</i>	496
<i>Residents living with children under 18 - base sample plus oversample</i>	349
<i>Senior residents 60 years and older - base sample plus oversample</i>	347
<i>Northwest Pasadena residents - base sample plus oversample</i>	404
Resident face-to-face survey	681
Resident online survey	700
Program participant survey	300
Community stakeholder survey	42
Total	2,725

* Surveys were deemed invalid, and therefore discarded and excluded from the sample if: a) more than 95% of the survey was incomplete, or b) there was more than one survey (within a survey sample and across the resident survey samples) from the same respondent (based on the respondent's date of birth and other demographic characteristics).

Secondary Data

In addition to the primary survey data, secondary data were collected for some key quality of life indicators, such as unemployment, poverty, homelessness, race and ethnic distribution, and population estimates. Secondary data were collected from a range of sources, such as the United State Census Bureau, federal, state and local government agencies, and online databases.

Key Findings

Data from each of the surveys and from other secondary data sources showed that:

Residents in the City of Pasadena

- There were 137,294 people living in the City of Pasadena in 2010.
- One out of five residents was under the age of 20, and 17% were 60 years and older.
- The race/ethnic composition of the city in 2010 were as follows: White (38%), Hispanic/Latino (36%), Asian (13%), Black/African-American (11%), and other (3%).
- 47% of residents spoke a language other than English at home.

Strengths and Assets

- The city is rich in diversity.
- City residents are well-educated with 67% of residents having some college experience, an Associate's degree, a Bachelor's degree, or a graduate or professional degree.
- Unemployment is beginning to decline from 9.4% in the city in 2011 to 8.4% in April 2012.
- The percentage of people living in poverty over the last year is also declining and is lower in the city (13.2%) than in Los Angeles County (17.5%).

- The vast majority (80%) of residents surveyed by telephone reported having three people in their neighborhood they could turn to for support.
- Residents are accessing recreation events/programs/facilities such as special events/festivals, volunteer opportunities, parks, hiking trails and sports fields/courts.

Challenges

The Economy

- Needs in the city are changing as reported by community stakeholders. They also reported that the highest needs are job search, unemployment, housing, food, and emergency assistance.
- Nearly 22% of residents wanted to get job training or re-educated for a new career in the last year, especially in vocational programs and college.
- Over half of households (55%) reported in the telephone survey that they spent 30% or more of their income on housing costs.

Violence and Discrimination

- Residents were concerned about bullying, child abuse/neglect, elder abuse/neglect, and spouse/partner violence.
- Half of Pasadena residents felt that racism was “somewhat of a problem” in the city.
- 15% of households in the telephone survey and 30% of face-to-face survey respondents reported feeling discriminated against in the last year, mostly due to their ethnicity and/or race, socioeconomic status, language, appearance, or age.

Physical Fitness Needs

- One-third of telephone survey respondents reported engaging in physical activity for 30 minutes or more at least five times a week (the amount recommended by the Centers for Disease Control and Prevention).
- Only about half of 5th, 7th and 9th graders met the state standards in at least five out of six physical fitness areas.

People with Disabilities

- According to the telephone survey, people with disabilities (the majority of whom were 50 years or older) requested more social and recreational services, as well as specialized transportation for people with disabilities, so that they could fully participate in community life.

Information Needs

- When households were asked why they didn't use human services and recreation programs, 16% said they didn't know about them.



Utilization of Human Services

- Of program participant households in human services programs, the most used services were: meal/nutrition programs (28%), adult education (15%), youth tutoring (15%) and employment services (15%).
- Of telephone survey respondents, the top three human services used were neighborhood safety (15%), employment services (12%), and utility and emergency financial assistance (10%).
- Of those telephone survey respondents and program participant households who used the city's human services, three out of four (75%-76%) households felt there were "about the right amount" of services in the city.

Participation in Recreation Programs

- Program participant households reported that the recreation programs they used the most were: sports (51%), special events/festivals (50%), and before/after school programs (50%).
- Telephone survey respondents reported that the recreation programs they used the most were: special events/festivals (49%), volunteering (25%) and sports (22%).
- The most common reasons why telephone survey respondents and program participants used city recreation programs and facilities were: to improve physical fitness and health, because of the programs or facilities offered, and enjoyment of the outdoors.
- Among telephone survey respondents overall and program participants respondents, approximately three out of four households felt there were "about the right amount" of programs in the city.

Utilization of Recreation Facilities

- Program participant households reported that the recreation facilities they used the most were: parks (90%), playgrounds (75%), and hiking trails (64%).
- Telephone survey respondents reported that the recreation facilities they used the most were: parks (76%), hiking trails (52%), and sports fields/courts (39%).

Overall Satisfaction

- Of program participants who used the city's human services and recreation programs/facilities, over half (52%-59%) said they were "very satisfied" overall and approximately 40% said they were "somewhat satisfied."



Community Partnerships and Partnerships with the City

A range of community stakeholders (non-profit organizations, schools, foundations) were surveyed about their partnerships with other organizations and with the city. Findings showed:

- 92% of community stakeholders reported partnering with other community organizations and all were “somewhat satisfied” or “very satisfied” with these partnerships.
- Over half of community stakeholders (59%) stated there were not sufficient partnerships between public and private sectors in the city.
- Only about one-third of community stakeholders had the data they needed to show their organization’s impact on their target populations.
- Half of community stakeholders reported partnering with the City Human Services and Recreation Department. Of those that partnered, 95% felt that the Departments were “very or somewhat involved” with community partnerships.
- Community partners agreed with the city’s priority populations in greatest need: children under 18, seniors 60 years and older and Northwest Pasadena residents.

Improving Human Services, Recreation Programs, and Recreation Facilities

- When asked how the city’s human services, recreation programs, and recreation facilities could be improved, the top five responses for all survey respondents (participants, households by telephone, on-line, and face-to-face) were:
 - » More information about services
 - » More hours of operation
 - » Faster response time
 - » Better customer service
 - » Easier application process.

A list of recommendations and next steps may be found at the end of this report in the conclusion section (see page 78).



PROJECT OVERVIEW



Project Overview

Beginning in fall 2011, the City of Pasadena Department of Human Services and Recreation, in partnership with the Housing Department, conducted a community-wide needs assessment to ensure that their services and programs were on target with the needs of community members. The assessment focused particularly on residents with children, seniors, and Northwest Pasadena residents, and on issues related to human services, recreation, and housing. This report is a compilation of data, including input gathered from the community about the quality of human, recreation, and housing services, and the quality of life and needs of Pasadena residents.

Project Goals

The primary goals of the 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment are to:

- Improve the quality of life of Pasadena residents
- Assess trends, opportunities, and challenges
- Inform stakeholders and community members about service gaps that exist in the community
- Engage stakeholders and community members to promote collaborative action and contribute to community change
- Identify data that will be useful for policy and advocacy work
- Reduce duplication of services and improve allocation of resources
- Build capacity among community partners

Legend & Notes

The following icons were developed for each of the 2012 primary data sources and used throughout the report in order for the reader to quickly distinguish which survey data were displayed in each chart and table.¹ To further distinguish the various primary data sources, the colors used for the data displayed in each chart and table match the colors of these icons (where possible).



Resident Telephone Survey

- The resident telephone survey provides data for Pasadena residents overall, as well as different subgroups. Resident telephone survey data included in this assessment were derived from:
 - » 496 randomly selected Pasadena residents (base sample)
 - » 349 residents living with children under 18 (base sample plus oversample)
 - » 347 senior residents 60 years and older (base sample plus oversample)
 - » 404 Northwest Pasadena residents who live North of the 210 freeway, West of Lake Avenue, East of Lincoln Avenue, and South of Woodbury Road (base sample plus oversample)



Resident Face-to-Face Survey

- The resident face-to-face survey also provides data for Pasadena residents. The face-to-face survey was a paper-based survey that was distributed by trained survey interviewers (volunteers, department partners, and department staff) throughout the city. Face-to-face survey data used in this report reflect responses from 681 Pasadena residents.



Resident Online Survey

- The resident online survey also provides data for Pasadena residents. The online survey was a web-based survey, the link to which was distributed to every Pasadena household via mail. Online survey data used in this report reflect responses from 700 Pasadena residents.

¹ For additional information about these data sources, please refer to the "Methodology" section at the end of the report (see page 83).





Program Participant Survey

- “Program participants” refer to Pasadena residents who participated in at least one Human Services and Recreation Department program between January 1, 2011 and January 31, 2012. In all, 300 program participants completed the telephone interview.



Community Stakeholder Survey

- “Community stakeholders” refer to city and non-city partners who provide human and recreation-related services to Pasadena residents. These include: nonprofit and community-based organizations, schools, teen/senior centers, commissions, foundations, etc. In total, 42 representatives of community stakeholder organizations completed the web-based survey.

Additional notes:

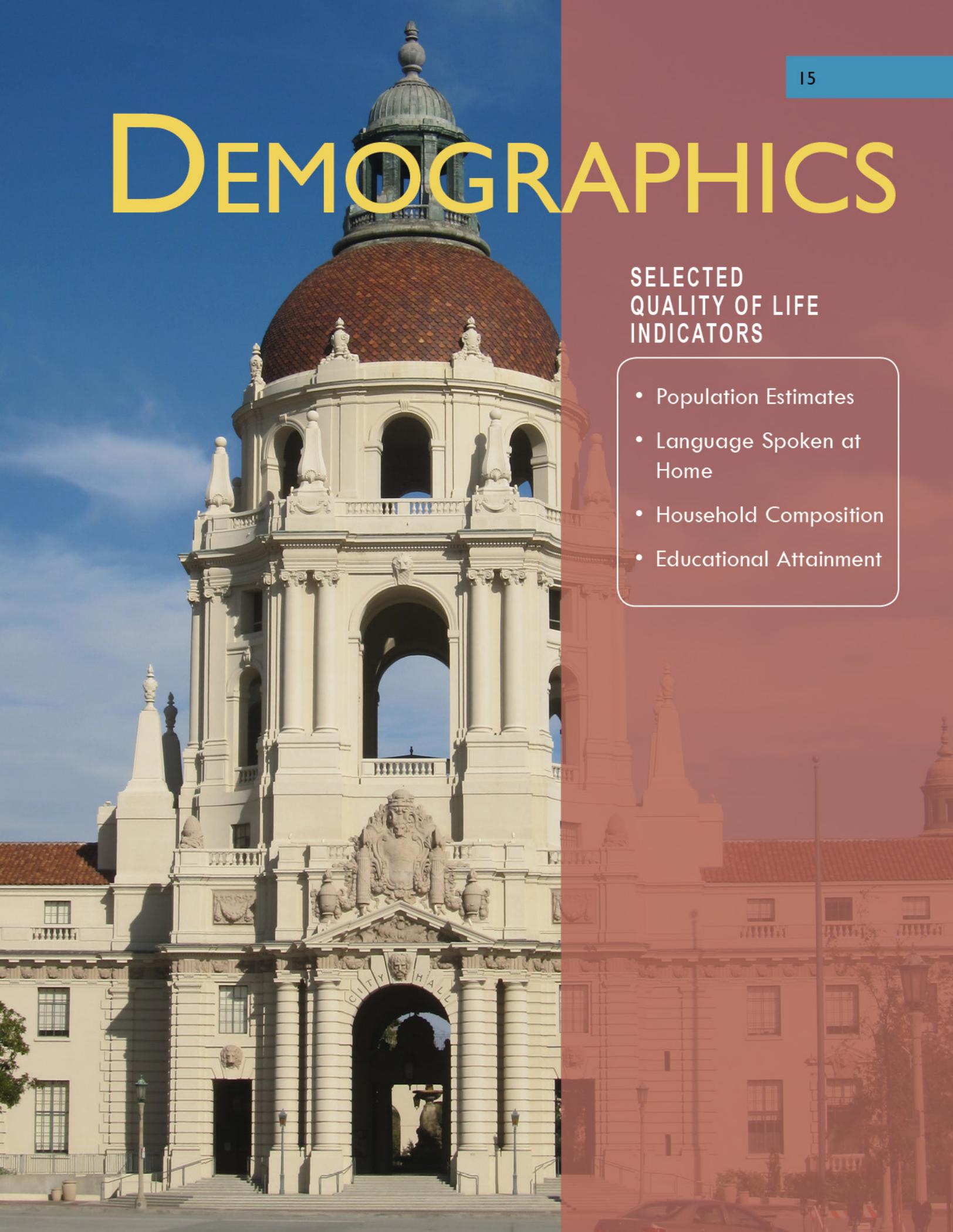
- The terms “residents” and “households” were used to describe data for resident telephone, face-to-face, and online survey respondents. Some survey questions were asked specifically about the respondent, while others were asked about the respondents' household.
- Throughout this report, the “N” is listed under each chart and table. This indicates how many respondents answered the question. This number varies from question to question as not all respondents answered every question. Additionally, the N's for certain questions are small because the respondents were not asked to answer questions that were not relevant to them. Caution should be used when interpreting questions with low N's as data may not be statistically reliable.



DEMOGRAPHICS

SELECTED QUALITY OF LIFE INDICATORS

- Population Estimates
- Language Spoken at Home
- Household Composition
- Educational Attainment



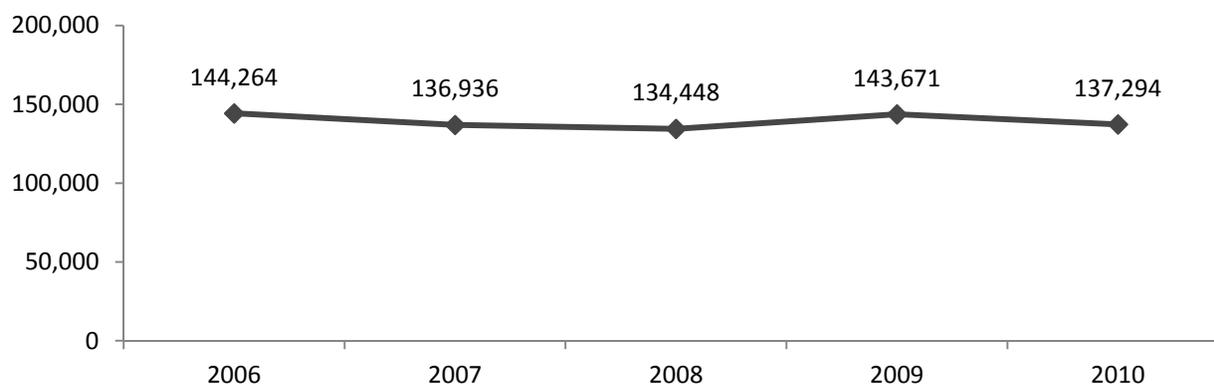
Demographics

Population Estimates

Population changes in the city have implications for the social and economic systems needed to support the developing community. Understanding the age, gender, and racial/ethnic contours of the community helps inform the economic, social, and health systems needed to support the diverse population.

There were 137,294 people living in the City of Pasadena in 2010, down 4% from the prior year. One out of every five Pasadena residents was under the age of 20 and 17% were 60 years or older in 2010. The percentage of males in the City of Pasadena grew from 49% in 2006 to 54% in 2010. The race/ethnic composition of the city stayed relatively the same between 2006 and 2010, with the top groups being White (38% in 2010), Hispanic/Latino (36%), Asian (13%), and Black/African-American (11%).

Figure 1: Total Population, City of Pasadena



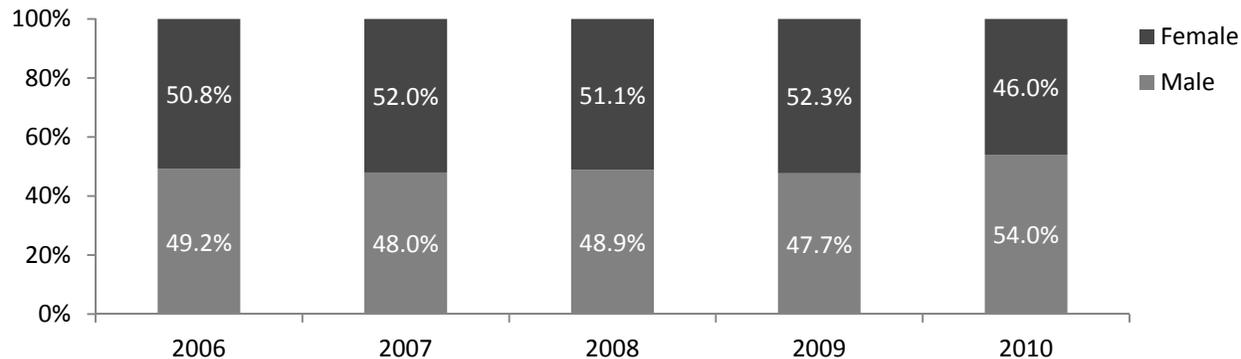
Source: United States Census Bureau. 2006-2010 American Community Survey.

Figure 2: Age Distribution, City of Pasadena

AGE GROUP	2006	2007	2008	2009	2010	2006-2010 NET CHANGE
Under 5 years	6.6%	6.9%	5.9%	5.1%	6.2%	-0.4
5-19 years	17.5%	15.9%	15.6%	15.2%	14.2%	-3.3
20-34 years	24.6%	23.2%	23.5%	22.8%	26.9%	+2.3
35-59 years	35.1%	36.8%	35.2%	35.2%	36.2%	+1.1
60-74 years	10.2%	10.1%	12.1%	12.8%	9.2%	-1.0
75 years or older	5.9%	7.1%	7.7%	8.9%	7.3%	+1.4

N: 2006=144,264; 2007=136,936; 2008=134,448; 2009=143,671; 2010=137,294.

Source: United States Census Bureau. 2006-2010 American Community Survey.

Figure 3: Gender Distribution, City of Pasadena

N: 2006=144,264; 2007=136,936; 2008=134,448; 2009=143,671; 2010=137,294.

Source: United States Census Bureau. 2006-2010 American Community Survey.

Figure 4: Race/Ethnic Distribution, City of Pasadena

RACE/ ETHNICITY	2006	2007	2008	2009	2010	2006-2010 NET CHANGE
Hispanic/Latino (of any race)	34.9%	36.4%	35.6%	33.0%	35.8%	+0.9
Not Hispanic/Latino	65.1%	63.6%	64.4%	67.0%	64.2%	-0.9
White alone	37.2%	39.5%	41.1%	43.3%	37.8%	+0.6
Asian alone	13.6%	10.4%	9.7%	11.5%	12.6%	-1.0
Black/African American alone	11.9%	11.2%	10.6%	9.3%	10.5%	-1.4
Other race alone	0.4%	0.6%	0.9%	1.3%	1.3%	+0.9
Two or more races	2.1%	2.0%	2.1%	1.6%	2.0%	-0.1

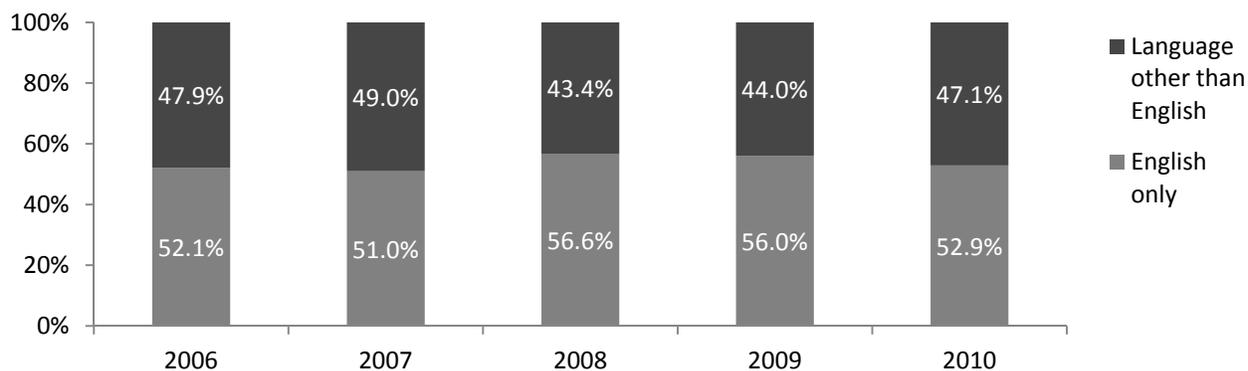
N: 2006=144,264; 2007=136,936; 2008=134,448; 2009=143,671; 2010=137,294.

Source: United States Census Bureau. 2006-2010 American Community Survey.

Language Spoken at Home

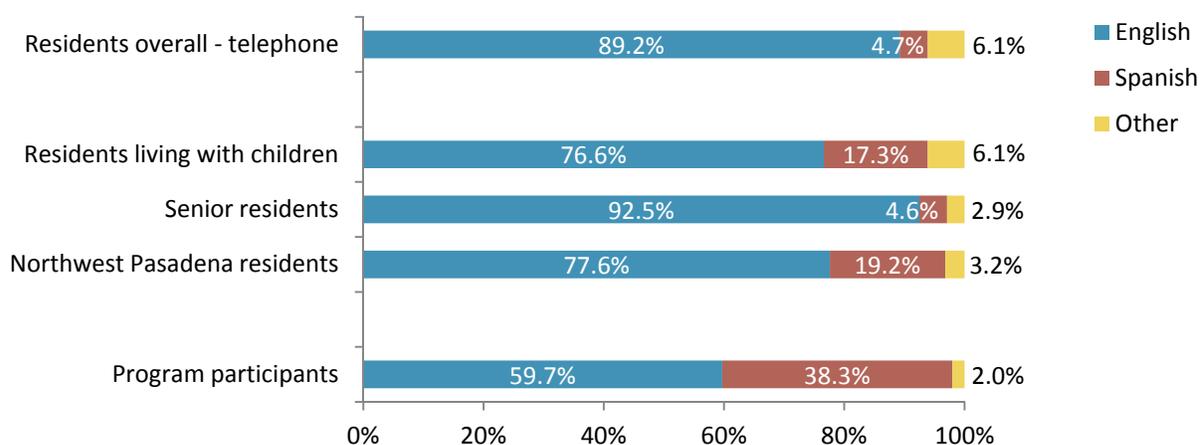
Language proficiency can also be understood as an indication of linguistic isolation, which limits opportunities and access to education, health, and ultimately, economic access and prosperity. Understanding the language needs of the city enables more effective communication and dissemination of resources to the population. Nearly half (47%) of Pasadena residents spoke a language other than English at home in 2010, according to the United States Census Bureau.

The telephone survey was conducted in both English and Spanish, and showed that the most common language Pasadena residents reported speaking at home was English (89%), followed by Spanish (5%).

Figure 5: Language Spoken at Home, Population Five Years and Older, City of Pasadena

N: 2006=134,711; 2007=127,469; 2008=126,530; 2009=136,303; 2010=128,807.
 Source: United States Census Bureau. 2006-2010 American Community Survey.

Figure 6:   **What is the primary language you speak at home?**

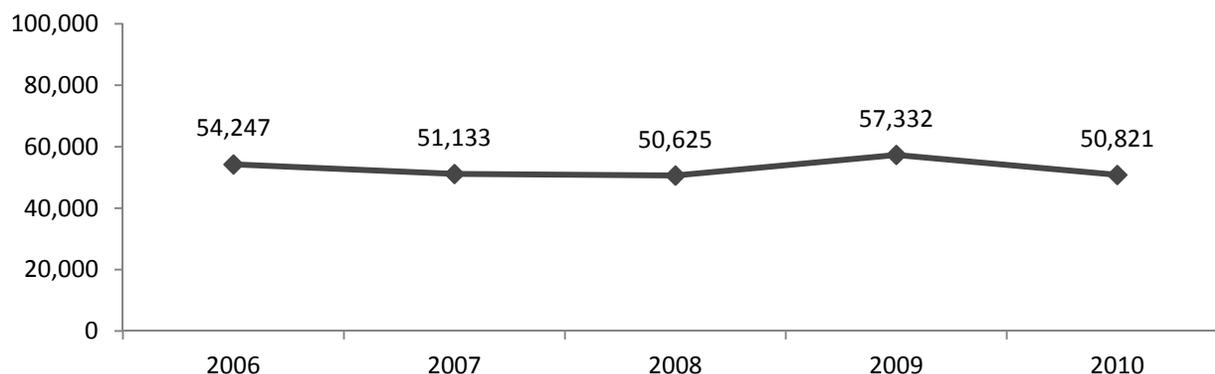


N: Residents overall-telephone=491; Residents living with children=346; Senior residents=345; Northwest Pasadena residents=402; Program participants=295.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Household Composition

Family structure is an important factor in the health and development of young children. Household structures and family environments have been shown to be correlated with children's educational achievement and physical well-being.² Well over half (57%) of households in the City of Pasadena were made up of families that included children in 2010. Fifteen percent of all Pasadena households were single-parent households; 10% were female-headed households (with no husband present) and 5% were male-headed households (with no wife present). Twenty-nine percent of households had individuals 60 years and older.

² Fields, J. and Smith, K. 1998. Poverty, family structure, and child well-being: Indicators from the SIPP. United States Census Bureau, Population Division.

Figure 7: Total Households, City of Pasadena

Source: United States Census Bureau. 2006-2010 American Community Survey.

Figure 8: Households by Type, City of Pasadena

HOUSEHOLD TYPE	2006	2007	2008	2009	2010	2006-2010 NET CHANGE
Non-family households	45.1%	43.0%	44.9%	45.5%	43.5%	-1.6
Family households	54.9%	57.0%	55.1%	54.5%	56.5%	+1.6
Married-couple family	39.4%	41.1%	38.0%	39.7%	41.6%	+2.2
Male householder family (no wife present)	4.9%	5.4%	4.5%	4.5%	5.0%	+0.1
Female householder family (no husband present)	10.5%	10.5%	12.7%	10.2%	10.0%	-0.5
Percent with people under 18	27.9%	27.4%	26.2%	23.7%	27.9%	+0.0
Percent with people 60 years and older	28.8%	29.8%	33.5%	35.0%	28.5%	-0.3
Average household size	2.58	2.55	2.53	2.38	2.56	-0.02
Average family size	3.51	3.42	3.34	3.21	3.35	-0.16

N: 2006=54,247; 2007=51,133; 2008=50,625; 2009=57,332; 2010=50,821.

Source: United States Census Bureau. 2006-2010 American Community Survey.

Educational Attainment

Overall, educational attainment is a strong indicator of social and economic well-being. Lower educational attainment is associated with lower earnings and poorer health outcomes, such as higher mortality rates, higher rates of obesity, and diabetes.^{3,4}

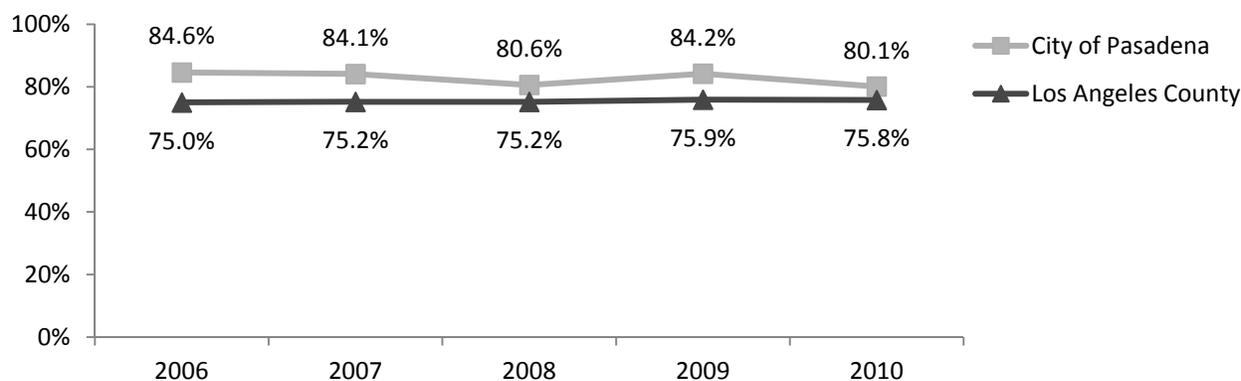
While a high school diploma is nearly a requirement for employment that leads to self-sufficiency and upward mobility, a bachelor's degree is replacing the high school diploma as the requisite credential for upwardly mobile employment. The percentage of Pasadena residents 25

³ Caspi, A., Wright, B. E., Moffit, T. E., and Silva, P. A. 1998. Childhood Predictors of Unemployment in Early Adulthood. *American Sociological Review*.

⁴ Ross, C. E. and Wu, C. 1995. The Links Between Education and Health. *American Sociology Review*.

years and older with at least a high school degree or higher remained relatively constant between 2006 and 2010 (ranging from 80% to 85%), and was consistently higher than Los Angeles County residents overall. Similarly, the percentage with a Bachelor's degree or higher stayed between 43% and 47%. Approximately 10% of residents had less than a 9th grade education in 2010, and an additional 10% had a 9th to a 12th grade education, but no high school diploma.

Figure 9: Percent with a High School Degree or Higher, Population 25 Years and Older



N, City of Pasadena: 2006=98,111; 2007=95,076; 2008=94,676; 2009=105,278; 2010=99,068.

N, Los Angeles County: 2006=6,243,935; 2007=6,262,307; 2008=6,272,120; 2009=6,362,121; 2010=6,363,995.

Source: United States Census Bureau. 2006-2010 American Community Survey.

Figure 10: Educational Attainment, Population 25 Years and Older, City of Pasadena

ATTAINMENT LEVEL	2006	2007	2008	2009	2010	2006-2010 NET CHANGE
Less than 9th grade	9.1%	9.8%	12.7%	9.5%	9.8%	+0.7
9th to 12 grade (no diploma)	6.3%	6.0%	6.7%	6.3%	10.1%	+3.8
High school graduate (includes equivalency)	17.2%	19.5%	14.3%	14.2%	13.5%	-3.7
Some college (no degree)	14.4%	14.6%	16.3%	16.6%	16.6%	+2.2
Associate's degree	7.8%	6.8%	5.6%	6.6%	5.9%	-1.9
Bachelor's degree	25.9%	23.1%	23.2%	26.2%	26.1%	+0.2
Graduate or professional degree	19.3%	20.0%	21.1%	20.7%	18.0%	-1.3
Percent with high school degree or higher						
City of Pasadena	84.6%	84.1%	80.6%	84.2%	80.1%	-4.5
Los Angeles County	75.0%	75.2%	75.2%	75.9%	75.8%	+0.8
Percent with bachelor's degree or higher						
City of Pasadena	45.2%	43.2%	44.3%	46.9%	44.1%	-1.1
Los Angeles County	27.7%	28.3%	28.1%	28.7%	29.2%	+1.5

N, City of Pasadena: 2006=98,111; 2007=95,076; 2008=94,676; 2009=105,278; 2010=99,068.

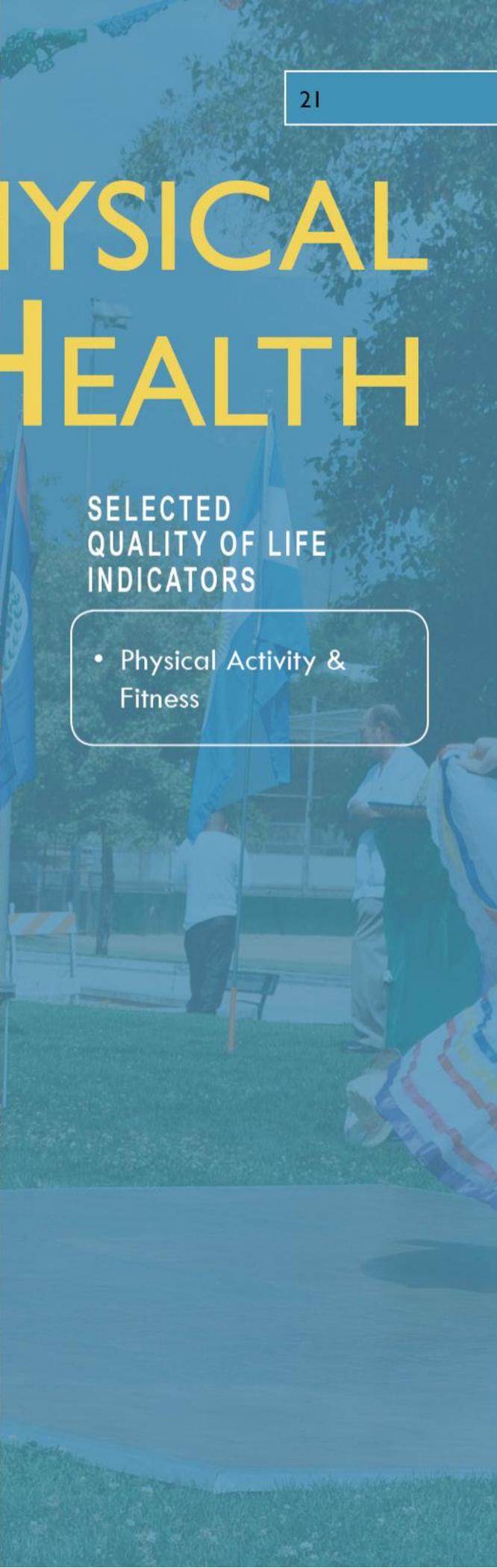
N, Los Angeles County: 2006=6,243,935; 2007=6,262,307; 2008=6,272,120; 2009=6,362,121; 2010=6,363,995.

Source: United States Census Bureau. 2006-2010 American Community Survey.

PHYSICAL HEALTH

SELECTED
QUALITY OF LIFE
INDICATORS

- Physical Activity & Fitness



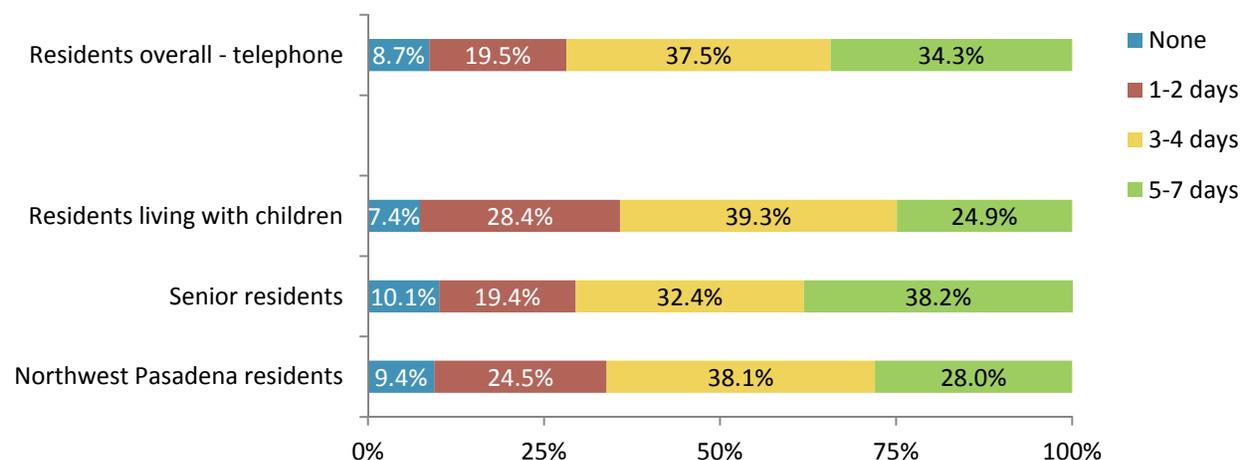
Physical Health

Physical Activity & Fitness

Regular physical activity is important in achieving and maintaining good health. The Centers for Disease Control and Prevention (CDC) recommends 30 minutes of moderate-intensity physical activity five or more times a week for adults, and 60 minutes or more each day for children. About one out of every three (34%) Pasadena residents reported in the telephone survey that they engage in physical activity for 30 minutes or more at least five times a week, the amount recommended by the CDC.

California students are tested in six physical fitness areas: aerobic capacity, body composition, abdominal strength, trunk extensor strength, upper body strength, and flexibility. According to the California Physical Fitness Report, 48% of 5th graders, 48% of 7th graders, and 55% of 9th graders in the Pasadena Unified School District met the state's standards in at least five out of six of these physical fitness areas in 2010/11.

Figure 11:  **How many days per week do you engage in physical activity (such as brisk walking, bicycling, dancing, swimming, or gardening) for a combined total of 30 minutes or more?**



N: Residents overall-telephone=493; Residents living with children=349; Senior residents=346; Northwest Pasadena residents=404.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 12: Percent of Students Meeting Physical Fitness Standards in at Least 5 Out of 6 Physical Fitness Areas

GRADE LEVEL & PLACE	2006/07	2007/08	2008/09	2009/10	2010/11	2006-2011 NET CHANGE
5th grade						
Pasadena Unified	49.3%	51.3%	57.4%	55.1%	47.6%	-1.7
Los Angeles County	51.1%	52.4%	53.2%	52.9%	44.3%	-6.8
7th grade						
Pasadena Unified	42.9%	47.7%	51.9%	70.5%	48.0%	+5.1
Los Angeles County	52.9%	54.2%	56.3%	58.3%	50.6%	-2.3
9th grade						
Pasadena Unified	30.6%	36.9%	51.1%	62.5%	55.1%	+24.5
Los Angeles County	52.2%	59.9%	61.2%	63.5%	54.6%	+2.4

Source: California Department of Education, 2006-2011 California Physical Fitness Report.

SOCIAL ENVIRONMENT

SELECTED QUALITY OF LIFE INDICATORS

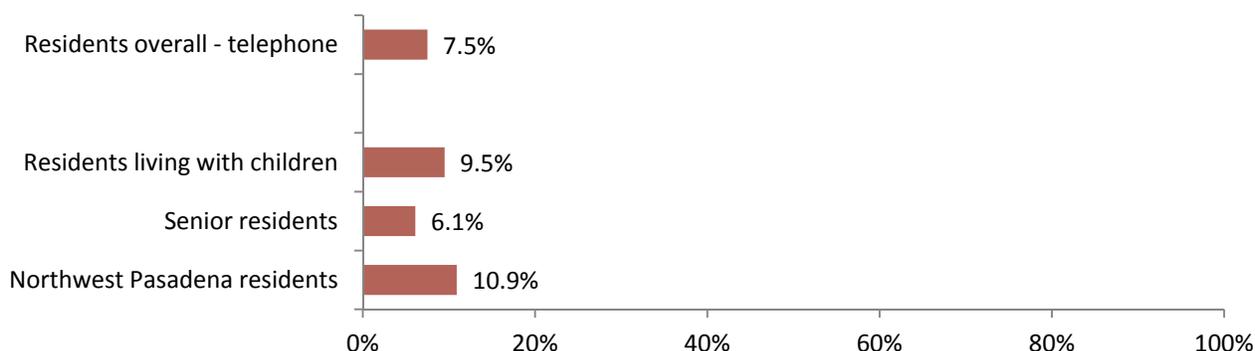
- Basic Needs
- People with Disabilities
- Racism and Discrimination
- Community Supports

Social Environment

Basic Needs

The inability to meet basic needs often underlies other social and familial issues, such as educational performance, family relationships, and health status. Of all Pasadena residents who completed the telephone survey, 8% reported having to go without basic needs in the past year. The top three basic needs that residents lacked included health care, dental care, and food. A greater percentage of Northwest Pasadena residents (11%) and residents living with children (10%) reported having to go without basic needs compared to the Pasadena population overall.

Figure 13:  In any given month during the past year, did you find yourself having to go without basic needs (such as food, clothing, child care, health care, or housing)? (Residents answering “yes”)



N: Residents overall-telephone=495; Residents living with children=347; Senior residents=347; Northwest Pasadena residents=403. Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 14:  If yes, what did you go without?

RESPONSE	RESIDENTS OVERALL - TELEPHONE	RESIDENTS LIVING WITH CHILDREN	SENIOR RESIDENTS	NORTHWEST PASADENA RESIDENTS
Health care	51.4%	42.4%	47.6%	40.9%
Dental care	48.6%	36.4%	38.1%	36.4%
Food	45.9%	51.5%	42.9%	47.7%
Limited food choices	35.1%	33.3%	23.8%	18.2%
Clothing	27.0%	30.3%	23.8%	29.5%
Rent	16.2%	15.2%	4.8%	9.1%
Child care	13.5%	27.3%	4.8%	13.6%
Housing	10.8%	15.2%	0.0%	6.8%
Other	13.5%	9.1%	23.8%	9.1%

N: Residents overall- telephone=37; Residents with children=33; Senior residents=21; Northwest Pasadena residents=44. Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

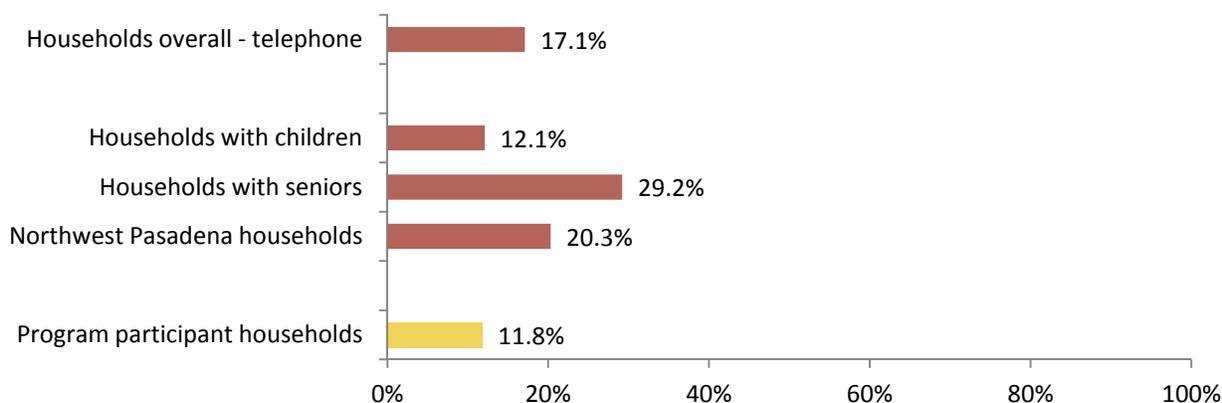
People with Disabilities

It is important for every society to provide the resources necessary to allow all individuals to participate fully in their community, regardless of their physical, mental, or developmental disabilities. Of Pasadena residents who completed the telephone survey, nearly one-fifth (17%) indicated that they, or a member of their household, had been diagnosed by a physician with a disability. The majority (77%) indicated that these disabled individuals were 50 years or older.

Nearly half (46%) of these residents indicated that the disabled person(s) in their household was participating in community life at the levels he/she desires. Of those who were not, 66% indicated that they needed more social/recreational services or supports in order to increase their participation, and 56% reported needing specialized transportation/mobility devices.

Of those households that participated in the City of Pasadena Human Services and Recreation Department programs, 12% had a disability, a smaller percentage than the Pasadena population overall in the telephone survey (17%).

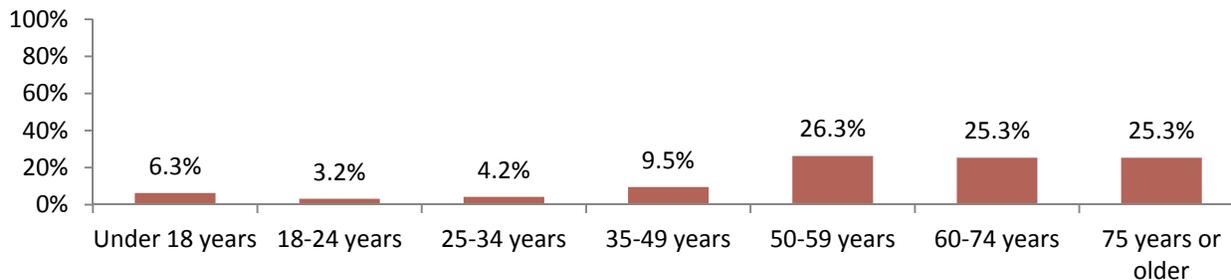
Figure 15:  **Have you, or a member of your household, been diagnosed by a physician with a disability that significantly limits one or more major life activities? (Households answering “yes”)**



N: Households overall-telephone=492; Households with children=347; Households with seniors=339; Northwest Pasadena households=399; Program participant households=297.

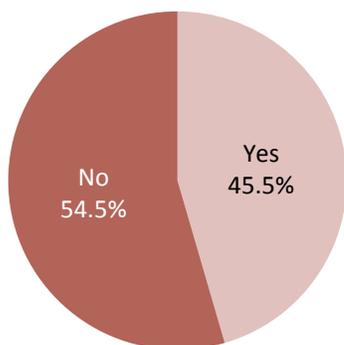
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 16:  **If yes, what is the age(s) of the person(s) diagnosed as having a disability?**



N: Residents-overall telephone=95.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 17:  **If yes, is this person participating in community life at the levels he/she desires?**



N: Residents-overall telephone=88.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 18:  **If no, what types of additional services are needed to allow you/them to increase involvement?**

RESPONSE	HOUSEHOLDS OVERALL - TELEPHONE
Social/recreational services or supports	65.6%
Specialized transportation/mobility device	56.3%
Remove barriers to access safe travel on sidewalks and in crosswalks	37.5%
Personal attendants	34.4%
Job development/employment training/coaching	34.4%
Academic counseling/tutoring	28.1%
Financial planning/management	15.6%

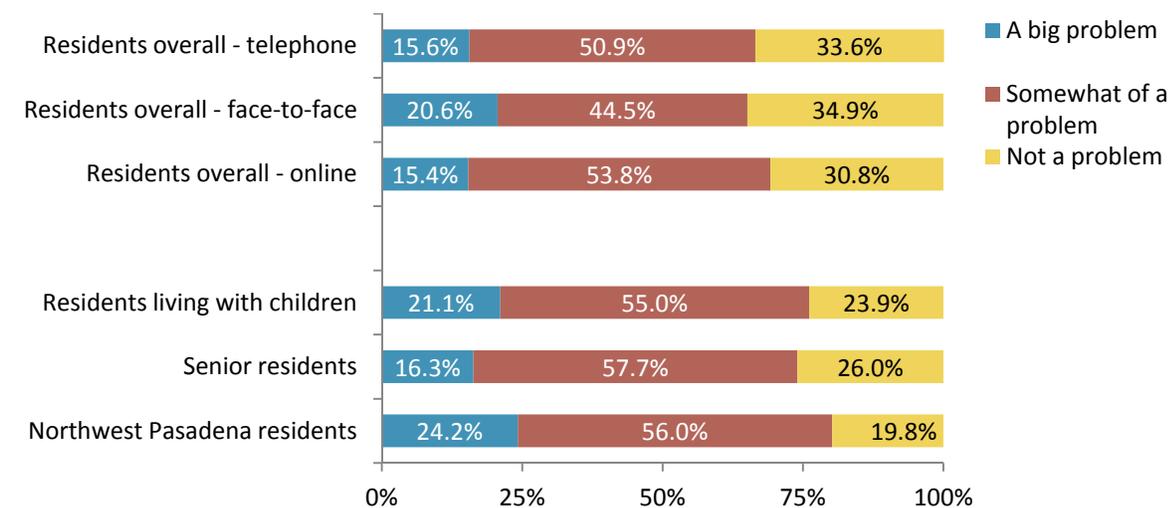
N: Residents-overall telephone=32.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Racism and Discrimination

Social indicators like racism and discrimination are important to measure because they adversely affect mental and physical health.⁵ About half (51%) of Pasadena residents who completed the telephone survey felt that racism was “somewhat of a problem” in the City of Pasadena, followed by 34% who said it was “not a problem” and 16% who said it was “a big problem.”

When asked about discrimination in the telephone survey, 15% of Pasadena households indicated having been discriminated against or treated unfairly in the City of Pasadena in the past year. A higher percentage of face-to-face survey respondents (30%) reported experiencing discrimination in the past year. In general, the most common forms of discrimination were based on race/ethnicity, socioeconomic status, language, appearance, and age.

Figure 19:  **How much of a problem is racism in the City of Pasadena?**

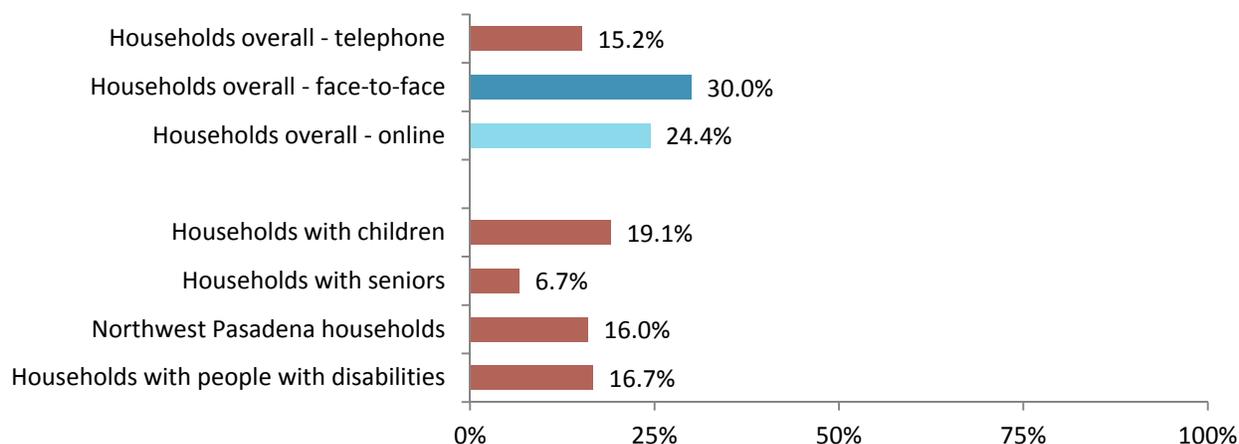


N: Residents overall-telephone=456; Residents overall-face-to-face=611; Residents overall-online=611; Residents living with children=327; Senior residents=312; Northwest Pasadena residents=384.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

⁵ Berkman L., Kawachi I., and Krieger, N. 2000. Discrimination and Health. Social Epidemiology.

Figure 20:  **Have you/any member of your household felt discriminated against or treated unfairly in the City of Pasadena in the last 12 months?**



N: Households overall-telephone=494; Households overall-face-to-face=681; Households overall-online=631; Households with children=346; Households with seniors=343; Northwest Pasadena households=401; Households with people with disabilities=84.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 21:  **If yes, for what reason?**

RESPONSE	RESIDENTS OVERALL - TELEPHONE	RESIDENTS OVERALL - FACE-TO-FACE	RESIDENTS OVERALL - ONLINE	RESIDENTS LIVING WITH CHILDREN	SENIOR RESIDENTS	NORTHWEST PASADENA RESIDENTS
Ethnicity/race	64.2%	54.4%	76.6%	67.7%	31.6%	59.3%
Socioeconomic status	16.4%	20.6%	27.9%	16.1%	0.0%	10.2%
Age	9.0%	25.0%	26.0%	1.6%	21.1%	6.8%
Appearance	9.0%	18.1%	26.6%	11.3%	0.0%	3.4%
A disability	6.0%	7.8%	9.7%	6.5%	0.0%	5.1%
Language	4.5%	24.5%	21.4%	14.5%	10.5%	11.9%
Gender	4.5%	19.1%	13.6%	3.2%	5.3%	5.1%
Religion	1.5%	5.9%	6.5%	4.8%	5.3%	3.4%
Sexual orientation	0.0%	4.9%	7.1%	0.0%	0.0%	0.0%
Other	19.4%	4.9%	5.8%	6.5%	36.8%	13.6%

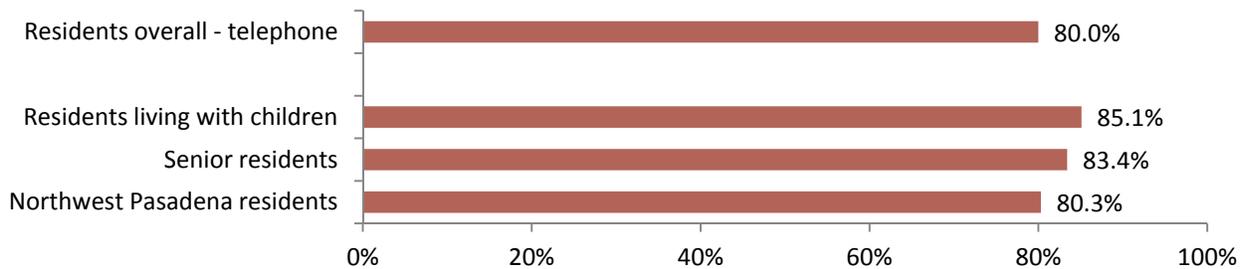
N: Residents overall-telephone=67; Residents overall-face-to-face=204; Residents overall-online=154; Residents living with children=62; Senior residents=19; Northwest Pasadena residents=59.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Community Supports

Community ties with friends and relatives are a principal means by which people and households get support services. The majority (80%) of Pasadena residents who completed the telephone survey felt that they had three people in their neighborhood they could turn to when they needed support. Slightly more residents living with children (85%) and seniors (83%) felt they had three people they could turn to.



Figure 22: Do you have three people in your neighborhood you can turn to when you need support? (Residents answering “yes”)



N: Residents overall-telephone=490; Residents living with children=348; Senior residents=344; Northwest Pasadena residents=400.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 23: Do you have three people in your neighborhood you can turn to when you need support? (Residents answering “yes”)

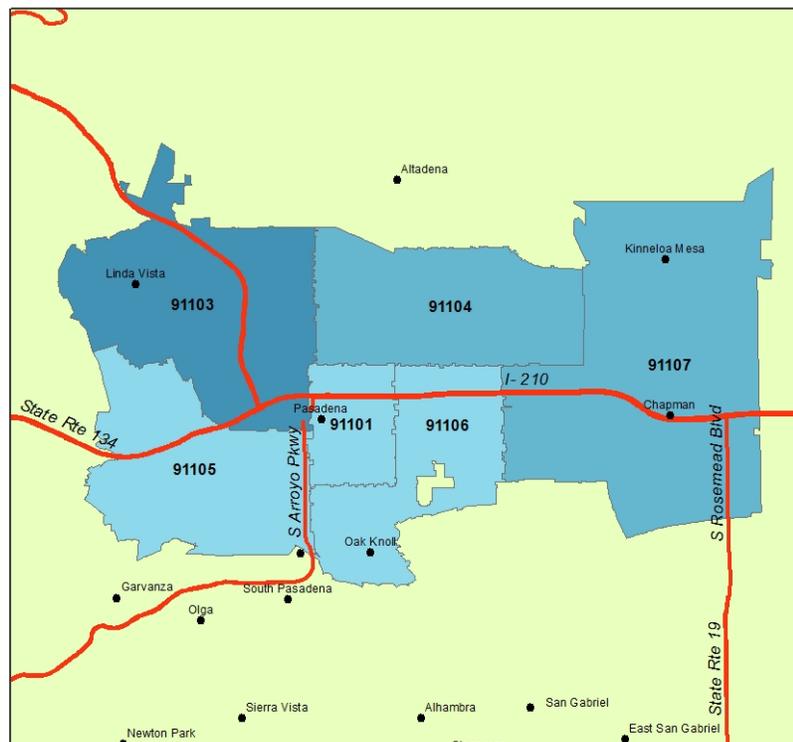


2012 City of Pasadena Human Services, Recreation & Housing Needs Assessment

Do you have three people in your neighborhood you can turn to when you need support? (Residents answering “yes”)

Legend

- 71% - 75%
- 76% - 85%
- Over 85%



N: Residents overall-telephone=487.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

ECONOMY & HOUSING

SELECTED QUALITY OF LIFE INDICATORS

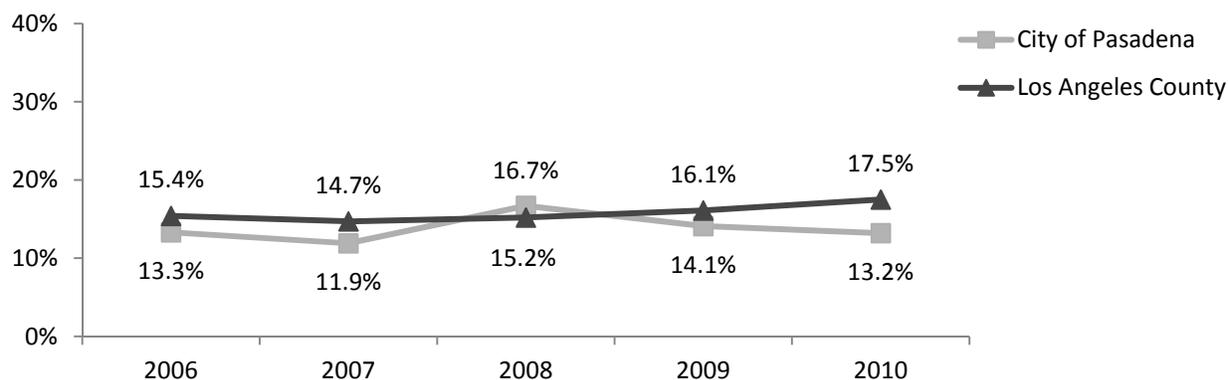
- Poverty
- Employment
- Housing Affordability
- Homeownership
- Overcrowding
- Homelessness
- Access to Housing Services

Economy & Housing

Poverty

The measure of poverty is an important barometer of those with the deepest economic needs. The United States Census Bureau issues poverty thresholds that vary by family size to estimate the number of persons in the population living below poverty. The poverty threshold is important as it determines levels of eligibility for many local and federal income-assistance programs and provides policy makers and community leaders with an estimate of the depth of economic need in a community. The percentage of Pasadena residents whose income in the past year was below the poverty level was 13% in 2010, a smaller percentage than Los Angeles County as a whole (18%).

Figure 24: Percent of People Whose Income in the Past 12 Months is Below the Poverty Level



N, City of Pasadena: 2006=140,770; 2007=134,404; 2008=128,750; 2009=140,535; 2010=135,949.

N, Los Angeles County: 2006=9,784,093; 2007=9,729,065; 2008=9,704,866; 2009=9,686,502; 2010=9,678,817.

Source: United States Census Bureau. 2006-2010 American Community Survey.

Employment

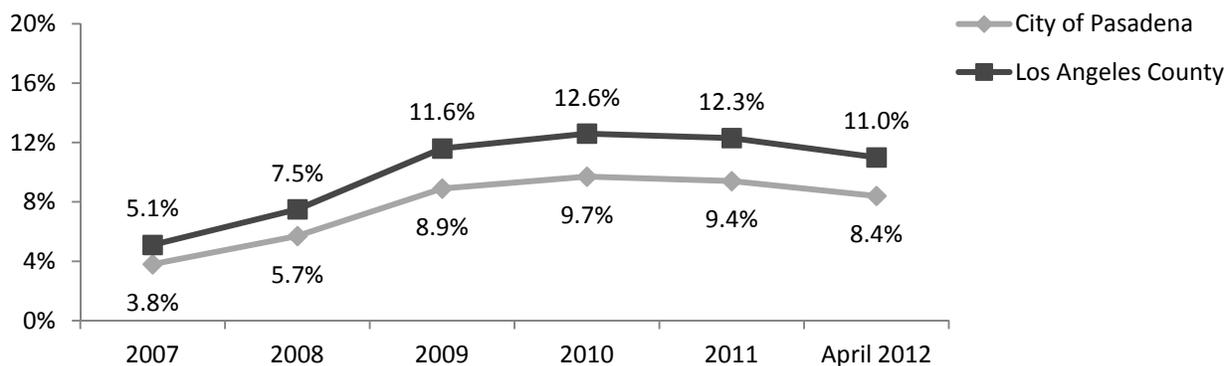
Participation in the labor force is a strong indicator of economic health. The unemployment rate in the City of Pasadena has been on the decline since 2010, decreasing from 9.7% in 2010 to 8.4% in April 2012, and has consistently been lower than Los Angeles County's rate overall.

Nearly half (46%) of Pasadena residents indicated in the telephone survey that they were employed full-time, while 8.5% reported being unemployed, similar to the unemployment rate in the city at 8.4%. Among unemployed respondents, the most commonly cited barrier to employment was the "lack of available jobs."

Twenty-two percent of Pasadena residents indicated that in the past year, they had wanted to get job training or re-educated for a new career. The most desirable types of further training/education were: vocational programs (32%), college (30%), adult school (10%), and computer classes (10%).



Figure 25: Unemployment Rate



N, City of Pasadena: 2007=76,800; 2008=77,300; 2009=76,000; 2010=4,910,500; 2011=76,100; April 2012=75,300.
 N, Los Angeles County: 2007=4,872,500; 2008=7,934,800; 2009=4,904,300; 2010=4,910,500; 2011=4,924,400; April 2012=4,855,700.
 Source: California Employment Development Department. 2007-2012 Labor Force Data for Cities and Census Designated Places.
 Note: Data were not seasonally adjusted. Data prior to the most recent year represent annual averages.

Figure 26: What is your employment status?

RESPONSE	RESIDENTS OVERALL - TELEPHONE	RESIDENTS LIVING WITH CHILDREN	SENIOR RESIDENTS	NORTHWEST PASADENA RESIDENTS	PROGRAM PARTICIPANTS
Employed full-time	46.2%	45.4%	13.5%	40.8%	45.8%
Retired	17.6%	5.2%	66.3%	21.3%	4.1%
Self-employed	10.3%	10.9%	7.8%	6.8%	6.4%
Employed part-time	6.3%	12.6%	5.5%	8.8%	15.3%
Unemployed	8.5%	7.5%	3.5%	8.8%	11.2%
Homemaker, parent, or caregiver	5.9%	14.9%	1.4%	8.0%	14.6%
Student	3.2%	3.2%	0.0%	2.5%	2.7%
Other	1.8%	0.3%	2.0%	3.3%	0.0%

N: Residents overall-telephone=493; Residents living with children=348; Senior residents=347; Northwest Pasadena residents=400; Program participants=295.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.
 Note: The unemployment data from the resident telephone survey is supported by the data from the California Employment Development Department. The unemployment rate for Pasadena telephone survey respondents overall is virtually the same as that reported for the City of Pasadena by the California Employment Development Department (8.5% compared to 8.4%, respectively).



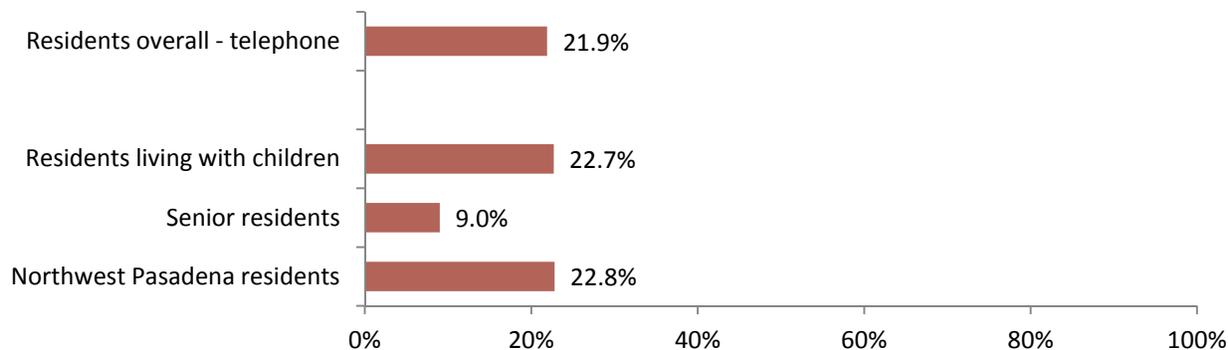
Figure 27: If unemployed, what prevents you from finding employment?

RESPONSE	RESIDENTS OVERALL - TELEPHONE	RESIDENTS LIVING WITH CHILDREN	SENIOR RESIDENTS	NORTHWEST PASADENA RESIDENTS	PROGRAM PARTICIPANTS
Lack of available jobs	52.5%	48.0%	66.7%	44.1%	60.0%
Health problems/disability	22.5%	4.0%	33.3%	26.5%	23.3%
Not looking	10.0%	20.0%	0.0%	2.9%	6.7%
Transportation issues	7.5%	16.0%	0.0%	11.8%	3.3%
Lack of specific job skills	5.0%	16.0%	8.3%	17.6%	20.0%
Lack of required education	5.0%	8.0%	8.3%	11.8%	16.7%
Other	17.5%	20.0%	8.3%	14.7%	16.7%

N: Residents overall-telephone=40; Residents living with children=25; Senior residents=12; Northwest Pasadena residents=34; Program participants=30. Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 28: In the past year, have you wanted to get job training or re-educated for a new career? (Residents answering “yes”)



N: Residents overall-telephone=493; Residents living with children=348; Senior residents=344; Northwest Pasadena residents=403. Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 29:  If yes, what type of training or education?

RESPONSE	RESIDENTS OVERALL - TELEPHONE	RESIDENTS LIVING WITH CHILDREN	SENIOR RESIDENTS	NORTHWEST PASADENA RESIDENTS
Vocational programs	31.8%	32.9%	33.3%	38.0%
College	29.5%	32.9%	19.0%	29.1%
Adult school	10.2%	11.4%	9.5%	11.4%
Computer classes	10.2%	8.6%	28.6%	7.6%
Professional development or master's degree	8.0%	5.7%	0.0%	2.5%
Business-related	5.7%	2.9%	9.5%	5.1%
ESL classes	4.5%	5.7%	14.3%	3.8%
GED	3.4%	7.1%	4.8%	5.1%
Other	14.8%	8.6%	4.8%	12.7%

N: Residents overall-telephone=88; Residents living with children=70; Senior residents=21; Northwest Pasadena residents=79.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Housing Affordability

Safe and affordable housing is a basic necessity, regardless of one's income level, age, or life situation. A lack of affordable housing can lead to poor performance in school, escalation in domestic violence, substance abuse, poor health, and homelessness.⁶ Families who spend more than 30 percent of their incomes on housing are considered to be cost-burdened and may have difficulty affording basic necessities. Telephone survey data showed that over half of Pasadena households (55%) reported spending more than 30% of their income on housing costs. An even greater percentage (61%) of Northwest Pasadena households reported spending more than 30% of their income on housing costs. Nearly 40% of program participants reported spending half or more of their income on housing costs.

⁶ City of Pasadena Public Health Department. 2011. Pasadena/Altadena Quality of Life Index.

Figure 30:  **How much of your total household take-home pay (income after taxes) goes to rent or housing costs? Housing costs are considered any type of payment having to do with housing, such as rent or mortgage payments, and utilities.**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSE HOLDS	PROGRAM PARTICIPANT HOUSE HOLDS
30% or less	45.3%	29.5%	29.6%	41.7%	62.1%	38.7%	21.3%
31%-50%	40.6%	38.1%	41.9%	40.1%	29.0%	41.2%	39.2%
51%-75%	10.6%	21.0%	18.7%	10.2%	6.5%	12.0%	22.0%
More than 75%	3.5%	11.4%	9.8%	8.0%	2.4%	8.1%	17.5%

N: Households overall-telephone=424; Households overall-face-to-face=577; Households overall-online=604; Households with children=314; Households with seniors =293; Northwest Pasadena households=357; Program participant households=268.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 31: Average Housing Prices

PLACE	AUGUST 2001	AUGUST 2007	AUGUST 2008	JUNE 2009	JUNE 2010	2001-2010 % CHANGE
City of Pasadena	\$324,500	\$650,000	\$585,000	\$533,500	\$536,500	65.3%
Altadena	\$260,500	\$640,000	\$490,000	\$492,500	\$534,500	105.2%
Los Angeles County	\$251,508	\$540,000	\$440,000	\$325,000	\$335,000	33.2%

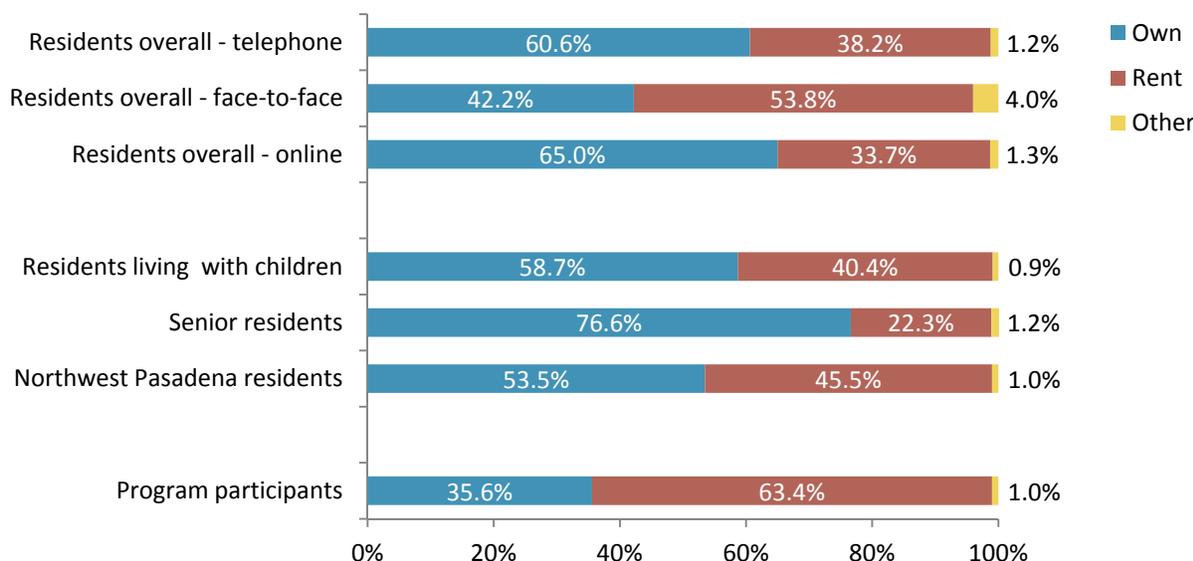
Source: City of Pasadena Public Health Department. 2011. Pasadena/Altadena Quality of Life Index.

Homeownership

Homeownership is perceived to provide significant financial and social benefits to both individuals and communities. Nearly two-thirds (61%) of Pasadena residents reported that they owned their home, while 38% reported renting their home. Smaller percentages of Northwest Pasadena residents, residents living with children, and program participants owned their home (54%, 59%, and 36%, respectively), compared to Pasadena residents overall.

According to the United States Census Bureau, over half (55%) of housing units in the City of Pasadena were occupied by renters in 2010, while the remaining 45% were occupied by the owner.

Figure 32:  **Do you rent or own your home?**



N: Residents overall-telephone=495; Residents overall-face-to-face=593; Residents overall-online=623; Residents living with children=349; Senior residents=346; Northwest Pasadena residents=404; Program participants=298.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 33: Housing Occupancy, City of Pasadena

HOUSING UNITS	2006	2007	2008	2009	2010	2006-2010 NET CHANGE
Owner-occupied	46.2%	48.9%	42.8%	47.3%	45.0%	-1.2
Renter-occupied	53.8%	51.1%	57.2%	52.7%	55.0%	+1.2
Average household size of owner-occupied unit	2.80	2.69	2.65	2.64	2.61	-0.19
Average household size of renter-occupied unit	2.39	2.42	2.45	2.14	2.51	+0.12

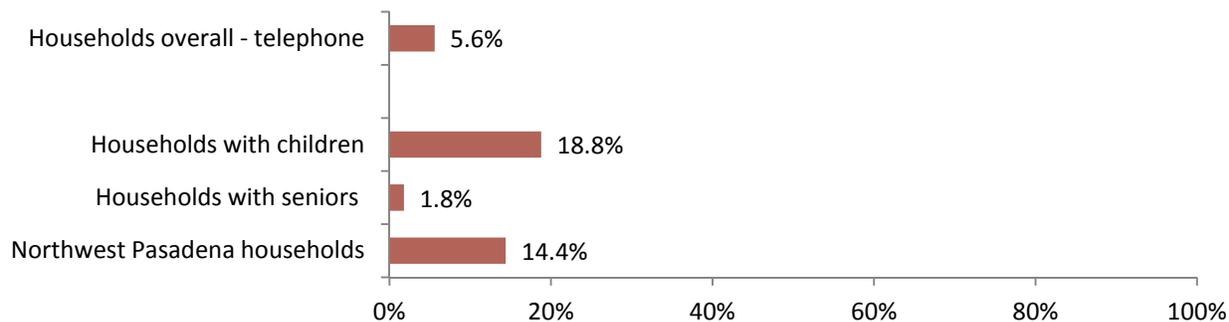
N: 2006=54,247; 2007=51,133; 2008=50,625; 2009=57,332; 2010=50,821.
 Source: United States Census Bureau. 2006-2010 American Community Survey.

Overcrowding

The United States Department of Housing and Urban Development (HUD) defines overcrowding as more than two people per bedroom.⁷ Some families live in overcrowded conditions to cope with high housing costs. These conditions can negatively impact families' quality of life and increase their vulnerability to health problems. According to the telephone survey, 6% of Pasadena households lived in overcrowded housing. HUD estimated that 3% of the population nationwide was living in overcrowded housing in 2005.

⁷ United States Department of Housing and Urban Development, Office of Policy Development and Research. 2007. Measuring Overcrowding in Housing.

Figure 34:  **Percent Living in Overcrowded Housing**



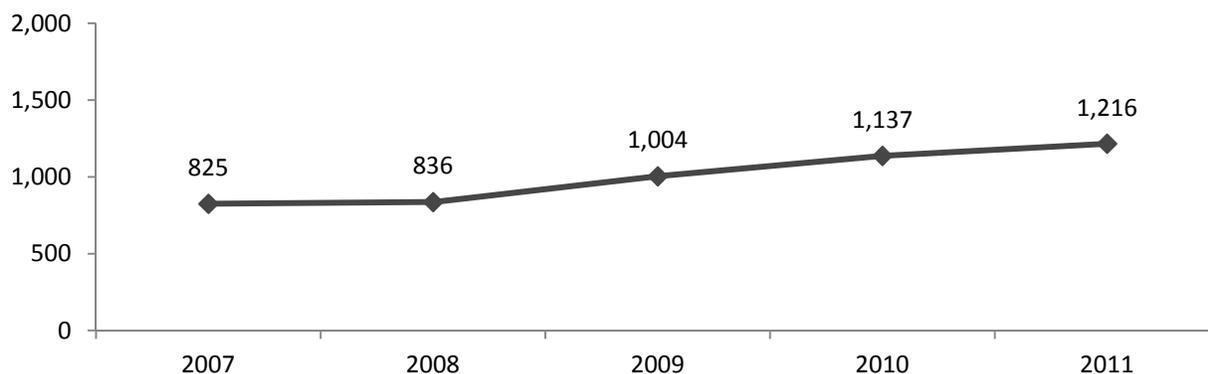
N: Households overall-telephone=485; Households with children=345; Households with seniors=342; Northwest Pasadena households=395.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.
 Note: Data were derived from the number of household members and bedrooms survey respondents reported.

Homelessness

Two of the top causes of homelessness are scarcity of affordable housing and job loss. Developing an accurate count of homeless persons is difficult because many homeless individuals remain out of sight, especially women with children. In 2011, there were 1,216 homeless people identified in the City of Pasadena point-in-time count. From 2007 to 2011, the City of Pasadena saw a 391-person increase in its homeless population.

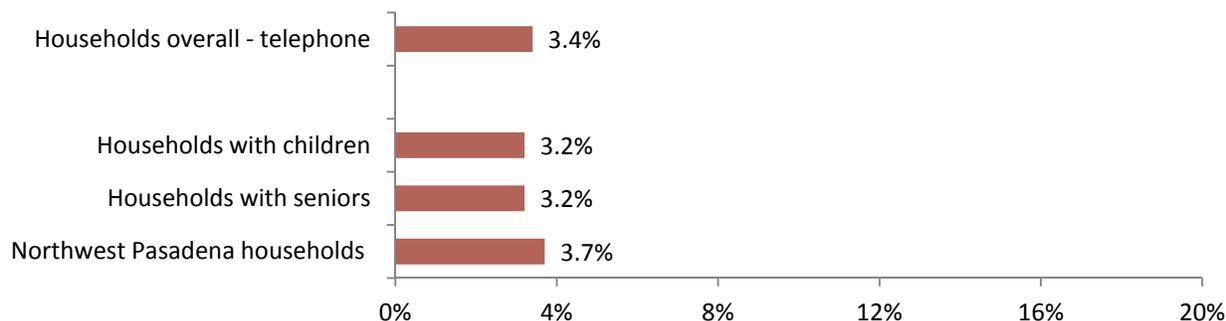
In addition, telephone survey data showed that 3% of Pasadena households reported housing at least one person in their home on a temporary basis, who might otherwise be considered homeless. The National Coalition for the Homeless estimates that 1%-2% of the population nationwide is living in this precarious housing situation.

Figure 35: Total Point-in-Time Homeless Count, City of Pasadena



Source: Pasadena Community Development Commission, City of Pasadena Housing Department & Pasadena Housing and Homeless Network. 2011 Homeless Count: Final Report.

Figure 36:  **Is anyone currently staying at your home on a temporary basis that otherwise might be considered homeless? (Households answering “yes”)**



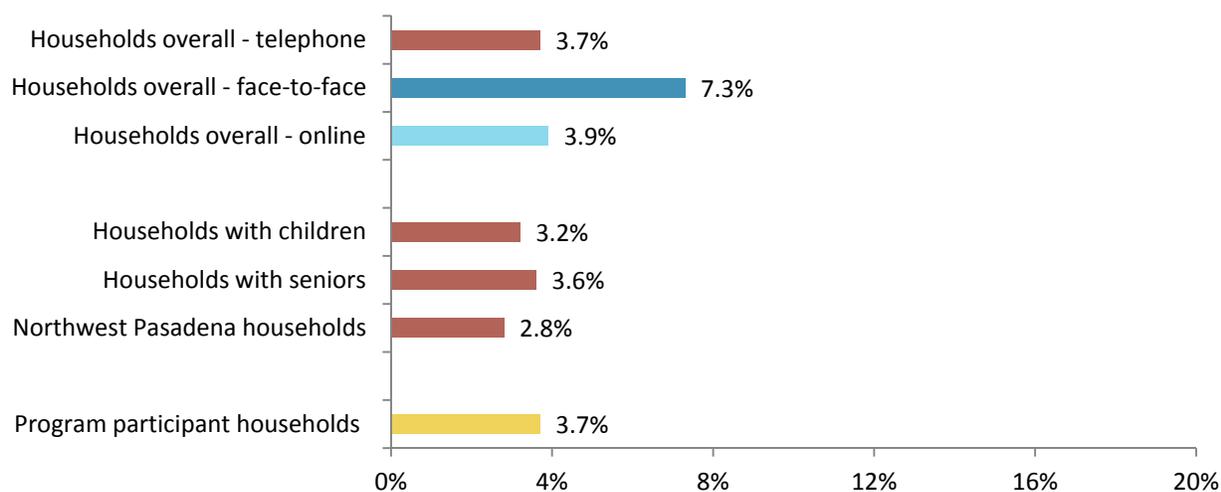
N: Households overall-telephone=494; Households with children=349; Households with seniors=347; Northwest Pasadena households=403.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Access to Housing Services

Data from the telephone survey showed that 4% of Pasadena households reported receiving housing services from non-city sources.

According to data from the City of Pasadena Housing Department, approximately 5%-6% of Pasadena households accessed the city's housing services in the past year. This includes residents who accessed the following housing services: Section 8 rental assistance, affordable housing rental units, affordable first time homebuyers, inclusionary housing units, homeless prevention, rapid re-housing, and special needs housing rental assistance.

Figure 37:  **Do you/members of your household receive any housing-related services from other non-city sources? (households answering “yes”)**



N: Households overall-telephone=487; Households overall-face-to-face=599; Households overall-online=616; Households with children=345; Households with seniors=338; Northwest Pasadena households =393; Program participant households=294.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

CONCERN ABOUT VIOLENCE

SELECTED QUALITY OF LIFE INDICATORS

- Bullying
- Spouse/Partner Violence
- Child Abuse or Neglect
- Elder Abuse or Neglect

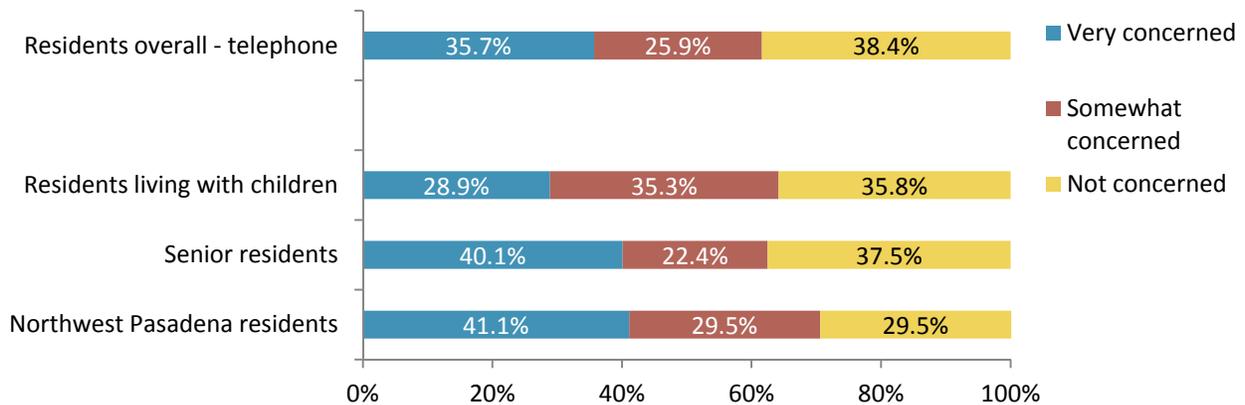
Concern About Violence

Bullying

Bullying is linked to many negative outcomes including impacts on mental health, substance use, and suicide.⁸ Bullying includes actions such as making threats, spreading rumors, attacking someone physically or verbally, and excluding someone from a group on purpose. Thirty-eight percent of Pasadena residents were “not concerned” with bullying in their neighborhood, followed by 36% who were “very concerned” and 26% who were “somewhat concerned.”



Figure 38: How concerned are you about bullying in your neighborhood?



N: Residents overall-telephone=471; Residents living with children=346; Senior residents=317; Northwest Pasadena residents=387.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

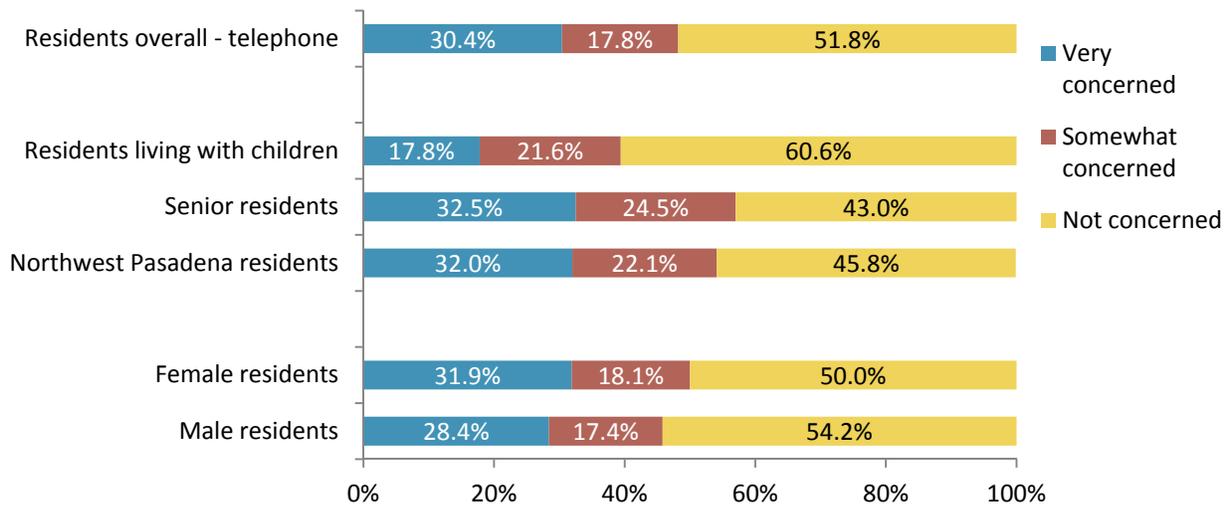
⁸ United States Department of Health & Human Services. 2012. Stopbullying.gov.

Spouse/Partner Violence

Women are far more likely than men to be victims of intimate partner violence and research shows that domestic violence carries long-term economic and health consequences, including such things as chronic pain, depression, and post-traumatic stress disorder.^{9,10} Half (52%) of Pasadena residents were “not concerned” about spouse/partner violence in their neighborhood, followed by 30% who were “very concerned” and 18% who were “somewhat concerned.”



Figure 39: How concerned are you about spouse/partner violence in your neighborhood?



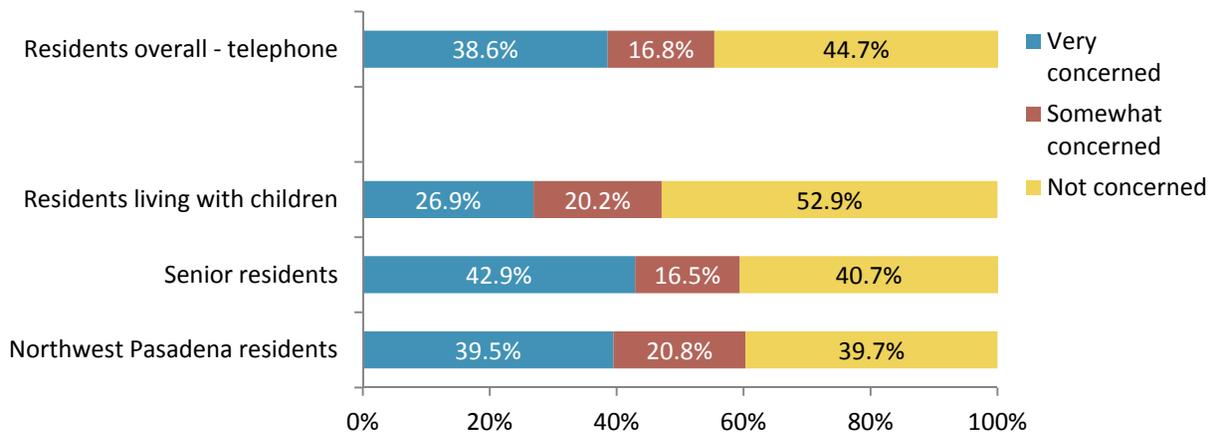
N: Residents overall-telephone=473; Residents living with children=343; Senior residents=314; Northwest Pasadena residents=384; Female residents=282; Male residents=190.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

⁹ Lloyd, S. 1997. The Effects of Domestic Violence on Women's Employment. Law & Policy.
¹⁰ Campbell, J. C. 2002. Health Consequences of Intimate Partner Violence. The Lancet.

Child Abuse or Neglect

Research has consistently shown poorer outcomes for survivors of abuse and neglect in terms of academic achievement, criminality, and lifelong mental health challenges.¹¹ Childhood trauma is also associated with a host of risky behaviors, such as early and unprotected sexual behaviors, smoking, and alcohol and drug abuse.¹² Nearly 45% of Pasadena residents were “not concerned” about child abuse/neglect in their neighborhood, followed by 39% who were “very concerned” and 17% who were “somewhat concerned.”

Figure 40:  How concerned are you about child abuse or neglect in your neighborhood?



N: Residents overall-telephone=477; Residents living with children=342; Senior residents=322; Northwest Pasadena residents=385.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

¹¹ Child Welfare Information Gateway. 2011. Social and Economic Consequences of Child Abuse and Neglect.

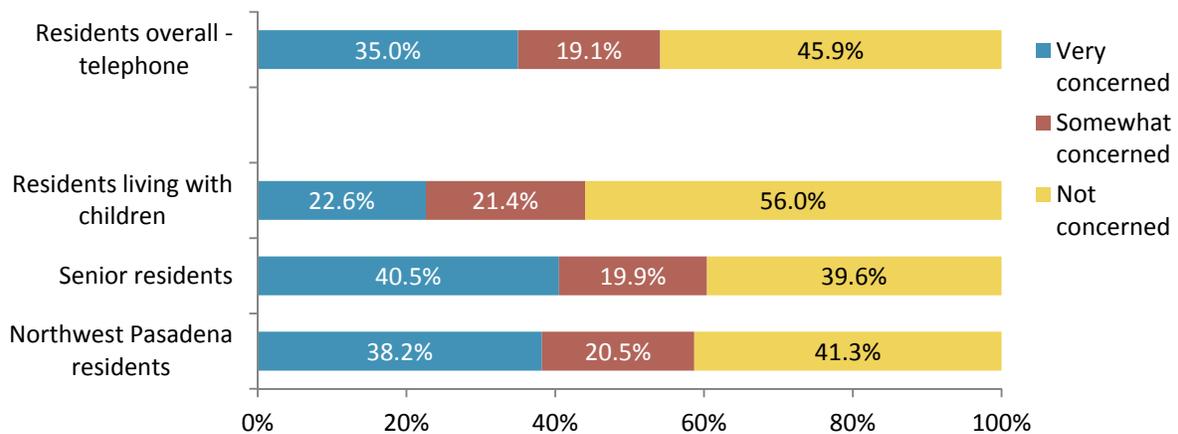
¹² Anda, R. 2007. The Health and Social Impact of Growing Up with Adverse Childhood Experiences: Human and Economic Costs of the Status Quo.

Elder Abuse or Neglect

Every year in the United States, tens of thousands of elderly individuals are abused and the harm is often directly inflicted by those who care for them. Different types of abuse include: physical abuse, emotional abuse, sexual abuse, neglect or abandonment by caregivers, financial exploitation, and healthcare fraud and abuse.¹³ Forty-six percent of Pasadena residents were “not concerned” about elder abuse/neglect in their neighborhood, followed by 35% who were “very concerned” and 19% who were “somewhat concerned.”



Figure 41: How concerned are you about elder abuse or neglect in your neighborhood?



N: Residents overall-telephone=471; Residents living with children=336; Senior residents=321; Northwest Pasadena residents=385.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

¹³ Jaffe-Gill, E., De Benedictis, T., and Segal, J. 2008. Elder Abuse: Types, Signs, Symptoms, Risk Factors, and Prevention. HelpGuide.org.

HUMAN SERVICES & RECREATION DEPARTMENT SERVICES, PROGRAMS, AND FACILITIES

Parks Make Life Better! SM

 PASADENA

SELECTED QUALITY OF LIFE INDICATORS

- Human Services
- Recreation Programs & Facilities
- Barriers to Access
- Methods of Accessing Information
- Customer Satisfaction Ratings



Human Services & Recreation Department Services, Programs, and Facilities

Human Services

Utilization of Human Services

According to the telephone survey, the three types of city human services most used by Pasadena households were: neighborhood safety (15%), employment services (12%), and utility and emergency financial assistance (10%).

The types of city human services most utilized by program participant households were: meal/nutrition programs (28%), adult education (15%), youth tutoring (15%), and employment services (15%).



Figure 42: In the past year, what type(s) of city human services have you/members of your household used? (Top five responses)

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. Neighborhood safety (15.3%)	1. Meal/nutrition programs (23.2%)	1. Neighborhood safety (13.4%)	1. Neighborhood safety (18.1%)	1. Neighborhood safety (21.0%)	1. Neighborhood safety (17.8%)	1. Meal/nutrition programs (27.7%)
2. Employment services (11.7%)	2. Employment services (20.9%)	2. Resource and referral (9.6%)	2. Meal/nutrition programs (13.8%)	2. Services concerning disabled persons (8.2%)	2. Utility and emergency financial assistance (13.4%)	2. Adult education (15.3%)
3. Utility and emergency financial assistance (9.5%)	3. Housing services (14.7%)	3. Meal/nutrition programs (8.9%)	3. Employment services (11.2%)	3. Adult education (7.9%)	3. Housing services (13.1%)	3. Youth tutoring (15.0%)
4. Housing services (9.1%)	4. Utility and emergency financial assistance (14.0%)	4. Employment services (8.3%)	4. Utility and emergency financial assistance (9.5%)	4. Utility and emergency financial assistance (7.0%)	4. Employment services (11.9%)	4. Employment services (15.0%)
5. Adult Education (7.3%)	5. Food bank (13.4%)	5. Utility and emergency financial assistance (6.9%)	5. Housing services (9.2%)	5. Resource and referral (7.0%)	5. Meal/nutrition programs (11.1%)	5. Utility and emergency financial assistance (13.7%)

N: Households overall-telephone=496; Households overall-face-to-face=678; Households overall-online=698; Households with children=349; Households with seniors=428; Northwest Pasadena households=404; Program participant households=300.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 43:  If yes, on average, how often do you/members of your household use the city's human services?

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Less than once a month	74.3%	34.9%	61.5%	63.7%	76.7%	62.6%	46.2%
Once a month	15.0%	15.1%	15.4%	21.0%	10.9%	21.7%	32.4%
2-3 times a month	5.9%	13.6%	12.1%	6.4%	4.7%	7.4%	8.1%
Once a week	2.7%	7.1%	2.0%	3.2%	1.6%	2.5%	4.0%
Several times a week	1.1%	22.2%	5.3%	4.5%	3.9%	3.4%	6.9%
Everyday	1.1%	7.1%	3.6%	1.3%	2.3%	2.5%	2.3%

N: Households overall-telephone=187; Households overall-face-to-face=352; Households overall-online=247; Households with children=157; Households with seniors=129; Northwest Pasadena households=203; Program participant households=173.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Recreation Programs & Facilities

Participation in Recreation Programs

Telephone survey data showed that the three types of city recreation programs most utilized by Pasadena households were: special events/festivals (49%), volunteering (25%), and sports (22%). Nearly two-thirds (59%) of those who participated in city recreation programs reported participating less than once a month.

Figure 44:  **In the past year, what type(s) of city recreation programs have you/members of your household participated in? (Top five responses)**

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. Special events/festivals (49.2%)	1. Special events/festivals (35.1%)	1. Special events/festivals (48.3%)	1. Special events/festivals (56.4%)	1. Special events/festivals (41.4%)	1. Special events/festivals (47.5%)	1. Sports (51.3%)
2. Volunteering (25.4%)	2. Sports (34.9%)	2. Sports (29.3%)	2. Sports (37.2%)	2. Volunteering (23.8%)	2. Volunteering (32.4%)	2. Special events/festivals (50.0%)
3. Sports (21.6%)	3. Before/after school (34.7%)	3. Family recreation (27.1%)	3. Family recreation (34.1%)	3. Art, dance, and performing arts (18.9%)	3. Family recreation (25.7%)	3. Before/after school (49.7%)
4. Family recreation (21.2%)	4. Summer camp (25.6%)	4. Art, dance, and performing arts (23.0%)	4. Volunteering (33.0%)	4. Fitness/wellness (16.6%)	4. Sports (24.5%)	4. Swim lessons (42.3%)
5. Fitness/Wellness (19.2%)	5. Fitness/wellness (24.8%)	5. Fitness/wellness (21.3%)	5. Before/after school (28.4%)	5. Family recreation (15.7%)	5. Fitness/wellness (20.5%)	5. Family recreation (35.0%)

N: Households overall-telephone=496; Households overall-face-to-face=681; Households overall-online=700; Households with children=349; Households with seniors=428; Northwest Pasadena households=404; Program participant households=300.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 45:  **If yes, on average, how often do you/members of your household participate in the city's recreation programs?**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Less than once a month	59.1%	24.3%	49.1%	45.9%	66.5%	53.1%	25.2%
Once a month	11.1%	11.0%	10.6%	13.7%	11.5%	12.6%	17.8%
2-3 times a month	9.6%	13.3%	11.0%	12.7%	6.7%	12.6%	12.2%
Once a week	6.1%	11.0%	10.2%	10.6%	6.7%	7.5%	8.5%
Several times a week	9.9%	24.3%	12.7%	13.0%	7.7%	10.5%	27.0%
Everyday	4.1%	16.0%	6.4%	4.1%	1.0%	3.7%	9.3%

N: Households overall-telephone=342; Households overall-face-to-face=518; Households overall-online=528; Households with children=292; Households with seniors=209; Northwest Pasadena households=294; Program participant households=270.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Utilization of Recreation Facilities

The three types of city recreation facilities most utilized by Pasadena households were: parks (76%), hiking trails (52%), and sports fields/courts (39%). Forty-two percent of those who used city recreation facilities reported using them less than once a month, while 14% reported using them once a month.



Figure 46: In the past year, what type(s) of city recreation facilities have you/members of your household used? (Top five responses)

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. Parks (76.4%)	1. Parks (67.8%)	1. Parks (77.6%)	1. Parks (91.1%)	1. Parks (58.6%)	1. Parks (73.8%)	1. Parks (89.7%)
2. Hiking trails (51.6%)	2. Playgrounds (46.7%)	2. Hiking trails (54.9%)	2. Playgrounds (78.8%)	2. Hiking trails (31.8%)	2. Hiking trails (53.7%)	2. Playgrounds (75.3%)
3. Sports fields/courts (38.9%)	3. Sports fields/courts (45.5%)	3. Playgrounds (47.3%)	3. Hiking trails (69.1%)	3. Senior center (27.8%)	3. Playgrounds (41.6%)	3. Hiking trails (64.0%)
4. Playgrounds (30.6%)	4. Swimming pool/ water parks (33.3%)	4. Sports fields/ courts (46.4%)	4. Sports fields/ courts (66.2%)	4. Playgrounds (19.2%)	4. Sports fields/ courts (38.4%)	4. Sports fields/ courts (60.7%)
5. Swimming pool/water parks (22.0%)	5. Hiking trails (32.5%)	5. Swimming pool/water parks (29.1%)	5. Swimming pool/water parks (63.0%)	5. Sports fields/courts (16.8%)	5. Swimming pool/ water parks (29.2%)	5. Swimming pool/water parks (57.0%)

N: Households overall-telephone=496; Households overall-face-to-face=667; Households overall-online=700; Households with children=300; Households with seniors=428; Northwest Pasadena households=403; Program participant households=300.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 47: If yes, on average, how often do you/members of your household use the city's recreation facilities?

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Less than once a month	41.5%	19.5%	25.9%	25.0%	49.8%	36.4%	17.5%
Once a month	13.8%	10.7%	12.6%	14.6%	13.8%	13.0%	12.2%
2-3 times a month	18.4%	20.6%	20.9%	19.5%	15.2%	19.9%	21.7%
Once a week	10.0%	12.1%	17.2%	15.2%	10.8%	11.0%	14.0%
Several times a week	13.4%	26.1%	20.5%	22.6%	8.6%	15.6%	28.3%
Everyday	2.9%	10.9%	2.9%	3.0%	1.9%	4.0%	6.3%

N: Households overall-telephone=419; Households overall-face-to-face=568; Households overall-online=594; Households with children=328; Households with seniors=269; Northwest Pasadena households=346; Program participant households=286.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 48:  **During the past year, what organizations have you/members of your households used for indoor and outdoor recreation activities? (Top five responses)**

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. Churches (41.9%)	1. School district facilities (39.9%)	1. Churches (33.6%)	1. Churches (50.4%)	1. Churches (40.7%)	1. Churches (50.7%)	1. School district facilities (67.0%)
2. Private clubs- tennis, health, fitness, golf (37.3%)	2. Churches (38.2%)	2. School district facilities (33.0%)	2. School district facilities (47.9%)	2. Private clubs- tennis, health, fitness, golf (25.7%)	2. Rose Bowl Aquatic Center (33.4%)	2. Churches (57.7%)
3. Rose Bowl Aquatic center (26.0%)	3. Rose Bowl Aquatic center (32.0%)	3. Rose Bowl Aquatic Center (27.1%)	3. Rose Bowl Aquatic Center (44.4%)	3. Homeowners association/ apartment complex (21.7%)	3. School district facilities (30.2%)	3. Rose Bowl Aquatic Center (46.3%)
4. School district facilities (22.4%)	4. Kidspace (28.8%)	4. Kidspace (26.0%)	4. Kidspace (37.0%)	4. Armory for the Arts (14.5%)	4. Private clubs- tennis, health, fitness, golf (26.7%)	4. Kidspace (43.7%)
5. Homeowners association/ apartment complex (20.2%)	5. Armory for the Arts (22.2%)	5. Private clubs- tennis, health, fitness, golf (25.7%)	5. Private clubs- tennis, health, fitness, golf (37.0%)	5. Rose Bowl Aquatic Center (13.1%)	5. Armory for the Arts (19.8%)	5. Private youth sports leagues (32.7%)

N: Households overall-telephone=496; Households overall-face-to-face=674; Households overall-online=699; Households with children=349; Households with seniors=428; Northwest Pasadena households=403; Program participant households=300.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Reasons for Using City Recreation Programs & Facilities

Pasadena households reported using city recreation programs and facilities for a wide range of reasons. The most commonly cited reasons of telephone survey respondents were: improved physical fitness and health (35%), program or facilities offered (22%), and enjoyment of the outdoors (20%).



Figure 49: What are the reasons that you/members of your household use recreation programs/facilities offered by the City of Pasadena? (Top five responses)

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. Improved physical fitness and health (35.1%)	1. Close to our residence (44.8%)	1. Close to our residence (65.8%)	1. Enjoyment of the outdoors (31.0%)	1. Improved physical fitness and health (35.7%)	1. Enjoyment of the outdoors (33.3%)	1. Enjoyment of the outdoors (31.0%)
2. Program or facilities offered (22.4%)	2. Enjoyment of the outdoors (36.7%)	2. Enjoyment of the outdoors (58.4%)	2. Improved physical fitness and health (27.7%)	2. Program or facilities offered (25.5%)	2. Improved physical fitness and health (29.6%)	2. Improved physical fitness and health (28.5%)
3. Enjoyment of the outdoors (20.1%)	3. Fees are affordable (34.8%)	3. Program or facilities offered (42.1%)	3. Program or facilities offered (23.7%)	3. Enjoyment of the outdoors (16.8%)	3. Program or facilities offered (21.5%)	3. Program or facilities offered (16.4%)
4. Close to our residence (13.3%)	4. Safety of parks and facilities (34.1%)	4. Fees are affordable (40.7%)	4. Programs are interesting (14.0%)	4. Programs are interesting (12.8%)	4. Programs are interesting (13.1%)	4. Fees are affordable (14.9%)
5. Programs are interesting (12.7%)	5. Program or facilities offered (32.0%)	5. Improved physical fitness and health (38.2%)	5. Close to our residence (12.3%)	5. Close to our residence (11.2%)	5. Close to our residence (11.8%)	5. Programs are interesting (11.7%)

N: Households overall-telephone=353; Households overall-face-to-face=610; Households overall-online=599; Households with children=300; Households with seniors=196; Northwest Pasadena households=297; Program participant households=281.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Barriers to Access

Reasons for Not Using City Human Services, Recreation Programs, and Recreation Facilities

When Pasadena households were asked what has prevented their household from accessing human services and recreation programs, over half (56%) of the households that completed the telephone survey said they did not need them. Other top responses included: not interested or did not want to (16%), and did not know about city services/programs/facilities (16%).

Figure 50:  **If you/your household have not used city human services, recreation programs, or recreation facilities in the past year, what has prevented you/members of your household from using the city's services, programs, and facilities? (Top five responses)**

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE
1. Did not need it (56.3%)	1. Did not need it (55.6%)	1. Did not need it (51.7%)
2. Not interested/did not want to (15.6%)	2. Did not know about city programs/facilities/services (44.4%)	2. Did not know about city services/programs/facilities (27.6%)
3. Did not know about city services/programs/facilities (15.6%)	3. Not interested/ did not want to (14.8%)	3. Not interested/ did not want to (24.1%)
4. Disability keeps me from using them (6.3%)	4. Doesn't contain desired features (14.8%)	4. Operating hours not convenient (13.8%)
5. Advanced age keeps me/us from using them (3.1%); Lack of Accessibility (3.1%); Used in non-city programs/facilities/services (3.1%)	5. Operating hours not convenient (11.1%)	5. Too far from residence (10.3%)

N: Households overall-telephone=32; Households overall-face-to-face=27; Households-online=29.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Availability of City Human Services, Recreation Programs, and Recreation Facilities

Of those who were accessing services, programs, and facilities, the majority (76%) of Pasadena households indicated in the telephone survey that they felt there were “about the right amount” of human services in the City of Pasadena, while nearly one-quarter (23%) indicated there were “not enough” human services. Similar percentages of Pasadena households felt that there were “not enough” recreation programs and recreation facilities in the City of Pasadena (27% and 22%, respectively).

Figure 51:  **Based on your needs for human services, are there too many, about the right amount, or not enough human services in the City of Pasadena?**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Too many	1.2%	4.5%	2.0%	0.0%	4.3%	0.0%	3.3%
About the right amount	76.1%	65.8%	67.8%	72.5%	78.6%	70.2%	75.3%
Not enough	22.7%	29.7%	30.2%	27.5%	17.1%	29.8%	21.3%

N: Households overall-telephone=163; Households overall-face-to-face=333; Households overall-online=245; Households with children=131; Households with seniors=117; Northwest Pasadena households=188; Program participant households=150.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 52:  **Based on your interests, are there too many, about the right amount, or not enough recreation programs in the City of Pasadena?**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Too many	2.4%	3.8%	2.2%	2.0%	2.3%	2.0%	1.9%
About the right amount	70.7%	61.7%	66.3%	71.7%	76.0%	69.1%	73.4%
Not enough	26.8%	34.6%	31.6%	26.2%	21.7%	28.9%	24.7%

N: Households overall-telephone=287; Households overall-face-to-face=506; Households overall-online=507; Households with children=244; Households with seniors=175; Northwest Pasadena households=256; Program participant households=263.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 53:  **Based on your interests, are there too many, about the right amount, or not enough recreation facilities in the City of Pasadena?**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Too many	0.5%	2.9%	1.4%	1.3%	1.3%	0.3%	2.9%
About the right amount	77.7%	68.1%	71.1%	74.4%	80.4%	76.9%	77.3%
Not enough	21.8%	28.9%	27.5%	24.3%	18.3%	22.8%	19.9%

N: Households overall-telephone=377; Households overall-face-to-face=546; Households overall-online=578; Households with children=309; Households with seniors=224; Northwest Pasadena households=316; Program participant households=277.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Methods of Accessing Information

According to the telephone survey, the primary ways Pasadena households accessed important information about human services, recreation programs, and recreation facilities included: internet/email (45%) and mail (20%). While these were also the top two responses for households with children and Northwest Pasadena households, the top two responses for households with seniors were: newspaper/magazines (33%) and internet/email (25%).



Figure 54: How do you get important information about human services, recreation programs, and recreation facilities for your household? (Top five responses)

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS
1. Internet/ email (45.4%)	1. Internet/ email. (49.2%)	1. Newspaper /magazines (33.2%)	1. Internet/email (36.0%)
2. Mail (19.7%)	2. Mail (21.3%)	2. Internet/email (24.9%)	2. Mail (23.5%)
3. Newspaper/ magazines (19.2%)	3. Friends and family members (13.8%)	3. Mail (20.4%)	3. Flyers/posters at recreation facilities (16.4%)
4. Flyers/posters at recreation facilities (10.7%)	4. Flyers/posters at recreation facilities (13.5%)	4. Pasadena In Focus (17.3%)	4. Newspaper/ magazines (14.6%)
5. Friends and family members (10.7%)	5. Child's school (11.4%)	5. Flyers/posters at recreation facilities (13.7%)	5. Friends and family members (10.6%)

N: Households overall-telephone=447; Households with children=333; Households with seniors=313; Northwest Pasadena households=378.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 55: How do you get important information about human services, recreation programs, and recreation facilities for your household? (Top five responses)

HUMAN SERVICES	RECREATION PROGRAMS	RECREATION FACILITIES
1. Internet/email (36.9%)	1. Internet/email (34.9%)	1. Internet/email (37.6%)
2. Friends/family members (16.3%)	2. Child's school (21.8%)	2. Flyers/posters at recreation facilities (22.3%)
3. Mail (15.1%)	3. Flyers/posters at recreation facilities (21.5%)	3. Friends/family members (17.8%)
4. Flyers/posters at recreation facilities (15.1%)	4. Friends/family members (14.9%)	4. Child's school (17.4%)
5. Child's school (11.9%)	5. Mail (13.8%)	5. Mail (13.9%)

N: Human services=252; Recreation programs=289; Recreation facilities=287.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Customer Satisfaction Ratings

Available Services, Programs, and Facilities

When asked in the telephone survey to rate the city's available human services, recreation programs, and recreation facilities, the majority of Pasadena households who used city human services, recreation programs, and recreation facilities gave "fair" ratings (57%-59%), while 18%-20% gave "good" ratings, 16%-21% gave "poor" ratings, and 3%-6% gave "excellent" ratings. Similarly, the majority of program participants rated available human services, recreation programs, and recreation facilities as "fair" (51%), "poor" (22%-29%), "good" (16%-21%), and "excellent" (2%-7%).



Figure 56: **How would you rate the city's available human services?**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Excellent	5.7%	23.8%	12.9%	5.4%	6.3%	6.3%	6.7%
Good	20.1%	45.1%	45.6%	24.3%	12.6%	26.6%	20.6%
Fair	58.2%	25.4%	33.0%	56.8%	62.1%	49.0%	50.9%
Poor	16.1%	5.7%	8.4%	13.5%	19.0%	18.2%	21.8%

N: Households overall-telephone=299; Households overall-face-to-face=421; Households overall-online=333; Households with children=222; Households with seniors=174; Northwest Pasadena households=286; Program participant households=165.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 57: **How would you rate the city's available recreation programs?**

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Excellent	3.5%	29.4%	16.4%	4.1%	2.6%	3.6%	4.1%
Good	17.7%	47.9%	52.2%	21.2%	10.2%	20.7%	16.0%
Fair	57.4%	18.5%	25.8%	54.8%	60.0%	54.1%	51.3%
Poor	21.4%	4.1%	5.6%	19.9%	27.2%	21.6%	28.6%

N: Households overall-telephone=373; Households overall-face-to-face=507; Households overall-online=427; Households with children=292; Households with seniors=235; Northwest Pasadena households=333; Program participant households=269.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 58:  How would you rate the city's available recreation facilities?

RESPONSE	HOUSE HOLDS OVERALL - TELEPHONE	HOUSE HOLDS OVERALL - FACE-TO-FACE	HOUSE HOLDS OVERALL - ONLINE	HOUSE HOLDS WITH CHILDREN	HOUSE HOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
Excellent	3.4%	25.7%	14.5%	5.3%	2.0%	4.7%	2.1%
Good	17.6%	48.9%	55.4%	22.0%	12.0%	19.2%	18.5%
Fair	59.0%	22.2%	24.2%	55.1%	63.5%	56.1%	51.4%
Poor	20.0%	3.3%	5.9%	17.6%	22.5%	20.1%	28.0%

N: Households overall-telephone=410; Households overall-face-to-face=487; Households overall-online=495; Households with children=323; Households with seniors=249; Northwest Pasadena households=344; Program participant households=286.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Customer Service

In terms of customer service overall, the majority of Pasadena households who used city human services, recreation programs, and recreation facilities gave “fair” ratings (52%), followed by “good” (23%), “poor” (18%) and “excellent” (7%). Similarly, the majority of program participants rated the city's human services, recreation programs, and recreation facilities as “fair” (52%-60%), “good” (14%-18%), “poor” (22%-29%) and “excellent” (4%).

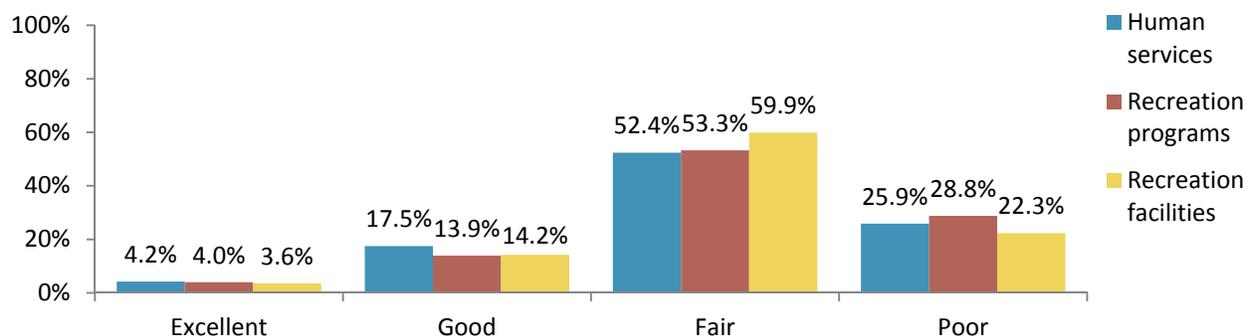
Figure 59:  How would you rate the city's human services, recreation programs, and recreation facilities in terms of customer service?

RESPONSE	HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS
Excellent	6.9%	24.4%	14.5%	5.0%	3.2%	7.8%
Good	23.2%	40.2%	46.2%	25.5%	17.0%	23.2%
Fair	51.9%	25.3%	29.5%	56.1%	66.1%	54.2%
Poor	18.0%	10.0%	9.8%	13.3%	13.8%	14.7%

N: Households overall-telephone=362; Households overall-face-to-face=450; Households overall-online=420; Households with children=278; Households with seniors=218; Northwest Pasadena households=319.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 60:  **How would you rate the city's human services, recreation programs, and recreation facilities in terms of customer service?**



N: Human services=166; Recreation programs=274; Recreation facilities=274.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Overall Quality

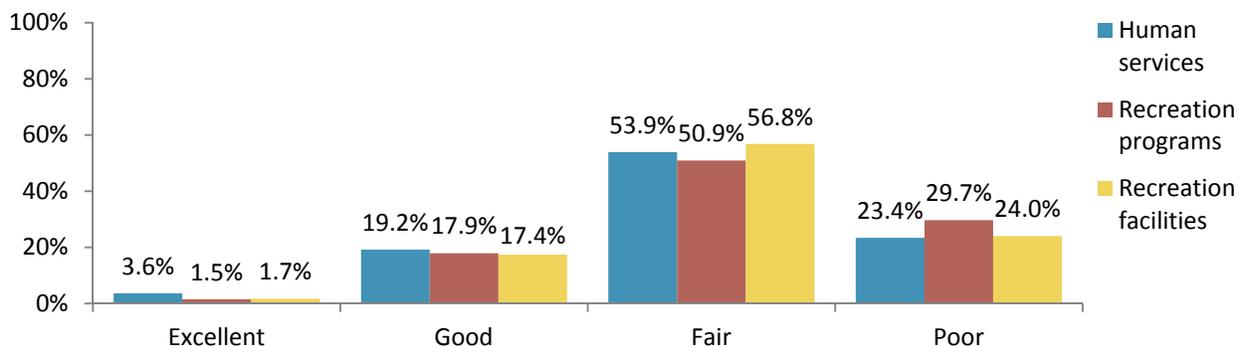
When Pasadena households who used city human services, recreation programs, and recreation facilities were asked in the telephone survey to rate the overall quality of the city's services, programs, and facilities, the majority (57%) gave "fair" ratings, followed by "poor" (22%), "good" (19%) and "excellent" (2%). The majority of program participants rated the overall quality of the city's human services, recreation programs, and recreation facilities as "fair" (51%-57%), "good" (17%-19%), "poor" (23%-30%), and "excellent" (2%-4%).

Figure 61:  **How would you rate the overall quality of the city's human services, recreation programs, and recreation facilities?**

RESPONSE	HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS
Excellent	2.3%	22.4%	13.9%	3.6%	2.5%	3.5%
Good	19.2%	48.5%	56.5%	21.8%	11.1%	23.2%
Fair	57.0%	24.8%	24.7%	58.1%	66.7%	55.7%
Poor	21.5%	4.3%	4.8%	16.6%	19.8%	17.6%

N: Households overall-telephone=395; Households overall-face-to-face=468; Households overall-online=481; Households with children=308; Households with seniors=243; Northwest Pasadena households=341.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 62:  **How would you rate the overall quality of the city's human services, recreation programs, and recreation facilities?**



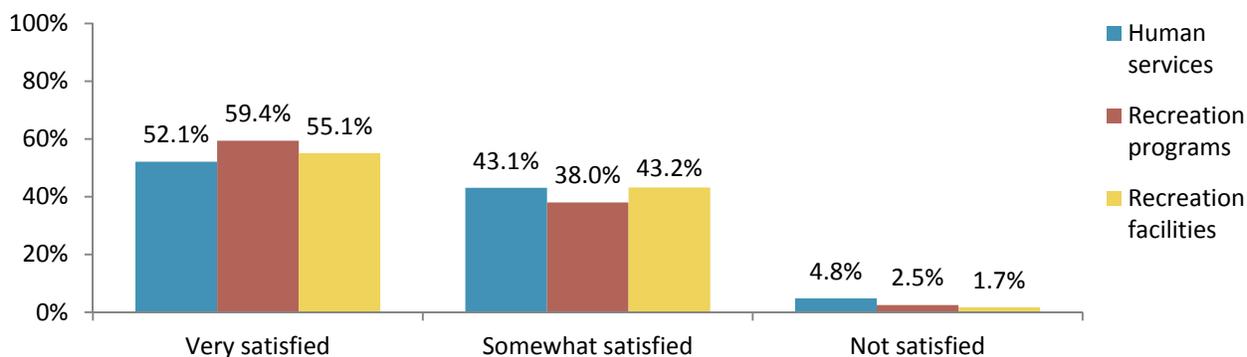
N: Human services=167; Recreation programs=273; Recreation facilities=287.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Overall Satisfaction

When program participants were asked about overall satisfaction, they rated the city's human services, recreation programs and recreation facilities much higher. Over half (52%-59%) of program participants reported being "very satisfied," followed by "somewhat satisfied" (38%-43%), and less than 5% were "not satisfied."

When asked about how the city can improve its human services, programs, and facilities, the number one response for all Pasadena households and program participants was more information about services/programs/facilities" (ranging from 54% to 75%). Other responses included: faster response times, better customer service, and more hours of operation.

Figure 63:  **Overall, how satisfied are you with the city's human services, recreation programs, or recreation facilities that you used?**



N: Human services=167; Recreation programs=276; Recreation facilities=287.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 64:  How do you think the City of Pasadena can improve its human services? (Top five responses)

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. More information about services (67.3%)	1. More information about services (54.1%)	1. More information about services (74.5%)	1. More information about services (69.9%)	1. More information about services (68.8%)	1. More information about services (64.5%)	1. More information about services (55.0%)
2. Faster response time (29.6%)	2. Better customer service (24.9%)	2. More hours of operation (34.3%)	2. Faster response time (30.1%)	2. Faster response time (28.6%)	2. Better customer service (30.6%)	2. More hours of operation (25.0%)
3. More hours of operation (29.6%)	3. More hours of operation (23.7%)	3. Better customer service (26.9%)	3. Easier application process (29.4%)	3. Better customer service (22.3%)	3. Easier application process (29.0%)	3. Faster response time (19.4%)
4. Better customer service (27.8%)	4. Faster response time (23.4%)	4. Faster response time (24.5%)	4. Better customer service (27.9%)	4. More hours of operation (21.4%)	4. More hours of operation (28.4%)	4. Better customer service (19.4%)
5. Easier application process (25.3%)	5. Easier application process (22.8%)	5. Easier application process (17.6%)	5. Faster application process (26.5%)	5. Easier application process (17.0%); Faster application process (17.0%)	5. Faster response time (24.0%)	5. Easier application process (18.8%)

N: Households overall-telephone=162; Households overall-face-to-face=329; Households overall-online=216; Households with children=136; Households with seniors=112; Northwest Pasadena households=183; Program participant households=160.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 65:  How do you think the City of Pasadena can improve its recreation programs? (Top five responses)

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. More information about programs (77.6%)	1. More information about programs (56.3%)	1. More information about programs (68.3%)	1. More information about programs (76.6%)	1. More information about programs (80.5%)	1. More information about programs (70.8%)	1. More information about programs (57.1%)
2. More hours of operation (26.2%)	2. More hours of operation (32.9%)	2. More hours of operation (38.7%)	2. More hours of operation (23.4%)	2. More hours of operation (20.1%)	2. More hours of operation (29.2%)	2. More hours of operation (31.3%)
3. Faster application process (16.3%)	3. Better customer service (21.6%)	3. Better customer service (21.3%)	3. Easier application process (17.2%)	3. Easier application process (11.6%)	3. Easier application process (21.6%)	3. Better customer service (16.4%)
4. Easier application process (16.0%)	4. Easier application process (19.6%)	4. Easier application process (19.8%)	4. Faster application process (15.8%)	4. Better customer service (11.0%)	4. Faster application process (19.7%)	4. Easier application process (16.0%)
5. Better customer service (15.0%)	5. Faster application process (17.8%)	5. Faster application process (11.9%)	5. Better customer service (13.9%)	5. Faster application process (10.4%)	5. Better customer service (15.9%)	5. Faster application process (12.7%)

N: Households overall-telephone=313; Households overall-face-to-face=499; Households overall-online=470; Households with children=273; Households with seniors=164; Northwest Pasadena households=264; Program participant households=268.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 66:  **How do you think the City of Pasadena can improve its recreation facilities? (Top five responses)**

HOUSEHOLDS OVERALL - TELEPHONE	HOUSEHOLDS OVERALL - FACE-TO-FACE	HOUSEHOLDS OVERALL - ONLINE	HOUSEHOLDS WITH CHILDREN	HOUSEHOLDS WITH SENIORS	NORTHWEST PASADENA HOUSEHOLDS	PROGRAM PARTICIPANT HOUSEHOLDS
1. More information about facilities (73.7%)	1. More information about facilities (59.3%)	1. Faster application process (69.1%)	1. More information about facilities (71.3%)	1. More information about facilities (71.9%)	1. More information about facilities (67.4%)	1. More information about facilities (52.9%)
2. More hours of operation (30.4%)	2. More hours of operation (34.1%)	2. More information about facilities (38.2%)	2. More hours of operation (27.2%)	2. More hours of operation (21.4%)	2. More hours of operation (30.6%)	2. More hours of operation (34.3%)
3. Better customer service (12.8%)	3. Better customer service (23.8%)	3. Better customer service (20.4%)	3. Easier application process (14.3%)	3. Better customer service (11.9%)	3. Easier application process (18.6%)	3. Better customer service (17.9%)
4. Easier application process (12.8%)	4. Easier application process (20.7%)	4. Easier application process (14.9%)	4. Better customer service (12.9%)	4. Easier application process (9.5%)	4. Better customer service (16.8%)	4. Easier application process (17.5%)
5. Nothing/no need to change/ no feedback (5.0%)	5. Clean/upgrade /better upkeep of facilities (2.0%)	5. Clean/upgrade /better upkeep of facilities (8.0%)	5. Clean/upgrade / better upkeep of facilities (4.3%)	5. Nothing/no need to change/ no feedback (5.2%)	5. Nothing/no need to change/ no feedback (3.4%)	5. Clean/upgrade / better upkeep of facilities (6.2%)

N: Households overall-telephone=358; Households overall-face-to-face=508; Households overall-online=476; Households with children=279; Households with seniors=210; Northwest Pasadena households=291; Program participant households=274.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

COMMUNITY STAKEHOLDERS



SELECTED QUALITY OF LIFE INDICATORS

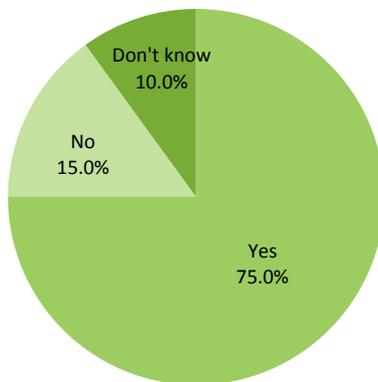
- Emerging Needs
- Racism and Discrimination
- Concern About Violence
- Community Partnerships
- Human Services & Recreation Department's Partnership with Community Stakeholders
- Availability of City Human Services, Recreation Programs, and Recreation Facilities
- Overall Quality of the City's Human Services, Recreation Programs, and Recreation Facilities

Community Stakeholders

Emerging Needs

When community stakeholders were asked if the needs of Pasadena residents have changed over the past 2 years, 75% indicated that they have. The most commonly cited needs that community stakeholders reported included: job search (93%), unemployment (87%), housing needs (80%), meals/food distribution (67%), and emergency assistance (60%).

Figure 67:  Do you think that the needs of Pasadena residents have changed over the past 2 years?



N: Community stakeholders=40.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 68:  If yes, what are the different types of needs that have emerged over the past 2 years? (Top five responses)

RESPONSE	COMMUNITY STAKEHOLDERS
Job search	93.3%
Unemployment	86.7%
Housing needs	80.0%
Meals/food distribution	66.7%
Emergency assistance	60.0%

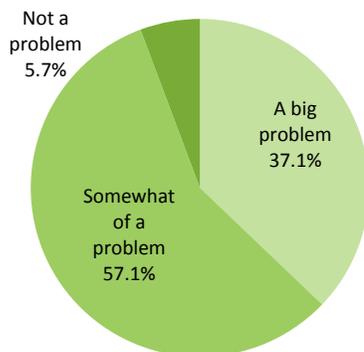
N: Community stakeholders=30.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Racism and Discrimination

The majority (57%) of community stakeholders reported that racism and discrimination were “somewhat of a problem” followed by 37% who thought it was “a big problem” and 6% who didn’t think it was a problem.

Figure 69:  How much of a problem do you think racism and discrimination is in the City of Pasadena?



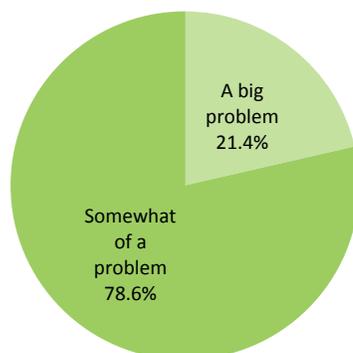
N: Community stakeholders=35.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Concern About Violence

When asked about bullying, spouse/partner violence, and child abuse or neglect, 76%-79% of community stakeholders surveyed felt it was “somewhat of a problem” followed by 21%-24% who thought it was “a big problem.” In regards to elder abuse and neglect, 85% of community stakeholders thought it was “somewhat of a problem,” 12% thought it was “a big problem,” and 4% did not think it was a problem.

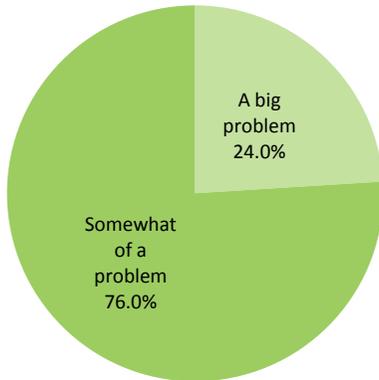
Figure 70:  How much of a problem do you think bullying is in the City of Pasadena?



N: Community stakeholders=28.

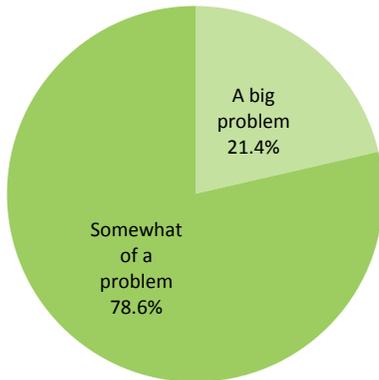
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

 **Figure 71:** How much of a problem do you think spouse/partner violence is in the City of Pasadena?



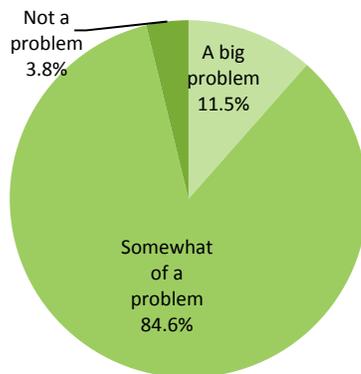
N: Community stakeholders=25.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

 **Figure 72:** How much of a problem do you think child abuse or neglect is in the City of Pasadena?



N: Community stakeholders=28.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 73:  **How much of a problem do you think elder abuse or neglect is in the City of Pasadena?**



N: Community stakeholders=26.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

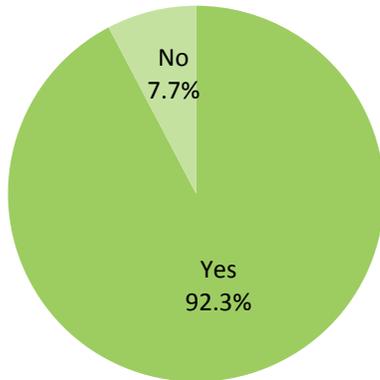
Community Partnerships

Ninety-two percent of community stakeholder survey respondents reported that their organization partnered with other community organizations to better provide services to Pasadena residents. Some of the other organizations that community stakeholders reported partnering with were: nonprofit organizations (94%), public schools (69%), other non-Human Services and Recreation City of Pasadena departments (50%), and private schools (44%).

Over half (59%) of community stakeholders stated that there were not sufficient community partnerships between public and private sectors in the City of Pasadena.

Only one-third (33%) of community stakeholders reported that their organization had the right program data to show the impact of their organization's efforts on their target population. Thirty-one percent (31%) indicated that they "somewhat" had the program data to show impact.

Figure 74:  **Does your organization partner with other community organizations to better provide services to Pasadena residents?**



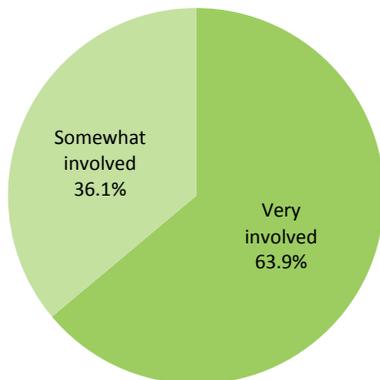
N: Community stakeholders=39.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 75:  **If yes, what type of community organizations do you partner with?**

RESPONSE	COMMUNITY STAKEHOLDERS
Nonprofit organizations	94.4%
Public schools	69.4%
Other city departments outside of Human Services and Recreation	50.0%
Private schools	44.4%
Other	22.2%

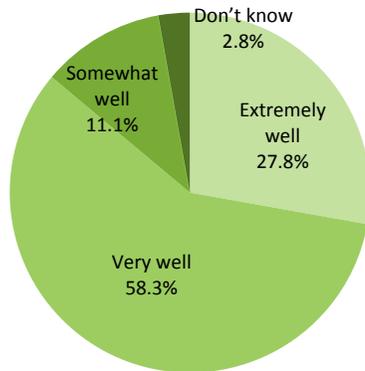
N: Community stakeholders=36.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 76:  **If yes, how involved is your organization in these community partnerships?**



N: Community stakeholders=36.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

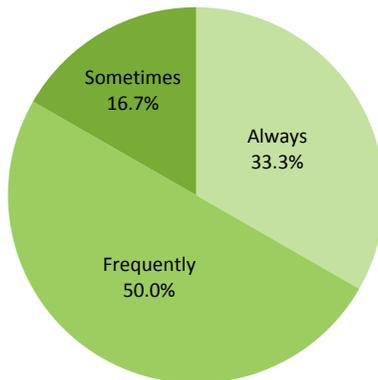
Figure 77:  **If yes, how well would you say the efforts of these organizations align with the mission of your organization?**



N: Community stakeholders=36.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 78:  **If yes, how often does your organization partner with these organizations to achieve your organization's goals/results?**

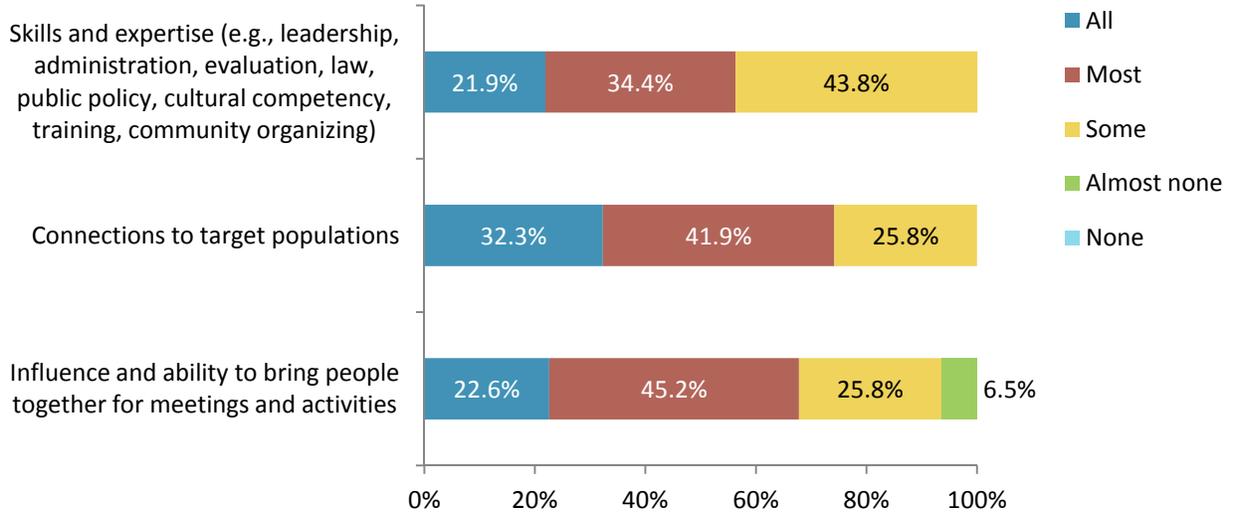


N: Community stakeholders=36.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



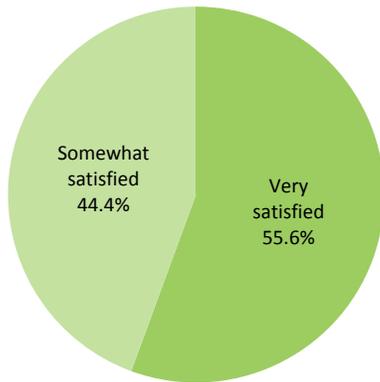
Figure 79: If yes, please indicate the extent to which the community partnerships you are involved in has each of the following types of non-financial resources that they need to work effectively.



N: Skills and expertise=32; Connections to target populations=31; Influence and ability to bring people together=31.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

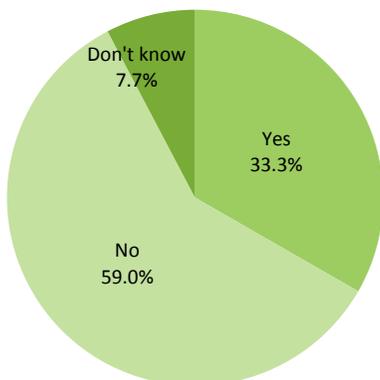


Figure 80: If yes, how satisfied are you overall with the community partnerships you are involved in?



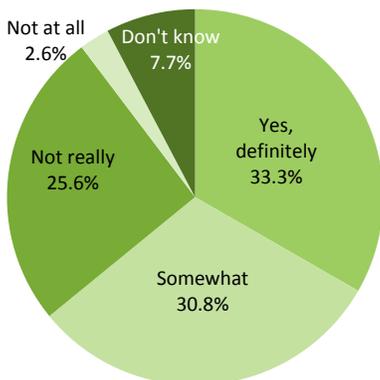
N: Community stakeholders=36.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 81:  **Do you feel that there are sufficient community partnerships between public and private sectors to further specific progress?**



N: Community stakeholders=39.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 82:  **Do you have the right program data to show the impact of your organization's efforts on your target populations?**



N: Community stakeholders=39.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

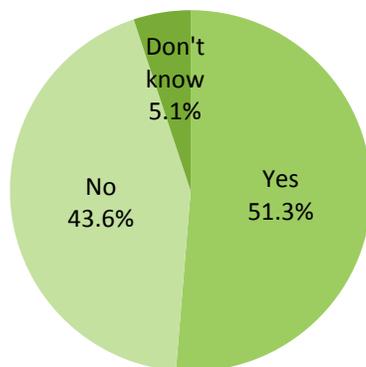
Human Services & Recreation Department's Partnership with Community Stakeholders

Slightly more than half (51%) of community stakeholders stated that their organization partnered with the City of Pasadena Human Services and Recreation Department. Of those who did not, the top two reasons were: they “don't have the same mission” and “collaboration is difficult.”

Of the community stakeholders who were partnering with the Department, 70% felt that the Department was “somewhat involved” with community partnerships and 25% said “very involved.” Additionally, 14% of community stakeholders rated the Department as being “very strong” at focusing on results/outcomes, 36% rated them as “strong”, 43% rated them as neither strong nor weak, and 7% as “weak.”

When asked about their level of agreement with the priority populations identified by the Department as having the greatest needs in the city, 100% “strongly agreed” or “agreed” on children under 18 years, 89% “strongly agreed” or “agreed” on seniors 60 years and older, and 83% “strongly agreed” or “agreed” on Northwest Pasadena residents.

Figure 83:  **Does your organization partner with the City of Pasadena Department of Human Services and recreation?**



N: Community stakeholders=39.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

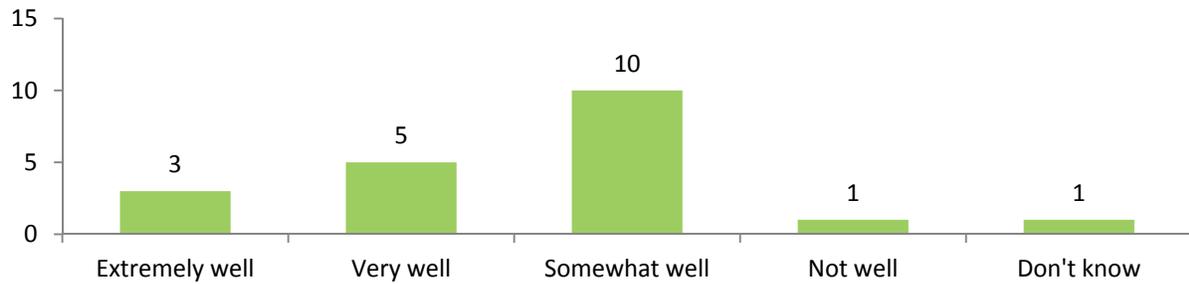
Figure 84:  **If no, why not?**

RESPONSE	COMMUNITY STAKEHOLDERS
Don't have the same mission	6
Collaboration is difficult	4
Other	11

N: Community stakeholders=16.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

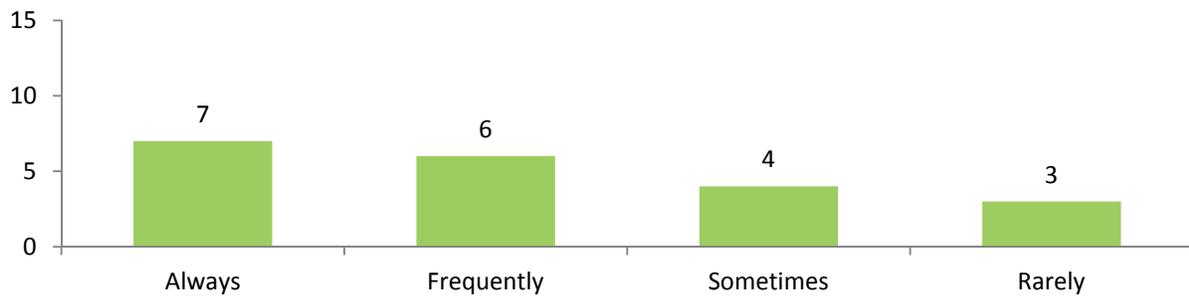
Figure 85:  If yes, how well would you say the department's efforts align with the mission of your organization?



N: Community stakeholders=20.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

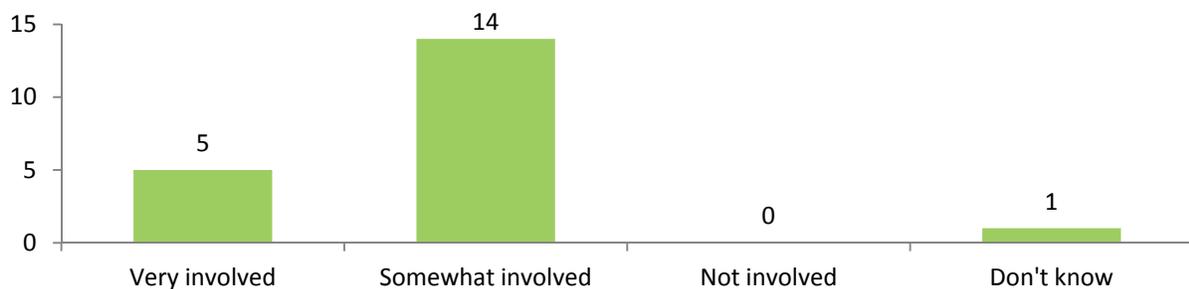
Figure 86:  If yes, how often does your organization partner with the department to achieve your organization goals/results?



N: Community stakeholders=20.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 87:  If yes, how involved do you think the department is in community partnerships (with nonprofit organizations, schools, etc.)?



N: Community stakeholders=20.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 88: If yes, how much do you agree with the following statements?

STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
The department has clear goals.	5.0%	55.0%	35.0%	5.0%	0.0%
The department is knowledgeable about the needs of Pasadena residents.	15.0%	30.0%	45.0%	5.0%	5.0%
The department uses resources effectively.	10.0%	30.0%	50.0%	0.0%	10.0%
The department effectively communicates resources and services to community stakeholders.	5.0%	45.0%	25.0%	20.0%	5.0%
The department effectively communicates resources and services to Pasadena residents.	10.5%	31.6%	26.3%	26.3%	5.3%

N: Clear goals=20; Uses resources=20, Communicates resources to community stakeholders=20; Communicates resources to residents=20.
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 89: If yes, please rate the extent to which the department has each of the following types of non-financial resources that it needs to work effectively.

TYPE OF NON-FINANCIAL RESOURCE	ALL	MOST	SOME	ALMOST NONE	NONE
Skills and expertise (e.g., leadership, administration, evaluation, law, public policy, cultural competency, training, community organization)	12.5%	43.8%	43.8%	0.0%	0.0%
Connections to target population	11.8%	35.3%	52.9%	0.0%	0.0%
Influence and ability to bring people together for meetings and activities	17.6%	35.3%	47.1%	0.0%	0.0%

N: Skills=16; Connections=16; Influence=17.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



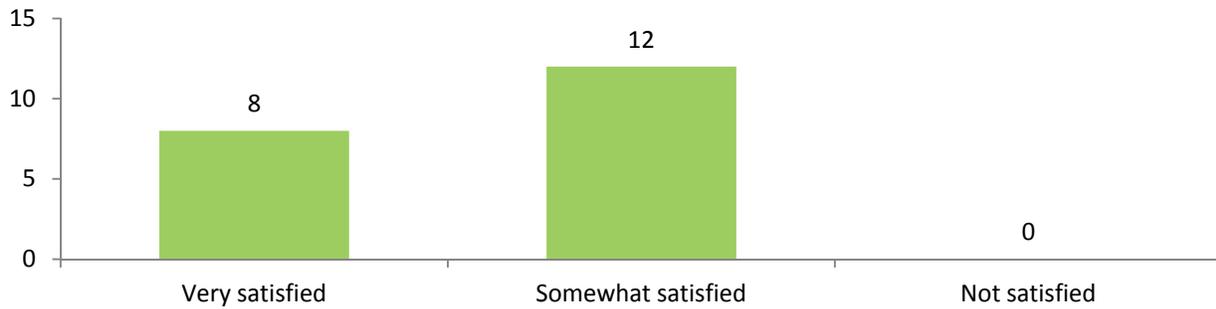
Figure 90: If yes, please rate the strength of the department in the following areas:

AREA	VERY STRONG	STRONG	NEITHER	WEAK	VERY WEAK
Focus on results/outcomes	14.3%	35.7%	42.9%	7.1%	0.0%
Financial resources	0.0%	15.4%	30.8%	38.5%	15.4%
Availability of data to monitor impact	0.0%	28.6%	35.7%	35.7%	0.0%

N: Results=14; Resources=13; Data=14.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

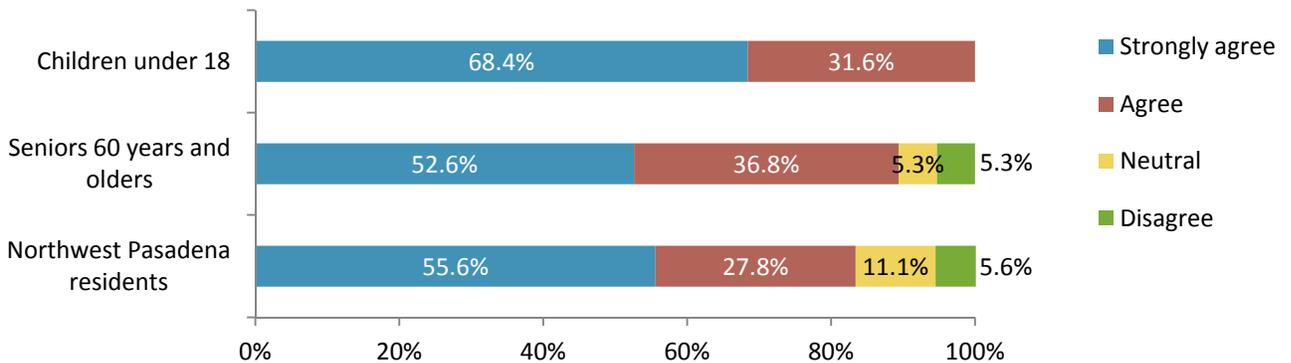
Figure 91:  **If yes, how satisfied are you overall with your organization's partnership with the department?**



N: Community stakeholders=20.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 92:  **The Department of Human Services and Recreation has identified the following three priority populations with the greatest needs in the City of Pasadena. How much do you agree with the department that these are the right priority populations to focus on?**



N: Children under 18=38; Seniors 60 years and older=38; Northwest Pasadena residents=36.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Availability of City Human Services, Recreation Programs, and Recreation Facilities

Nearly 90% percent of community stakeholders felt that the Department of Human Services and Recreation has a role to play in terms of providing services to support residents' well-being. However, only 39% of community stakeholders felt that residents had access to city department services that supported their well-being.

When asked about human services, community stakeholders felt that there were “not enough” youth scholarships (81%), housing services (75%), and employment services (73%) in the City of Pasadena. On the recreation programs side, community stakeholders indicated there were “not enough” of the following programs: education and life skills (69%); art, dance, and performing arts (68%); and mentoring (66%). As for recreation facilities, community stakeholders most commonly felt that there were “not enough” skate parks (70%), teen centers (64%), and exercise/fitness facilities (56%).

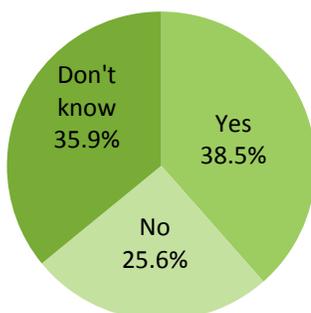
Figure 93:  In general, do you feel that the department has a role to play in terms of providing services to support residents' well-being?



N: Community stakeholders=39.

Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

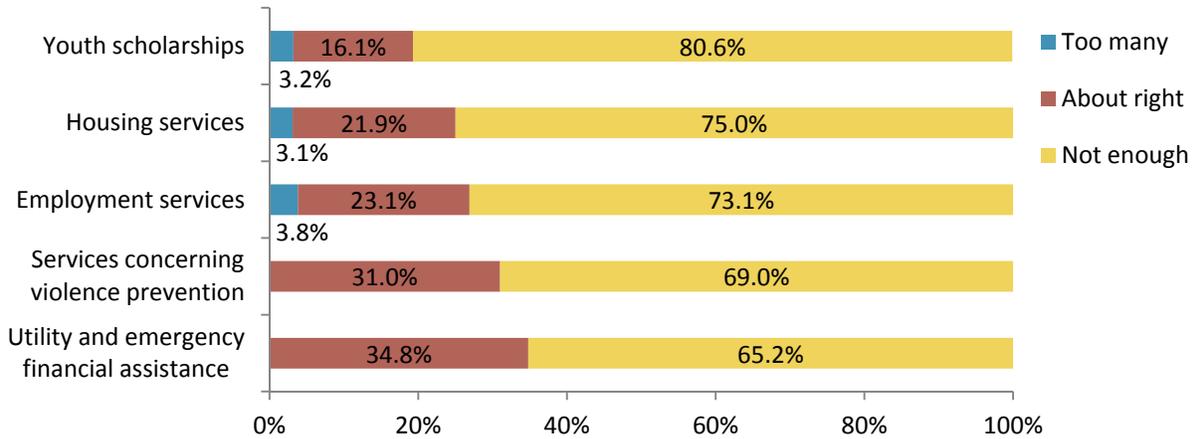
Figure 94:  Do you feel residents have access to city department services that help support their well-being?



N: Community stakeholders=39.

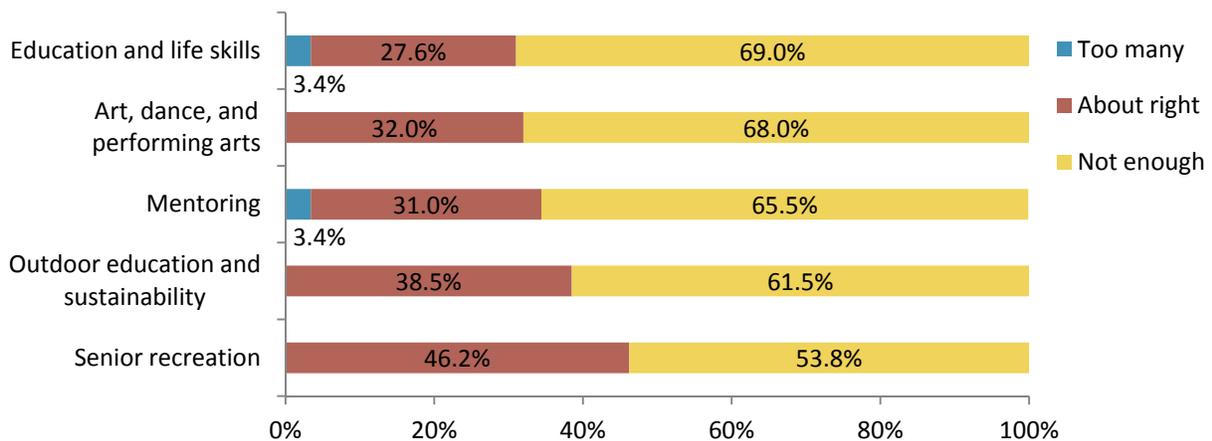
Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Figure 95:  Please indicate if you feel there are too many, about the right amount, or not enough of the following types of human services in the City of Pasadena for the populations you serve? (Top five “not enough” responses)



N: Youth scholarships=31; Housing services=32; Employment services=26; Services concerning violence prevention=29; Utility and emergency financial assistance=23.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

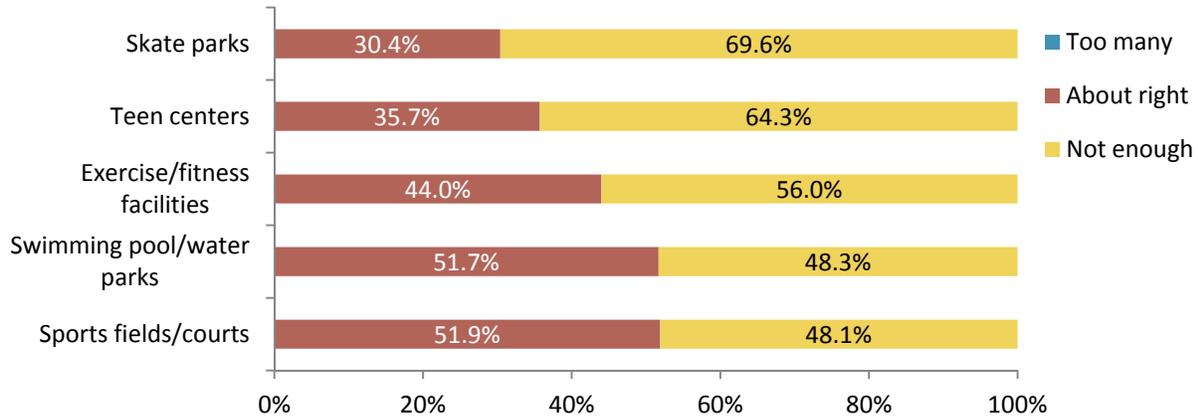
Figure 96:  Please indicate if you feel there are too many, about the right amount, or not enough of the following types of recreation programs in the City of Pasadena for the populations you serve? (Top five “not enough” responses)



N: Education and life skills=29; Art, dance, and performing arts=25; Mentoring=29; Outdoor education and sustainability=26; Senior recreation=26.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.



Figure 97: Please indicate if you feel there are too many, about the right amount, or not enough of the following types of recreation facilities in the City of Pasadena for the populations you serve? (Top five “not enough” responses)



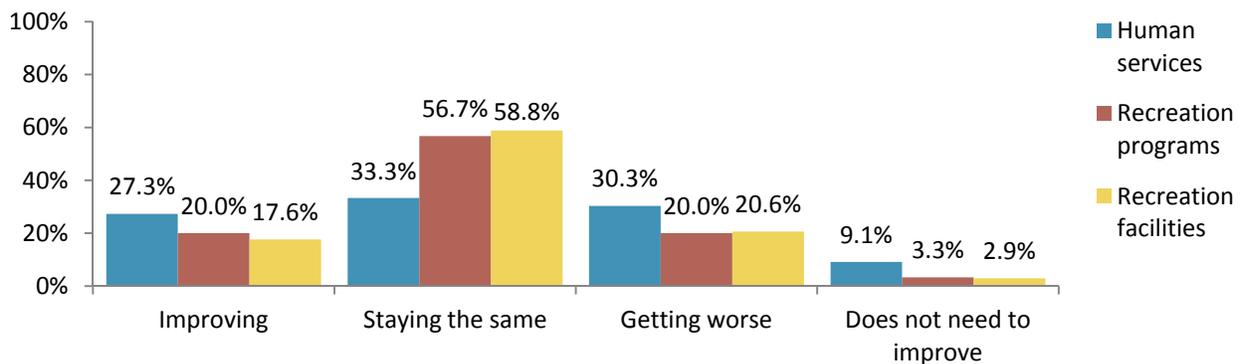
N: Skate park=23; Teen center=28; Exercise/fitness facilities=25; Swimming pool/water parks=29; Sports fields/courts=27.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

Overall Quality of the City's Human Services, Recreation Programs, and Recreation Facilities

The largest percentage of community stakeholders felt that the overall quality of the city’s human services was staying the same (33%), followed by 30% who thought it was getting worse, 27% thought it was improving and 9% thought it didn’t need to improve. According to the majority of community stakeholders (57%-59%), the overall quality of the city's recreation programs and recreation facilities was “staying the same” followed by 20%-21% who thought it was “getting worse,” 18%-20% thought it was “improving” and 3% didn’t think it needed to improve.



Figure 98: Do you think the overall quality of the city's human services, recreation programs, and recreation facilities is improving, staying the same, getting worse, or does not need to improve?



N: Human services=33; Recreation programs=30; Recreation facilities=34.
 Source: Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

CONCLUSION



Conclusion

The goal of the 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment is to provide data to help improve the quality of life of Pasadena residents, especially for families with children under 18, seniors 60 years and older, and Northwest Pasadena residents. We hope that the report also engages residents in collaborative action to improve our city.

Data from each of the surveys and from other secondary data sources show that:

Strengths and Assets

- The city is rich in diversity.
- Unemployment and the percentage of people living in poverty are starting to decline.
- Residents tend to be well-educated.
- People are connected to their communities; individuals reported having three people in their neighborhood that they could rely on for support.

Challenges

The Economy

- There are still high needs in the areas of job search support, housing, food and emergency assistance. Some residents are still seeking work and job training or continued education for a new career. Families are spending a lot of their income on housing costs.

Violence and Discrimination

- Residents are concerned about bullying, child abuse/neglect, elder abuse/neglect and spouse/partner violence.
- Residents are also concerned about racism and discrimination.

Physical Fitness Needs

- Most adults are not engaging in the amount of physical activity recommended by the CDC and only about half of 5th, 7th and 9th graders are meeting the state standards in five out of six physical fitness areas.

People with Disabilities

- Some individuals with disabilities still need more social and recreational services as well as specialized transportation so they may fully participate in community life.

Information Needs

- Many households don't know about the human services and recreation programs that are available to them.

Utilization of Human Services

- The human services that households use the most include: meal/nutrition programs, adult education, youth tutoring, employment services, neighborhood safety, and utility and emergency financial assistance.
- When asked about human services, community stakeholders felt that there were “not enough” youth scholarships, housing services, and employment services.

Participation in Recreation Programs

- The recreation programs that households use the most include: special events/festivals, volunteering, sports, and before/after school programs.
- Community stakeholders indicated there were “not enough” of the following recreation programs: education and life skills; art, dance, and performing arts; and mentoring.

Utilization of Recreation Facilities

- The recreation facilities that households use the most include: parks, playgrounds, hiking trails, and sports fields/courts.
- Community stakeholders indicated there were “not enough” skate parks, teen centers, and exercise/fitness facilities.

Overall Satisfaction and Customer Service

- Program participants are satisfied overall with the city's human services and recreation programs and facilities, but there is a desire for better customer service.

Community Partnerships and Partnerships with the City

- Community stakeholders want more partnerships between the public and private sectors. Stakeholders agree with the city's priority populations of children under 18, seniors, and Northwest Pasadena residents. Community stakeholders are in need of more data to show their impact on their target populations.

Recommendations

Provide More Information

- Inform residents about the human services and recreation programs and facilities that are available to them. Three of the best methods to communicate information according to residents are through the internet/email, the mail, and newspapers/magazines.

Support Human Services

- Maintain a commitment to the human services that residents use the most: meal/nutrition programs, adult education, youth tutoring, employment services, neighborhood safety, and utility and emergency financial assistance.
- Help residents to obtain the job training and education they desire so that they are better able to re-tool for future employment.

Support Recreation Programs

- Maintain a commitment to the recreation programs that residents use the most: sports, special events/festivals, before/after school programs, and volunteer opportunities.
- Support children, youth and adults in achieving greater physical fitness.

Support Recreation Facilities

- Maintain a commitment to the recreation facilities that residents use the most: parks, playgrounds, sports fields/courts, and hiking trails.

Support People with Disabilities

- Consider providing more outreach to people with disabilities so that they might participate in social and recreational services and supports.

Community Stakeholders

- Build on the strength of the city's partnerships with other organizations and encourage more public private cooperation between organizations.
- Encourage city partners to develop data management processes so that they can track their impact on targeted populations.

Improve Human Services, Recreation Programs, and Recreation Facilities

- To improve the delivery of human services, recreation programs, and recreation facilities the city should consider streamlining response times and application processes, more hours of operation, and instituting new customer service processes.



Racism and Discrimination

- To combat racism and discrimination, the city might consider promoting a public education campaign to increase resident's cultural awareness, skills and knowledge.

Abuse and Neglect

- To combat bullying, child abuse/neglect, elder abuse/neglect, and spouse/partner violence, the city might consider promoting a public education campaign to increase awareness and promote family safety.

Next Steps and Future Research

- The City Commissions should consider establishing a results-focused action planning process whereby Commission members would analyze these data findings and prioritize areas for improvement.
- The city should use these data to develop overall geographic profiles, as well as deeper profiles of the needs and challenges of specific populations, such as families with children under 18, seniors, Northwest Pasadena residents, residents with disabilities, program participants, and residents not utilizing services.
- The city should continue to analyze these data to help connect to its existing business model and to its "Parks Make Lives Better" campaign.
- The city should consider conducting a youth peer-to-peer survey to determine the needs and assets of Pasadena youth.
- The city should conduct surveys again in 2-3 years to assess residents' changing perceptions.



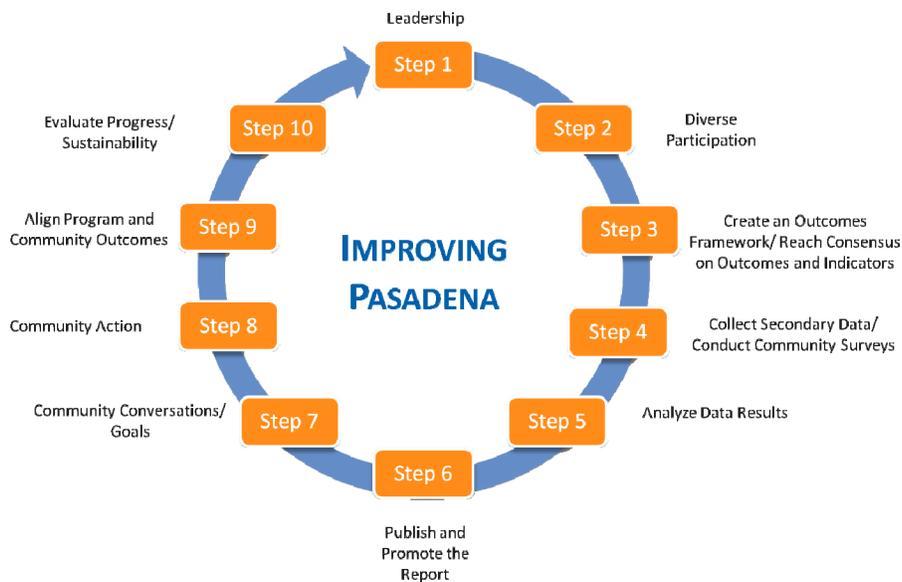
METHODOLOGY



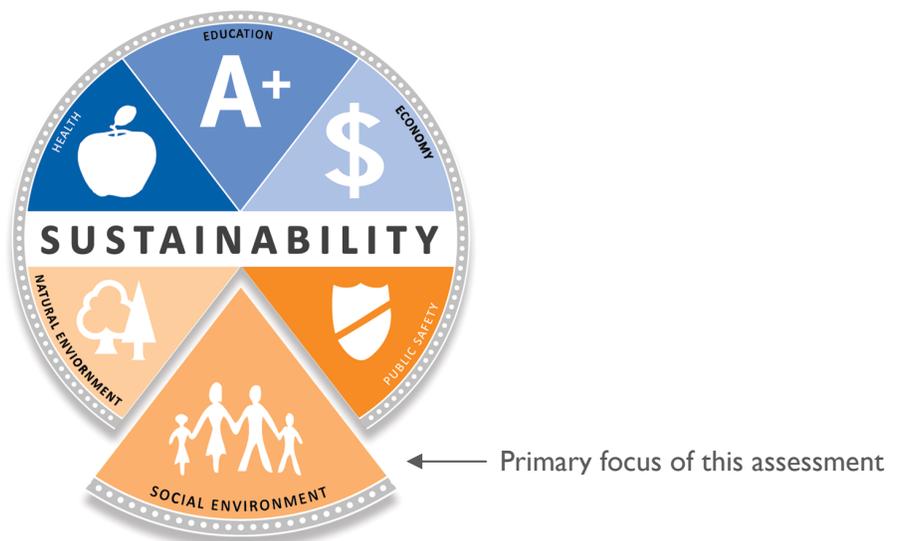
Methodology

Applied Survey Research's Community Improvement Cycle

There are ten steps to creating a community indicator project for local communities as shown in the following visual:



Applied Survey Research's (ASR) community assessment model relies on clearly defined indicators to understand complex concepts and systems. The setting of the overall context for prioritizing the indicators is guided by the seven related domains of community assessment including education, the economy, public safety, the social and natural environment, health, and sustainability, as displayed in the following visual:



For the purposes of the 2012 City of Pasadena Human Services, Recreation, and Housing Assessment, special groups known as the Planning Team and the Community Input Group were formed to advise on the indicator selection process. The Planning Team (comprised of commission members, department staff, community organizations, and ASR) and the Community Input Group (represented by a rich mixture of professionals, advocates, and community volunteers) were experts in the respective areas under review. Meetings were held with these groups to gather input on the project methodology as well as the various content areas. The Planning Team used a criteria to select and prioritize the quality of life indicators to focus on in this assessment. These criteria stipulated that indicators need to be understandable to the general user, responsive to change, relevant for policy decision, and updated regularly. In all, 32 quality of life indicators were selected.

Primary Data

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. The majority of data gathered for this project were primary (original) data. Primary data includes surveys and interviews with residents, program participants, key community stakeholders, etc.

Surveys are important to use in assessments because there is much to be learned from people's perceptions of their own needs and the needs of their family and community members. Five different surveys were conducted in the City of Pasadena to assess the human services, recreation, and housing needs of the city. A mixed methodology was used to accurately represent the needs of the various demographics of city residents, based on their geographic location, income, access to services and programs, etc. The following table outlines the five surveys that were conducted to gather primary data.

Number of Surveys Collected & Number of Valid Surveys*

SURVEY	COLLECTED	VALID
Resident telephone survey	1,002	1,002
<i>Residents overall - base sample</i>	496	496
<i>Residents living with children under 18 - base sample plus oversample</i>	349	349
<i>Senior residents 60 years and older - base sample plus oversample</i>	347	347
<i>Northwest Pasadena residents - base sample plus oversample</i>	404	404
Resident face-to-face survey	685	681
Resident online survey	942	700
Program participant survey	300	300
Community stakeholder survey	42	42
Total	2,971	2,725

* Surveys were deemed invalid, and therefore discarded and excluded from the sample if: a) more than 95% of the survey was incomplete, or b) there was more than one survey (within a survey sample and across the resident survey samples) from the same respondent (based on the respondent's date of birth and other demographic characteristics).



Resident Telephone Survey

- Survey administration period: March 15 - April 22, 2012
- Total valid surveys:

SURVEY	ENGLISH	SPANISH	TOTAL
<i>Resident telephone survey</i>	932	70	1,002
<i>Residents overall - base sample</i>	482	14	496
<i>Residents living with children - base sample plus oversample</i>	303	46	349
<i>Senior residents - base sample plus oversample</i>	334	13	347
<i>Northwest Pasadena residents - base sample plus oversample</i>	347	57	404

- Sample selection method: random sampling
- Response rate (residents overall): 24.8%
- Margin of error (95% confidence level):¹⁴

SURVEY	WHEN GENERALIZING TO ALL RESIDENTS*	WHEN GENERALIZING TO ALL HOUSEHOLDS*
<i>Residents overall - base sample</i>	+/- 4.4%	+/- 4.4%
<i>Residents living with children - base sample plus oversample</i>	+/- 5.2%	+/- 5.2%
<i>Senior residents - base sample plus oversample</i>	+/- 5.2%	+/- 5.2%
<i>Northwest Pasadena residents - base sample plus oversample</i>	NA**	NA**

* The terms "residents" and "households" were used to describe data from telephone, face-to-face, and online survey respondents. Some survey questions were asked specifically about the respondents, while others were asked about the respondents' household.

** The total population for this group is not available, therefore the margin of error cannot be calculated.

ASR conducted a telephone survey, in both English and Spanish, with 496 randomly selected Pasadena residents 18 years and older in order to capture and understand the diverse perspectives of community members. The intent of the surveys was to measure the opinions, attitudes, desires, and needs of a representative sample of the city's residents. Potential respondents were selected based on phone number prefixes. In order to address the increasing number of households without landline telephone service, the random sample included cell phone numbers. All cell phone numbers were dialed manually (by hand) to comply with the

¹⁴ The "margin of error" is useful in assessing how likely it is that responses observed in the sample would be found in the population of all residents in the City of Pasadena if every resident were to be polled. A sample size of 496 residents provides 95% confidence that the opinions of survey respondents do not differ from those of the general population of the City of Pasadena by more than +/- 4.4%. For example, within the resident telephone survey sample, 54.7% of survey respondents indicated that they spent 31% or more of their household income on housing costs. Therefore, ASR is 95% confident that across all households in the City of Pasadena, the percentage of households who spent 31% or more of their household income on housing costs is between 50.3% and 59.1% (54.7% +/- 4.4%). It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the stated interval of 4.4%. It should be understood that all surveys have subtle and inherent biases. ASR has worked diligently with the Planning Team to reduce risks of bias and to eliminate identifiable biases. One remaining bias in this study appears in the area of self-selection: the capturing of opinions of only those willing to contribute approximately 20 minutes of their time to participate in this survey.



Telephone Consumer Protection Act (TCPA) rules. Respondents were screened for geography, as cell phones are not necessarily located where the number came from originally. In total, the random sample included 257 landline and 239 cell phone random digit dial prefixes in the City of Pasadena.

In addition to the citywide telephone survey sample, ASR conducted telephone interviews with targeted groups. The Department of Human Services and Recreation identified three target populations with the greatest needs in the City of Pasadena: households with children under 18, seniors 60 years and older, and Northwest Pasadena residents. Oversample quotas were established to obtain sufficient samples of each target population to allow for separate analyses of their responses and generalization to the overall population for each of the three target populations. Although additional time was required to meet the quota for households with children, all of the quotas were met and exceeded for each target population, thus the data is reliable and statistically representative of each group. In addition to surveys collected for these targeted groups in the base sample, the following number of surveys was collected for each of the targeted groups in the oversample: 128 for households with children, 200 with seniors, and 178 with Northwest Pasadena residents.

Overall, data from the United States Census Bureau compared to demographic telephone survey data showed that the telephone survey respondents (base sample) were of slightly higher income and more educated than the Pasadena population overall. The telephone survey sample also contained more females, more Whites/Caucasians, and fewer Hispanics/Latinos.



Resident Face-to-Face Survey

- Survey administration period: March 5-30, 2012
- Total valid surveys: 681 surveys (569 English, 112 Spanish)
- Sample selection method: convenience sampling¹⁵

Face-to-face self-administered surveys are useful in that they can reach diverse and marginalized groups, including those who: do not have a telephone, a computer, or internet access; only use cell phones, live in rural areas; work several jobs and therefore are not easily available; have low incomes; and may not be easily reached by a telephone or online survey. This allows for input from members of diverse populations such as low-income families and monolingual Spanish speakers.

A face-to-face survey of Pasadena residents 18 years and older (one survey per household) was conducted for this assessment. A “convenience sample” was used, whereby the respondents were selected, in part or in whole, at the convenience of the researcher. Face-to-face surveys were conducted on “Survey Saturday” (March 10, 2012), as well as at “leave-behind” locations for a four-week period (March 5-30, 2012).

¹⁵ In general, a response rate and a margin of error are not calculated when a convenience sampling approach is used. Additionally, the survey is not designed to yield data that is statistically representative of the general population.

On “Survey Saturday,” ASR staff, along with trained community volunteers, department partners, and department staff, went to different areas of the city and asked residents visiting public places or organizations, or attending events, to complete the survey. “Survey Saturday” locations included locations throughout the community where Pasadena residents congregate, such as the farmer’s market, parks, community centers, recreation facilities, and locations where special events take place.

In addition to conducting surveys on “Survey Saturday,” surveys were also administered at “leave-behind” locations where general residents and targeted groups frequented. Many different organizations served as “leave-behind” locations and assisted in the distribution of face-to-face surveys, including: libraries, community centers, the Pasadena Senior Center, the Flintridge Center, churches, and the City Hall.

Data from the United States Census Bureau compared to demographic face-to-face survey data showed that the face-to-face survey respondents were of lower income and less educated than the Pasadena population overall. The face-to-face survey sample also contained more females, more Hispanics/Latinos, and more Blacks/African Americans, and fewer Whites/Caucasians.

Resident Online Survey

- Survey administration period: March 5-30, 2012
- Total valid surveys: 700 surveys (657 English, 43 Spanish)
- Sample selection method: convenience sampling¹⁶

One benefit of conducting an online survey is that it enables the collection of additional surveys from residents who prefer completing the surveys on their own time or who do not frequent locations where face-to-face surveys are conducted. Online surveys were made available for Pasadena residents 18 years and older to share their input (one survey per household). A convenience sampling approach was also used for this survey, whereby a Human Services and Recreation Department postcard containing the link to the online survey was printed and distributed to every household in the City of Pasadena, and every eligible resident was given the opportunity to complete the survey.

Data from the United States Census Bureau compared to demographic online survey data showed that the online survey respondents were of slightly higher income and more educated than the Pasadena population overall. The online survey sample also contained more females, more Whites/Caucasians, and less Hispanics/Latinos.

¹⁶ In general, a response rate and a margin of error are not calculated when a convenience sampling approach is used. Additionally, the survey is not designed to yield data that is statistically representative of the general population.



Program Participant Survey

- Survey administration period: March 15 - April 4, 2012
- Total valid surveys: 300 surveys (201 English, 99 Spanish)
- Sample selection method: random sampling
- Response rate: 22.0%
- Margin of error (95% confidence level):
 - » When generalizing to all residents: +/- 5.4%
 - » When generalizing to all households: +/- 5.4%

The Program Participant survey was conducted with resident participants in the City's Human Services and Recreation programs. This was a random-digit-dial telephone survey conducted with 300 randomly selected city residents who had participated in a Human Service and Recreation Department program (21 human services program participants and 279 recreation program participants) within the past year (January 1, 2011 - January 31st, 2012). The intent of this survey was to measure the specific opinions, attitudes, desires, and needs of program participants.



Community Stakeholder Survey

- Survey administration period: March 15 - April 4, 2012
- Total valid surveys: 42 surveys (42 English, 0 Spanish)
- Sample selection method: convenience sampling¹⁷

In order to measure how well the City of Pasadena's Human Services, Recreation, and Housing Departments were partnering and collaborating with key community stakeholders, and how they were partnering with each other, an online survey of community stakeholders was conducted. In March and April 2012, the survey link was emailed to known community partners with a letter from the Mayor urging partners to share their opinions. The intent of this survey was to assess system-level needs, assets, and outcomes.

¹⁷ In general, a response rate and a margin of error are not calculated when a convenience sampling approach is used. Additionally, the survey is not designed to yield data that is statistically representative of the general population.



Secondary Data

Secondary data sources are collected from a variety of sources, including but not limited to: the U.S. Census; federal, state, and local government agencies; academic institutions; economic development groups; libraries; schools; and computerized sources through online databases and the Internet. Where appropriate, these secondary data pieces have been combined with primary data to provide a more complete picture of life in the City of Pasadena.

American Community Survey

The American Community Survey (ACS) offers broad, comprehensive information on demographic, social, economic, and housing characteristics. It is conducted by the United States Census Bureau and is designed to provide information at many levels of geography. It uses a series of monthly samples to produce annually updated data for the same small areas (census tracts and block groups) formerly surveyed via the decennial census long-form. Data for the American Community Survey are collected continuously throughout the year and data from each calendar year are aggregated to produce annual estimates. As opposed to the decennial census, which produces data once every 10 years, the ACS provides a continuous stream of updated information for states and local areas. The ACS is conducted throughout the United States and data are collected using three modes: mail, telephone, and personal visits.

Other Secondary Data Sources

While the majority of secondary data included in this report are from the American Community Survey (ACS), other secondary data are also available from other sources, some of which were included and others of which were not. Only secondary data that were deemed of highest interest and relevance were included in this report.

Addendum

Survey Respondent Demographics

Figure 1:  Demographics of the City of Pasadena General Population Compared to Demographics of Resident Telephone and Face-to-Face Survey Respondents

	GENERAL POPULATION - 2010 AMERICAN COMMUNITY SURVEY	RESIDENTS OVERALL - TELEPHONE SURVEY	RESIDENTS OVERALL - FACE-TO-FACE SURVEY
RACE/ETHNICITY (Top Responses)	N=137,294	N=485	N=627
White/Caucasian	37.8%	59.2%	21.7%
Hispanic/Latino	35.8%	14.2%	38.0%
Asian	12.6%	6.8%	6.7%
Black/African American	10.5%	11.5%	20.7%
HOUSEHOLD INCOME	N=50,821	N=406	N=597
Less than \$25,000	19.1%	14.5%	41.9%
\$25,000 to \$49,999	17.8%	17.0%	24.0%
\$50,000 to 99,999	30.5%	32.0%	18.4%
\$100,000 to \$149,999	17.2%	16.0%	8.0%
\$150,000 to \$199,999	7.7%	7.6%	4.0%
\$200,000 or more	7.8%	12.8%	3.7%

Source: United States Census Bureau. 2010 American Community Survey. Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

METHODOLOGY



6. On average, how often do you/they use the city's recreation facilities? (Select all that apply.)

○ Less than once a month
○ Once a month
○ 2-3 times a week
○ Several times a week
○ Everyday

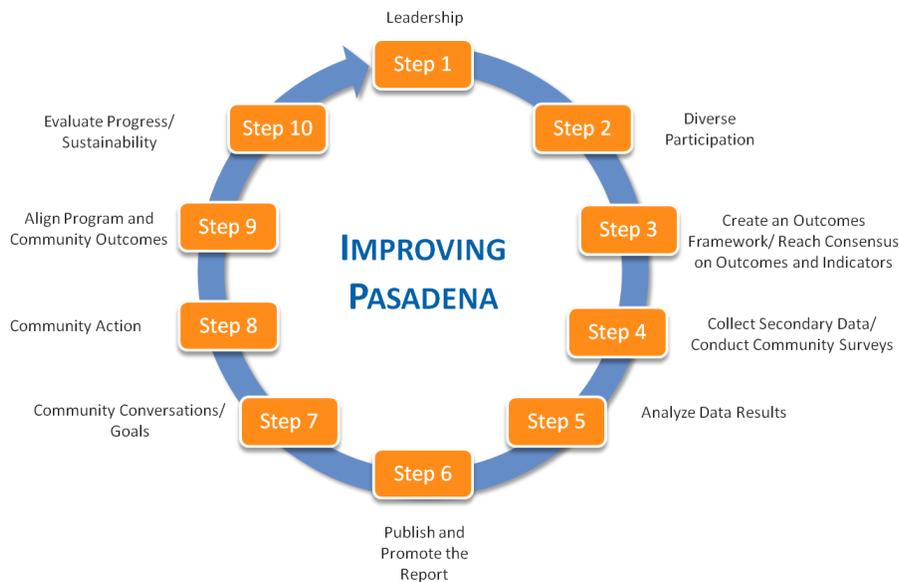
7. Based on your/household use of the City of Pasadena's (S) recreation program, how often do you/they use the city's recreation facilities? (Select all that apply.)

○ Too many (Specify) _____
○ About the right amount (Specify) _____
○ Not enough (Specify) _____

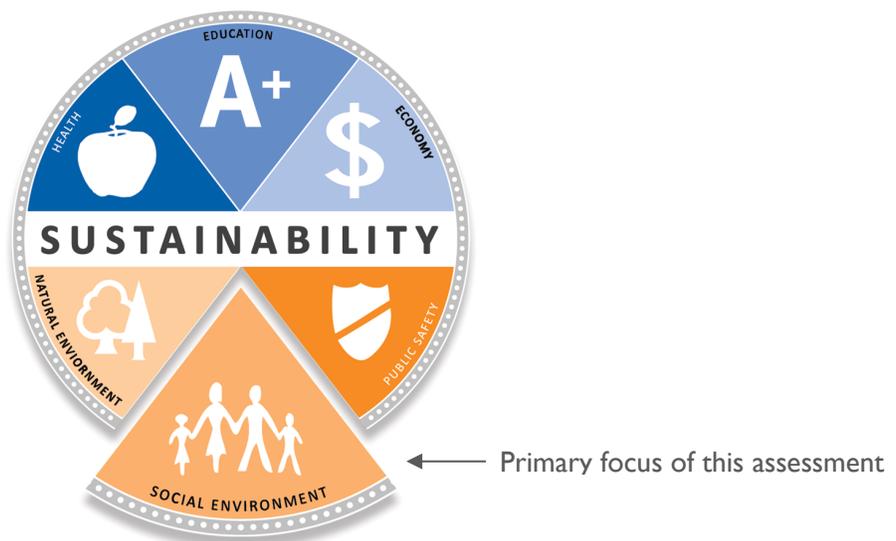
Methodology

Applied Survey Research's Community Improvement Cycle

There are ten steps to creating a community indicator project for local communities as shown in the following visual:



Applied Survey Research's (ASR) community assessment model relies on clearly defined indicators to understand complex concepts and systems. The setting of the overall context for prioritizing the indicators is guided by the seven related domains of community assessment including education, the economy, public safety, the social and natural environment, health, and sustainability, as displayed in the following visual:



For the purposes of the 2012 City of Pasadena Human Services, Recreation, and Housing Assessment, special groups known as the Planning Team and the Community Input Group were formed to advise on the indicator selection process. The Planning Team (comprised of commission members, department staff, community organizations, and ASR) and the Community Input Group (represented by a rich mixture of professionals, advocates, and community volunteers) were experts in the respective areas under review. Meetings were held with these groups to gather input on the project methodology as well as the various content areas. The Planning Team used a criteria to select and prioritize the quality of life indicators to focus on in this assessment. These criteria stipulated that indicators need to be understandable to the general user, responsive to change, relevant for policy decision, and updated regularly. In all, 32 quality of life indicators were selected.

Primary Data

Measures of community progress depend upon consistent, reliable, and scientifically accurate sources of data. The majority of data gathered for this project were primary (original) data. Primary data includes surveys and interviews with residents, program participants, key community stakeholders, etc.

Surveys are important to use in assessments because there is much to be learned from people's perceptions of their own needs and the needs of their family and community members. Five different surveys were conducted in the City of Pasadena to assess the human services, recreation, and housing needs of the city. A mixed methodology was used to accurately represent the needs of the various demographics of city residents, based on their geographic location, income, access to services and programs, etc. The following table outlines the five surveys that were conducted to gather primary data.

Number of Surveys Collected & Number of Valid Surveys*

SURVEY	COLLECTED	VALID
Resident telephone survey	1,002	1,002
<i>Residents overall - base sample</i>	496	496
<i>Residents living with children under 18 - base sample plus oversample</i>	349	349
<i>Senior residents 60 years and older - base sample plus oversample</i>	347	347
<i>Northwest Pasadena residents - base sample plus oversample</i>	404	404
Resident face-to-face survey	685	681
Resident online survey	942	700
Program participant survey	300	300
Community stakeholder survey	42	42
Total	2,971	2,725

* Surveys were deemed invalid, and therefore discarded and excluded from the sample if: a) more than 95% of the survey was incomplete, or b) there was more than one survey (within a survey sample and across the resident survey samples) from the same respondent (based on the respondent's date of birth and other demographic characteristics).



Resident Telephone Survey

- Survey administration period: March 15 - April 22, 2012
- Total valid surveys:

SURVEY	English	Spanish	Total
<i>Resident telephone survey</i>	932	70	1,002
<i>Residents overall - base sample</i>	482	14	496
<i>Residents living with children - base sample plus oversample</i>	303	46	349
<i>Senior residents - base sample plus oversample</i>	334	13	347
<i>Northwest Pasadena residents - base sample plus oversample</i>	347	57	404

- Sample selection method: random sampling
- Response rate (residents overall): 24.8%
- Margin of error (95% confidence level):¹⁴

SURVEY	When generalizing to all residents*	When generalizing to all households*
<i>Residents overall - base sample</i>	+/- 4.4%	+/- 4.4%
<i>Residents living with children - base sample plus oversample</i>	+/- 5.2%	+/- 5.2%
<i>Senior residents - base sample plus oversample</i>	+/- 5.2%	+/- 5.2%
<i>Northwest Pasadena residents - base sample plus oversample</i>	NA**	NA**

* The terms "residents" and "households" were used to describe data from telephone, face-to-face, and online survey respondents. Some survey questions were asked specifically about the respondents, while others were asked about the respondents' household.

** The total population for this group is not available, therefore the margin of error cannot be calculated.

ASR conducted a telephone survey, in both English and Spanish, with 496 randomly selected Pasadena residents 18 years and older in order to capture and understand the diverse perspectives of community members. The intent of the surveys was to measure the opinions, attitudes, desires, and needs of a representative sample of the city's residents. Potential

¹⁴ The "margin of error" is useful in assessing how likely it is that responses observed in the sample would be found in the population of all residents in the City of Pasadena if every resident were to be polled. A sample size of 496 residents provides 95% confidence that the opinions of survey respondents do not differ from those of the general population of the City of Pasadena by more than +/- 4.4%. For example, within the resident telephone survey sample, 54.7% of survey respondents indicated that they spent 31% or more of their household income on housing costs. Therefore, ASR is 95% confident that across all households in the City of Pasadena, the percentage of households who spent 31% or more of their household income on housing costs is between 50.3% and 59.1% (54.7% +/- 4.4%). It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the stated interval of 4.4%. It should be understood that all surveys have subtle and inherent biases. ASR has worked diligently with the Planning Team to reduce risks of bias and to eliminate identifiable biases. One remaining bias in this study appears in the area of self-selection: the capturing of opinions of only those willing to contribute approximately 20 minutes of their time to participate in this survey.



respondents were selected based on phone number prefixes. In order to address the increasing number of households without landline telephone service, the random sample included cell phone numbers. All cell phone numbers were dialed manually (by hand) to comply with the Telephone Consumer Protection Act (TCPA) rules. Respondents were screened for geography, as cell phones are not necessarily located where the number came from originally. In total, the random sample included 257 landline and 239 cell phone random digit dial prefixes in the City of Pasadena.

In addition to the citywide telephone survey sample, ASR conducted telephone interviews with the Department of Human Services and Recreation's specified groups of interest. The Department of Human Services and Recreation identified three target populations with the greatest needs in the City of Pasadena: households with children under 18, seniors 60 years and older, and Northwest Pasadena residents. Oversample quotas were established to obtain sufficient samples of each target population to allow for separate analyses of their responses and generalization to the overall population for each of the three target populations. Although additional time was required to meet the quota for households with children, all of the quotas were met and exceeded for each target population, thus the data is reliable and statistically representative of each group. In addition to surveys collected for these targeted groups in the base sample, the following number of surveys was collected for each of the targeted groups in the oversample: 128 for households with children, 200 with seniors, and 178 with Northwest Pasadena residents.

Overall, data from the United States Census Bureau compared to demographic telephone survey data showed that the telephone survey respondents (base sample) were of slightly higher income and more educated than the Pasadena population overall. The telephone survey sample also contained more females, more Whites/Caucasians, and fewer Hispanics/Latinos.



Resident Face-to-Face Survey

- Survey administration period: March 5-30, 2012
- Total valid surveys: 681 surveys (569 English, 112 Spanish)
- Sample selection method: convenience sampling¹⁵

Face-to-face self-administered surveys are useful in that they can reach diverse and marginalized groups, including those who: do not have a telephone, a computer, or internet access; only use cell phones, live in rural areas; work several jobs and therefore are not easily available; have low incomes; and may not be easily reached by a telephone or online survey. This allows for input from members of diverse populations such as low-income families and monolingual Spanish speakers.

¹⁵ In general, a response rate and a margin of error are not calculated when a convenience sampling approach is used. Additionally, the survey is not designed to yield data that is statistically representative of the general population.

A face-to-face survey of Pasadena residents 18 years and older (one survey per household) was conducted for this assessment. A “convenience sample” was used, whereby the respondents were selected, in part or in whole, at the convenience of the researcher. Response incentives were offered to increase the response rate. Face-to-face surveys were conducted on “Survey Saturday” (March 10, 2012), as well as at “leave-behind” locations for a four-week period (March 5-30, 2012).

On “Survey Saturday,” ASR staff, along with trained data collection partners (volunteers, department partners, and department staff), went to different areas of the city and asked residents visiting public places or organizations, or attending events, to complete the survey. “Survey Saturday” locations included locations throughout the community where Pasadena residents congregate, such as the farmer's market, parks, community centers, recreation facilities, and locations where special events take place.

In addition to conducting surveys on “Survey Saturday,” surveys were also administered at “leave-behind” locations where general residents and targeted groups frequented. Many different organizations served as “leave-behind” locations and assisted in the distribution of face-to-face surveys, including: libraries, community centers, the Pasadena Senior Center, the Flintridge Center, churches, and the City Hall.

Data from the United States Census Bureau compared to demographic face-to-face survey data showed that the face-to-face survey respondents were of lower income and less educated than the Pasadena population overall. The face-to-face survey sample also contained more females, more Hispanics/Latinos, and more Blacks/African Americans, and fewer Whites/Caucasians.

Resident Online Survey

- Survey administration period: March 5-30, 2012
- Total valid surveys: 700 surveys (657 English, 43 Spanish)
- Sample selection method: convenience sampling¹⁶

One benefit of conducting an online survey is that it enables the collection of additional surveys from residents who prefer completing the surveys on their own time or who do not frequent locations where face-to-face surveys are conducted. Online surveys were made available for Pasadena residents 18 years and older to share their input (one survey per household). A convenience sampling approach was also used for this survey, whereby a Human Services and Recreation Department postcard containing the link to the online survey was printed and distributed to every household in the City of Pasadena, and every eligible resident was given the opportunity to complete the survey. Response incentives were offered to increase the response rate.

¹⁶ In general, a response rate and a margin of error are not calculated when a convenience sampling approach is used. Additionally, the survey is not designed to yield data that is statistically representative of the general population.

Data from the United States Census Bureau compared to demographic online survey data showed that the online survey respondents were of slightly higher income and more educated than the Pasadena population overall. The online survey sample also contained more females, more Whites/Caucasians, and less Hispanics/Latinos.



Program Participant Survey

- Survey administration period: March 15 - April 4, 2012
- Total valid surveys: 300 surveys (201 English, 99 Spanish)
- Sample selection method: random sampling
- Response rate: 22.0%
- Margin of error (95% confidence level):
 - » When generalizing to all residents: +/- 5.4%
 - » When generalizing to all households: +/- 5.4%

The Program Participant survey was conducted with resident participants in the City's Human Services and Recreation programs. This was a random-digit-dial telephone survey conducted with 300 randomly selected city residents who had participated in a Human Service and Recreation Department program (21 human services program participants and 279 recreation program participants) within the past year (January 1, 2011 - January 31st, 2012). The intent of this survey was to measure the specific opinions, attitudes, desires, and needs of program participants.



Community Stakeholder Survey

- Survey administration period: March 15 - April 4, 2012
- Total valid surveys: 42 surveys (42 English, 0 Spanish)
- Sample selection method: convenience sampling¹⁷

The City of Pasadena Department of Human Services and Recreation wanted to learn about community stakeholders' perceptions about the needs of city residents, community stakeholder's partnerships with each other and with the Human Services and Recreation Department, and how effective they were in serving city residents and partnering with community stakeholders. In order to measure this, an online survey was conducted with key community stakeholders in the city. In March and April 2012, the survey link was emailed to known community partners with a letter from the Mayor urging partners to share their opinions. The intent of this survey was to assess system-level needs, assets, and outcomes.

¹⁷ In general, a response rate and a margin of error are not calculated when a convenience sampling approach is used. Additionally, the survey is not designed to yield data that is statistically representative of the general population.



Secondary Data

Secondary data sources are collected from a variety of sources, including but not limited to: the U.S. Census; federal, state, and local government agencies; academic institutions; economic development groups; libraries; schools; and computerized sources through online databases and the Internet. Where appropriate, these secondary data pieces have been combined with primary data to provide a more complete picture of life in the City of Pasadena.

American Community Survey

The American Community Survey (ACS) offers broad, comprehensive information on demographic, social, economic, and housing characteristics. It is conducted by the United States Census Bureau and is designed to provide information at many levels of geography. It uses a series of monthly samples to produce annually updated data for the same small areas (census tracts and block groups) formerly surveyed via the decennial census long-form. Data for the American Community Survey are collected continuously throughout the year and data from each calendar year are aggregated to produce annual estimates. As opposed to the decennial census, which produces data once every 10 years, the ACS provides a continuous stream of updated information for states and local areas. The ACS is conducted throughout the United States and data are collected using three modes: mail, telephone, and personal visits.

Other Secondary Data Sources

While the majority of secondary data included in this report are from the American Community Survey (ACS), other secondary data are also available from other sources, some of which were included and others of which were not. Only secondary data that were deemed of highest interest and relevance were included in this report.

It is important to connect data contained in this report to other relevant data sources, including:

- The City of Pasadena Public Health Department's 2011 Pasadena/Altadena Quality of Life Index
- The California Healthy Kids Survey
- The City of Pasadena Citizen Survey
- The 2012 City of Pasadena Homeless Count Report

Survey Respondent Demographics

Figure 1:  Demographics of the City of Pasadena General Population Compared to Demographics of Resident Telephone and Face-to-Face Survey Respondents

	GENERAL POPULATION - 2010 AMERICAN COMMUNITY SURVEY	RESIDENTS OVERALL - TELEPHONE SURVEY	RESIDENTS OVERALL - FACE-TO-FACE SURVEY
RACE/ETHNICITY (Top Responses)	N=137,294	N=485	N=627
White/Caucasian	37.8%	59.2%	21.7%
Hispanic/Latino	35.8%	14.2%	38.0%
Asian	12.6%	6.8%	6.7%
Black/African American	10.5%	11.5%	20.7%
HOUSEHOLD INCOME	N=50,821	N=406	N=597
Less than \$25,000	19.1%	14.5%	41.9%
\$25,000 to \$49,999	17.8%	17.0%	24.0%
\$50,000 to \$99,999	30.5%	32.0%	18.4%
\$100,000 to \$149,999	17.2%	16.0%	8.0%
\$150,000 to \$199,999	7.7%	7.6%	4.0%
\$200,000 or more	7.8%	12.8%	3.7%

Source: United States Census Bureau. 2010 American Community Survey. Applied Survey Research. 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment Surveys.

EXECUTIVE SUMMARY



CITY OF
PASADENA
HUMAN SERVICES AND RECREATION DEPARTMENT

Executive Summary

The goal of the 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment is to provide data to help improve the quality of life of all Pasadena residents, with an emphasis on families with children under 18, seniors 60 years and older, and Northwest Pasadena residents. We hope that the report also engages communities in collaborative action to improve the city.

Methodology

The report focuses on 32 key quality of life indicators selected by the Planning Team (comprised of commission members, department staff, community organizations, and Applied Survey Research, the research partner) and the Community Input Group (including a rich mixture of professionals, advocates, and community volunteers). These quality of life indicators were deemed to be of highest interest as the Planning Team and Community Input Group believed it was important that they were understandable to the general user, responsive to change, relevant for policy decisions, and updated regularly.

To inform the status of these quality of life indicators, data were collected from primary and selected secondary sources.

Primary Data

This report relies upon five different surveys (primary data sources):

1. A telephone survey that is representative of all Pasadena residents, including oversamples (extra surveys) of residents living with children under 18, senior residents 60 years and older, and Northwest Pasadena residents.
2. A face-to-face survey targeted hard to reach populations, such as low-income and monolingual Spanish speakers
3. An on-line survey of residents
4. A survey of individuals who have participated in either Human Services or Recreation Department Programs (referred to as “program participants”)
5. A survey of organizations (also known as “stakeholders” which include non-profits, schools, commissions, etc.) that provide human and recreation-related services.

Data from a total of 2,725 valid surveys were included in this report. The following table shows the number of valid surveys by survey type.

Number of Valid Surveys*

SURVEY	VALID
Resident telephone survey	1,002
<i>Residents overall - base sample</i>	496
<i>Residents living with children under 18 - base sample plus oversample</i>	349
<i>Senior residents 60 years and older - base sample plus oversample</i>	347
<i>Northwest Pasadena residents - base sample plus oversample</i>	404
Resident face-to-face survey	681
Resident online survey	700
Program participant survey	300
Community stakeholder survey	42
Total	2,725

* Surveys were deemed invalid, and therefore discarded and excluded from the sample if: a) more than 95% of the survey was incomplete, or b) there was more than one survey (within a survey sample and across the resident survey samples) from the same respondent (based on the respondent's date of birth and other demographic characteristics).

Secondary Data

In addition to the primary survey data, secondary data were collected for some key quality of life indicators, such as unemployment, poverty, homelessness, race and ethnic distribution, and population estimates. Secondary data were collected from a range of sources, such as the United State Census Bureau, federal, state and local government agencies, and online databases.

Key Findings

Data from each of the surveys and from other secondary data sources showed that:

Residents of the City of Pasadena

- There were 137,294 people living in the City of Pasadena in 2010.
- One out of five residents was under the age of 20, and 17% were 60 years and older.
- The race/ethnic composition of the city in 2010 were as follows: White (38%), Hispanic/Latino (36%), Asian (13%), Black/African-American (11%), and other (3%).
- 47% of residents spoke a language other than English at home.

Strengths & Assets

- The city is rich in diversity.
- City residents are well-educated with 67% of residents having some college experience, an Associate's degree, a Bachelor's degree, or a graduate or professional degree.
- Unemployment is beginning to decline from 9.4% in the city in 2011 to 8.4% in April 2012.

- The percentage of people living in poverty over the last year is also declining and is lower in the city (13.2%) than in Los Angeles County (17.5%).
- The vast majority (80%) of residents surveyed by telephone reported having three people in their neighborhood they could turn to for support.
- Residents are accessing recreation events/programs/facilities such as special events/festivals, volunteer opportunities, parks, hiking trails and sports fields/courts.

Challenges

The Economy

- Needs in the city are changing as reported by community stakeholders. They also reported that the highest needs are job search, unemployment, housing, food, and emergency assistance.
- Nearly 22% of residents wanted to get job training or re-educated for a new career in the last year, especially in vocational programs and college.
- Over half of households (55%) reported in the telephone survey that they spent 30% or more of their income on housing costs.

Violence and Discrimination

- Residents were concerned about bullying, child abuse/neglect, elder abuse/neglect, and spouse/partner violence.
- Half of Pasadena residents felt that racism was “somewhat of a problem” in the city.
- 15% of households in the telephone survey and 30% of face-to-face survey respondents reported feeling discriminated against in the last year, mostly due to their ethnicity and/or race, socioeconomic status, language, appearance, or age.

Physical Fitness Needs

- One-third of telephone survey respondents reported engaging in physical activity for 30 minutes or more at least five times a week (the amount recommended by the Centers for Disease Control and Prevention).
- Only about half of 5th, 7th and 9th graders met the state standards in at least five out of six physical fitness areas.

People with Disabilities

- According to the telephone survey, people with disabilities (the majority of whom were 50 years or older) requested more social and recreational services, as well as specialized transportation for people with disabilities, so that they could fully participate in community life.



Information Needs

- When households were asked why they didn't use human services and recreation programs, 16% said they didn't know about them.

Utilization of Human Services

- Of program participant households in human services programs, the most used services were: meal/nutrition programs (28%), adult education (15%), youth tutoring (15%) and employment services (15%).
- Of telephone survey respondents, the top three human services used were neighborhood safety (15%), employment services (12%), and utility and emergency financial assistance (10%).
- Of those telephone survey respondents and program participant households who used the city's human services, three out of four (75%-76%) households felt there were "about the right amount" of services in the city.

Participation in Recreation Programs

- Program participant households reported that the recreation programs they used the most were: sports (51%), special events/festivals (50%), and before/after school programs (50%).
- Telephone survey respondents reported that the recreation programs they used the most were: special events/festivals (49%), volunteering (25%) and sports (22%).
- The most common reasons why telephone survey respondents and program participants used city recreation programs and facilities were: to improve physical fitness and health, because of the programs or facilities offered, and enjoyment of the outdoors.
- Among telephone survey respondents overall and program participants respondents, approximately three out of four households felt there were "about the right amount" of programs in the city.

Utilization of Recreation Facilities

- Program participant households reported that the recreation facilities they used the most were: parks (90%), playgrounds (75%), and hiking trails (64%).
- Telephone survey respondents reported that the recreation facilities they used the most were: parks (76%), hiking trails (52%), and sports fields/courts (39%).

Overall Satisfaction

- Of program participants who used the city's human services and recreation programs/facilities, over half (52%-59%) said they were "very satisfied" overall and approximately 40% said they were "somewhat satisfied."

Community Partnerships & Partnerships with the Human Services & Recreation Department

A range of community stakeholders (non-profit organizations, schools, foundations) were surveyed about their partnerships with other organizations and with the city. Findings showed:

- 92% of community stakeholders reported partnering with other community organizations and all were “somewhat satisfied” or “very satisfied” with these partnerships.
- Over half of community stakeholders (59%) stated there were not sufficient partnerships between public and private sectors in the city.
- Only about one-third of community stakeholders had the data they needed to show their organization’s impact on their target populations.
- Half of community stakeholders reported partnering with the City Human Services and Recreation Department. Of those that partnered, 95% felt that the Departments were “very or somewhat involved” with community partnerships.
- Community partners agreed with the city’s priority populations in greatest need: youth under 18, seniors 60 years and older and Northwest Pasadena residents.

Improving Human Services, Recreation Programs & Recreation Facilities

- When asked how the city’s human services, recreation programs, and recreation facilities could be improved, the top five responses for all survey respondents (participants, households by telephone, on-line, and face-to-face) were:
 - » More information about services
 - » More hours of operation
 - » Faster response time
 - » Better customer service
 - » Easier application process.

A list of recommendations and next steps may be found at the end of this report in the conclusion section (see page 80).

EXECUTIVE SUMMARY



CITY OF
PASADENA
HUMAN SERVICES AND RECREATION DEPARTMENT

Executive Summary

The goal of the 2012 City of Pasadena Human Services, Recreation, and Housing Needs Assessment is to provide data to help improve the quality of life of all Pasadena residents, with an emphasis on families with children under 18, seniors 60 years and older, and Northwest Pasadena residents. We hope that the report also engages communities in collaborative action to improve the city.

Methodology

The report focuses on 32 key quality of life indicators selected by the Planning Team (comprised of commission members, department staff, community organizations, and Applied Survey Research, the research partner) and the Community Input Group (including a rich mixture of professionals, advocates, and community volunteers). These quality of life indicators were deemed to be of highest interest as the Planning Team and Community Input Group believed it was important that they were understandable to the general user, responsive to change, relevant for policy decisions, and updated regularly.

To inform the status of these quality of life indicators, data were collected from primary and selected secondary sources.

Primary Data

This report relies upon five different surveys (primary data sources):

1. A telephone survey that is representative of all Pasadena residents, including oversamples (extra surveys) of residents living with children under 18, senior residents 60 years and older, and Northwest Pasadena residents.
2. A face-to-face survey targeted hard to reach populations, such as low-income and monolingual Spanish speakers
3. An on-line survey of residents
4. A survey of individuals who have participated in either Human Services or Recreation Department Programs (referred to as “program participants”)
5. A survey of organizations (also known as “stakeholders” which include non-profits, schools, commissions, etc.) that provide human and recreation-related services.

Data from a total of 2,725 valid surveys were included in this report. The following table shows the number of valid surveys by survey type.

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Secondary Data

In addition to the primary survey data, secondary data were collected for some key quality of life indicators, such as unemployment, poverty, homelessness, race and ethnic distribution, and population estimates. Secondary data were collected from a range of sources, such as the United State Census Bureau, federal, state and local government agencies, and online databases.

Key Findings

Data from each of the surveys and from other secondary data sources showed that:

Residents of the City of Pasadena

- There were 137,294 people living in the City of Pasadena in 2010.
- One out of five residents was under the age of 20, and 17% were 60 years and older.
- The race/ethnic composition of the city in 2010 were as follows: White (38%), Hispanic/Latino (36%), Asian (13%), Black/African-American (11%), and other (3%).
- 47% of residents spoke a language other than English at home.

Strengths & Assets

- The city is rich in diversity.
- City residents are well-educated with 67% of residents having some college experience, an Associate's degree, a Bachelor's degree, or a graduate or professional degree.
- Unemployment is beginning to decline from 9.4% in the city in 2011 to 8.4% in April 2012.

- The percentage of people living in poverty over the last year is also declining and is lower in the city (13.2%) than in Los Angeles County (17.5%).
- The vast majority (80%) of residents surveyed by telephone reported having three people in their neighborhood they could turn to for support.
- Residents are accessing recreation events/programs/facilities such as special events/festivals, volunteer opportunities, parks, hiking trails and sports fields/courts.

Challenges

The Economy

- Needs in the city are changing as reported by community stakeholders. They also reported that the highest needs are job search, unemployment, housing, food, and emergency assistance.
- Nearly 22% of residents wanted to get job training or re-educated for a new career in the last year, especially in vocational programs and college.
- Over half of households (55%) reported in the telephone survey that they spent 30% or more of their income on housing costs.

Violence and Discrimination

- Residents were concerned about bullying, child abuse/neglect, elder abuse/neglect, and spouse/partner violence.
- Half of Pasadena residents felt that racism was “somewhat of a problem” in the city.
- 15% of households in the telephone survey and 30% of face-to-face survey respondents reported feeling discriminated against in the last year, mostly due to their ethnicity and/or race, socioeconomic status, language, appearance, or age.

Physical Fitness Needs

- One-third of telephone survey respondents reported engaging in physical activity for 30 minutes or more at least five times a week (the amount recommended by the Centers for Disease Control and Prevention).
- Only about half of 5th, 7th and 9th graders met the state standards in at least five out of six physical fitness areas.

People with Disabilities

- According to the telephone survey, people with disabilities (the majority of whom were 50 years or older) requested more social and recreational services, as well as specialized transportation for people with disabilities, so that they could fully participate in community life.



Information Needs

- When households were asked why they didn't use human services and recreation programs, 16% said they didn't know about them.

Utilization of Human Services

- Of program participant households in human services programs, the most used services were: meal/nutrition programs (28%), adult education (15%), youth tutoring (15%) and employment services (15%).
- Of telephone survey respondents, the top three human services used were neighborhood safety (15%), employment services (12%), and utility and emergency financial assistance (10%).
- Of those telephone survey respondents and program participant households who used the city's human services, three out of four (75%-76%) households felt there were "about the right amount" of services in the city.

Participation in Recreation Programs

- Program participant households reported that the recreation programs they used the most were: sports (51%), special events/festivals (50%), and before/after school programs (50%).
- Telephone survey respondents reported that the recreation programs they used the most were: special events/festivals (49%), volunteering (25%) and sports (22%).
- The most common reasons why telephone survey respondents and program participants used city recreation programs and facilities were: to improve physical fitness and health, because of the programs or facilities offered, and enjoyment of the outdoors.
- Among telephone survey respondents overall and program participants respondents, approximately three out of four households felt there were "about the right amount" of programs in the city.

Utilization of Recreation Facilities

- Program participant households reported that the recreation facilities they used the most were: parks (90%), playgrounds (75%), and hiking trails (64%).
- Telephone survey respondents reported that the recreation facilities they used the most were: parks (76%), hiking trails (52%), and sports fields/courts (39%).

Overall Satisfaction

- Of program participants who used the city's human services and recreation programs/facilities, over half (52%-59%) said they were "very satisfied" overall and approximately 40% said they were "somewhat satisfied."

Community Partnerships & Partnerships with the Human Services & Recreation Department

A range of community stakeholders (non-profit organizations, schools, foundations) were surveyed about their partnerships with other organizations and with the city. Findings showed:

- 92% of community stakeholders reported partnering with other community organizations and all were “somewhat satisfied” or “very satisfied” with these partnerships.
- Over half of community stakeholders (59%) stated there were not sufficient partnerships between public and private sectors in the city.
- Only about one-third of community stakeholders had the data they needed to show their organization’s impact on their target populations.
- Half of community stakeholders reported partnering with the City Human Services and Recreation Department. Of those that partnered, 95% felt that the Departments were “very or somewhat involved” with community partnerships.
- Community partners agreed with the city’s priority populations in greatest need: youth under 18, seniors 60 years and older and Northwest Pasadena residents.

Improving Human Services, Recreation Programs & Recreation Facilities

- When asked how the city’s human services, recreation programs, and recreation facilities could be improved, the top five responses for all survey respondents (participants, households by telephone, on-line, and face-to-face) were:
 - » More information about services
 - » More hours of operation
 - » Faster response time
 - » Better customer service
 - » Easier application process.

A list of recommendations and next steps may be found at the end of this report in the conclusion section (see page 80).

