OFFICE OF THE CITY MANAGER

September 4, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Decker House Request for Proposals – Addendum #2:

A second addendum (Addendum #2) was issued on September 2, 2014 to the Request for Proposals (RFP) for the relocation, historic rehabilitation and reuse of the Decker House structure, located at 750 N. Fair Oaks Avenue on the City-owned Heritage Square site. The RFP was released on August 8, 2014 and an initial addendum was issued on August 20, 2014.

According to William Huang, Director of Housing and Career Services, addendum #2 modifies the RFP by extending the deadline to Monday, October 20, 2014; clarifies certain terms under the Developer Experience and Capacity scoring category; and changes the bonus point scoring for proposals which structure the City subsidy as a loan. In addition, a mandatory pre-bid conference is scheduled for Thursday, September 11, 2014. Addendum #2 was distributed via email to developers and other interested parties on lists maintained by the Housing and Career Services Department, and posted on the department website. The City homepage and social media information have also been updated accordingly.

2. Metro Fare Increase Effective September 15th:

On September 15, 2014, Metro is changing its bus and rail fares. The change was approved by the Metro Board of Directors on May 22, 2014. The cost of a One-Way Regular fare will increase from \$1.50 to \$1.75 and an unlimited use Day Pass will increase from \$5.00 to \$7.00. Under the new fare structure, a One-Way Trip purchased using a TAP card will include transfers to other Metro lines for up to two hours to complete a one-way trip. If the fare is paid using cash, transfers will not be included.

According to Frederick Dock, Director of Transportation, the City subsidizes 25% of the cost of Metro Senior/Disabled 30-Day Passes for eligible residents. Currently, Pasadena seniors pay \$10.50 for a \$14.00 30-Day Pass. Starting October 1st, the City will continue the 25% subsidy to residents by selling the \$20.00 30-Day Pass for \$15.00.

The Metro Fare increases will NOT affect the Pasadena ARTS fares which will remain $0.75 regular fare, $0.50 students, and $0.35 for senior/disabled. A table listing the new Metro fares is attached. Complete details on the new fares can be found at *metro.net/fares*.

3. Pasadena Police Calls for Service Report – August 2014:

Attached is the Preliminary Monthly Statistical Report for the month of August 2014 from Phillip L. Sanchez, Chief of Police. This report is based on report calls for service rather than the uniform crime reporting (UCR) stats. The report reflects specific call types that resulted in a report/arrest disposition sorted by Service Area and Council District.

4. Q-Flow (automated queuing system):

Vincent Bertoni, Director of Planning & Community Development is pleased to announce that on August 4, 2014, the Permit Center rolled out a new automated queuing system called Q-Flow. This system manages customer service routing at multiple windows offered at the Permit Center. As customers walk in for service, they will have the option of using a self-service Q-Flow kiosk or speak with a receptionist to be entered into the queue. Customers are next routed to the various windows depending on the type of service they request. Q-Flow is also capable of producing several types of reports on monitoring customer traffic; provide metrics on service volume, service times, wait times, and related reports.

The Q-Flow system allows the customer to wait in line for multiple windows to obtain necessary information regarding plan review and permits for Building, Code Enforcement, Zoning, Design and Historic Preservation, Fire, and Public Works. Once a customer obtains information from one window, the system will automatically transfer the customer to the next available window. No need to wait in line again!

There are two large TV monitors in the Permit Center lobby that displays "now serving" and the customer's place in line. The self-service kiosk is a touch screen monitor that allows customers to select the reason for their visit from a pre-defined menu of options. With the implementation of the Q-Flow, Permit Center customers feel informed and empowered, and staff efficiency is improved by managing customer traffic with total visibility. Anticipated future enhancements include on-line check in, smart phone apps and web-based live information on service wait times.

5. What Makes A City Great?

Urbanites across the country agree on a few things; they want great food, they love waterfronts, and they value historical architecture. As planners and designers, Sasaki Associates' job is to understand what people want and balance these desires with the big picture – economic realities, cultural needs, environmental concerns, and design opportunities – ultimately helping to shape a more satisfying and sustainable urban experience.

In the attached report, Sasaki outlines the results of a survey of 1,000 people who both live and work in one of six dynamic US cities – Boston, Chicago, New York, Austin, San Francisco, and Washington DC. Sasaki asked people what they like and what they don't like about their built environment in four key areas: architecture, activities, parks and open space, and transportation, and what their personal outlook is for staying in a city long-term. Participants' answers show that while we may be in the "century of the city" there is still much work to be done to improve urban life through thoughtful planning and innovation.

Respectfully submitted,

STEVE MERMELL
Assistant City Manager

SM: dc
/attachment

Metro Fares as of September 15, 2014	Regular	Senior 62+/ Disabled/ Medicare	College/ Vocational	Student K-12
Cash (Bus Only)				
1-Ride Base Fare No transfers included.	$1.75	75¢ Peak 35¢ Off-Peak	$1.75	$1
Metro-to-Muni Transfer Transfer to a non-Metro bus within two hours.	50¢	25¢	50¢	50¢
Tokens (Bag of 10) Each token valid for 1-Ride Base Fare. No transfers given if used onboard buses.	$17.50	—	—	—
On TAP				
1-Way Trip Includes transfers to other Metro lines for up to two hours to complete a one-way trip.	$1.75	75¢ Peak 35¢ Off-Peak	$1.75	$1
1-Day Pass	$7	$2.50	—	—
7-Day Pass	$25	—	—	—
30-Day Pass	$100	$20	$43	$24
30-Day Pass + Zone 1	$122	—	—	—
EZ transit pass	$110	$42	—	—
EZ transit pass + Zone 1	$132	$51.50	—	—
Express Freeway Premium Charge				
Express + Zone 1 Premium Charge Additional fare required only on freeway segments.	75¢	60¢	75¢	75¢
Silver Line				
1-Ride Base Fare	$2.50	$1.35 Peak 95¢ Off-Peak	$2.50	$2.50
Premium Charge for 7-Day, 30-Day, and EZ transit pass All other Metro passes accepted without premium charge.	75¢	—	—	—

ENGLISH

PASADENA POLICE DEPARTMENT

PRELIMINARY - Monthly Statistical Report

August 2014

This Preliminary Monthly Statistical Report is based on Call for Service (CFS) data and is not Uniform Crime Report (UCR) compliant. Select call types are included for incidents closed with a report disposition. Using preliminary information allows for timely information to make immediate deployment decisions.

	Service Areas					
Offense	**1**	**2**	**3**	**4**	**5**	
Homicide						0
Rape		1				1
Robbery	4	6	1	3	4	18
ADW		3	1	4	4	12
Assault	11	8	5	1	5	30
Assault DV	2	4	2	2	2	12
Burglary Commercial	9	3		9	13	34
Burglary Other	1		2	1	6	10
Burglary Residential	14	16	17	7	3	57
Burglary Vehicle	8	8	7	4	6	33
Theft	21	13	19	29	32	114
Recovered Vehicle	*3*	*2*		*1*	*2*	*8*
Stolen Vehicle	3	7	2		4	16
	73	**69**	**56**	**60**	**79**	**337**

	Council Districts							
Offense	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
Homicide								0
Rape			1					1
Robbery	2	1	6	3	4	2		18
ADW	2	1	3	4		2		12
Assault	10	2	7	1	5	4	1	30
Assault DV		1	3	2	4		2	12
Burglary Commercial	1		9	9	1	10	4	34
Burglary Other	1	1		1	3	2	2	10
Burglary Residential	10	12	4	9	4	13	5	57
Burglary Vehicle	9	4	7	4	3	1	5	33
Theft	8	10	19	30	11	22	14	114
Recovered Vehicle			*3*	*1*		*4*		*8*
Stolen Vehicle	2	1	3		4	6		16
	45	**33**	**62**	**63**	**39**	**62**	**33**	**337**

**Totals do not include recovered vehicles

INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

Combined Service Areas and Council Districts - August 2014

	West				Northwest				Central					East		Midtown						
Council District	**1**	**6**	**7**		**1**	**3**	**5**		**2**	**4**	**5**	**7**		**4**		**1**	**3**	**5**	**6**	**7**		
Homicide																						0
Rape						1		1														1
Robbery	2	2		4		2	4	6	1				1	3	3		4				4	18
ADW					2	1		3	1				1	4	4		2		2		4	12
Assault	8	3		11	2	4	2	8	2		2	1	5	1	1		3	1	1		5	30
Assault DV			2	2		1	3	4	1		1		2	2	2		2				2	12
Burglary Commercial		9		9	1	1	1	3						9	9		8		1	4	13	34
Burglary Other			1	1					1		1		2	1	1	1		2	2	1	6	10
Burglary Residential		11	3	14	10	3	3	16	12	2	1	2	17	7	7		1		2		3	57
Burglary Vehicle	6		2	8	3	4	1	8	4		2	1	7	4	4		3		1	2	6	33
Theft	6	12	3	21	2	5	6	13	10	1	3	5	19	29	29		14	2	10	6	32	114
Recovered Vehicle		*3*		*3*		*2*		*2*						*1*	*1*		*1*		*1*		*2*	*8*
Stolen Vehicle		3		3	2	3	2	7	1		1		2					1	3		4	16
	22	**40**	**11**	**73**	**22**	**25**	**22**	**69**	**33**	**3**	**11**	**9**	**56**	**60**	**60**	**1**	**37**	**6**	**22**	**13**	**79**	**337**

Combined Service Areas and Council Districts - 2014 Year to Date August

	West				Northwest				Central					East			Midtown					
Offense	**3**	**6**	**7**		**1**	**3**	**5**		**2**	**4**	**5**	**7**		**4**		**1**	**3**	**5**	**6**	**7**		
Homicide		1		1	5			5														6
Rape	2	2		4	3	1	2	6	3				3				3	1			4	17
Robbery	3	5	2	10	4	10	13	27	6		2	2	10	14	14		9	1	3	5	18	79
ADW	2	7	1	10	28	13	12	53	1		1	1	3	11	11		9		10	2	21	98
Assault	11	18	2	31	19	13	20	52	16		7	5	28	14	14		23	6	22	5	56	181
Assault DV		4	5	9	22	20	16	58	13		6		19	11	11	1	6	2	5		14	111
Burglary Commercial	1	48	9	58	4	12	13	29	29	2	4	5	40	68	68	1	52	4	13	19	89	284
Burglary Other	1	8	8	17	6	1		7	6	1	3	3	13	10	10	1	4	2	10	7	24	71
Burglary Residential	1	41	15	57	42	31	25	98	56	14	12	17	99	48	48		2	2	6	3	13	315
Burglary Vehicle	21	39	20	80	20	25	17	62	28	4	7	12	51	42	42		36	4	20	19	79	314
Theft	22	166	55	243	54	64	68	186	105	21	24	48	198	171	171		146	21	75	76	318	1116
Recovered Vehicle		*11*	*2*	*13*	*13*	*8*	*5*	*26*	*2*	*2*	*3*	*3*	*10*	*8*	*8*		*3*		*1*	*1*	*5*	*62*
Stolen Vehicle	6	25	4	35	12	15	17	44	12		15	9	36	12	12	1	9	5	10	6	31	158
	70	**364**	**121**	**555**	**219**	**205**	**203**	**627**	**275**	**42**	**81**	**102**	**500**	**401**	**401**	**4**	**299**	**48**	**174**	**142**	**667**	**2750**

** Totals do not include Recovered Vehicles

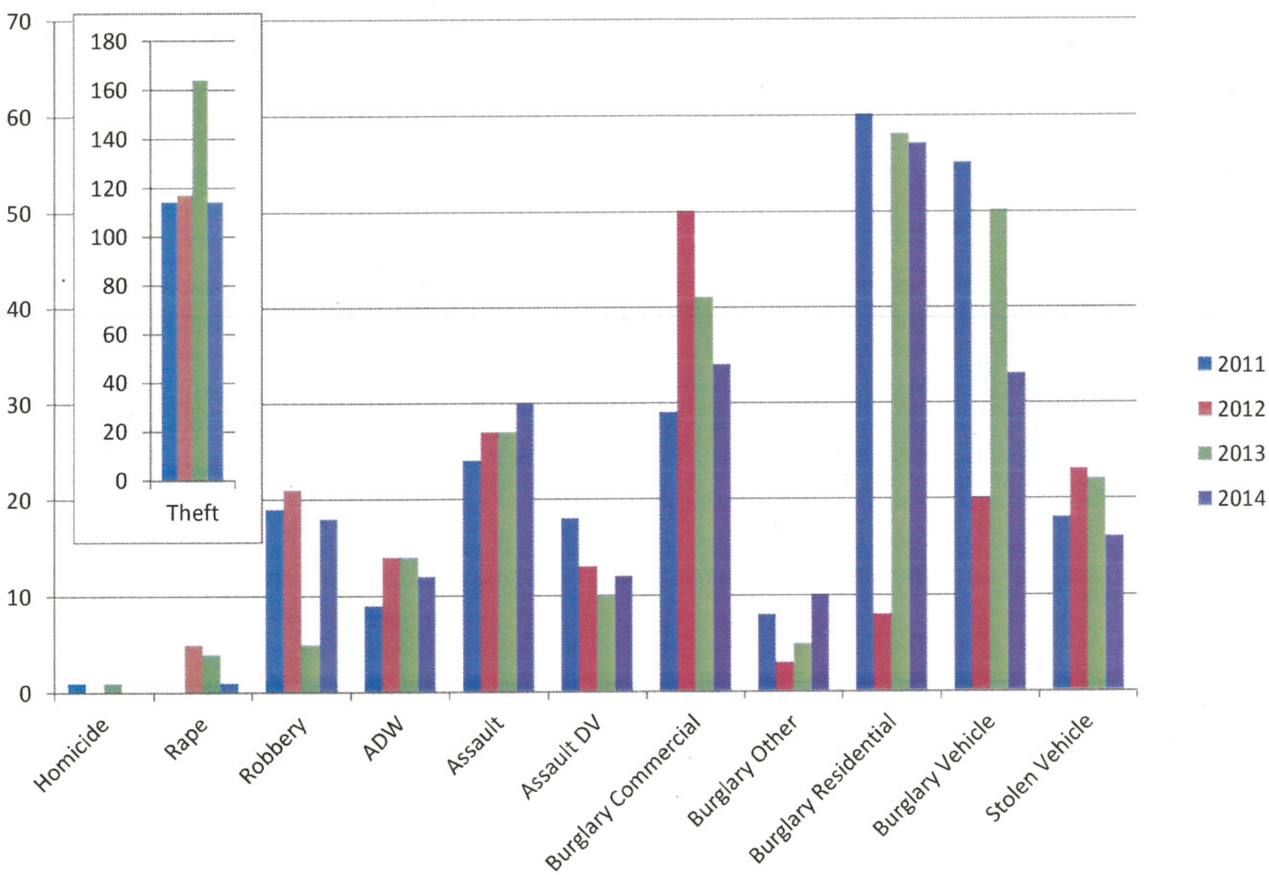
INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Aug 2011 - Aug 2014

	2011	2012	2013	2014	Change from 2013
Homicide	1		1		-100%
Rape		5	4	1	-75%
Robbery	19	21	5	18	260%
ADW	9	14	14	12	-14%
Assault	24	27	27	30	11%
Assault DV	18	13	10	12	20%
Burglary Commercial	29	50	41	34	-17%
Burglary Other	8	3	5	10	100%
Burglary Residential	60	46	58	57	-2%
Burglary Vehicle	55	20	50	33	-34%
Theft	114	117	164	114	-30%
Recovered Vehicle	*5*	*6*	*9*	*8*	-11%
Stolen Vehicle	18	23	22	16	-27%
	355	**339**	**401**	**337**	-16%



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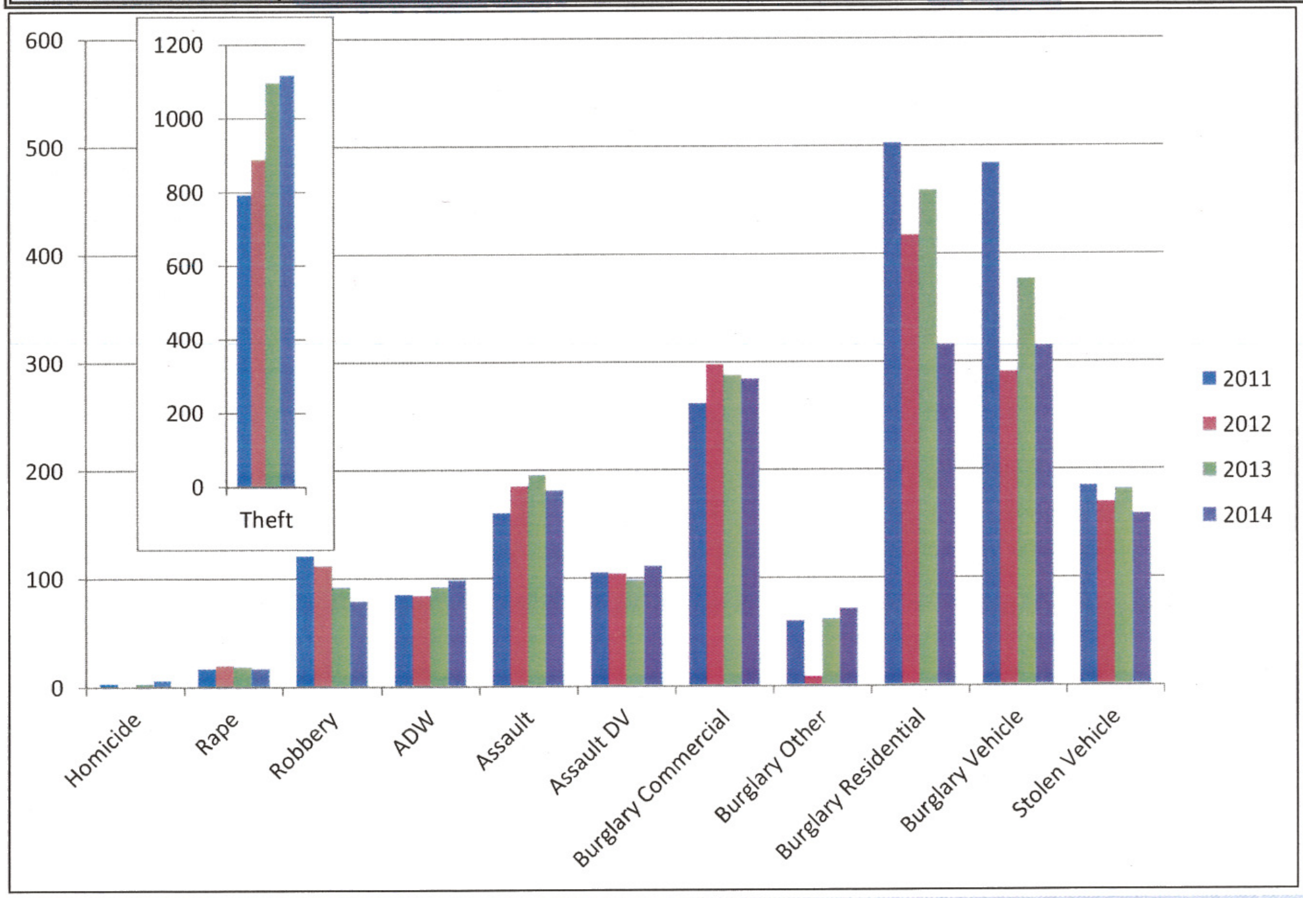
FOR PUBLIC DISTRIBUTION

PASADENA POLICE DEPARTMENT

Year to Date through August

	2011	2012	2013	2014	Change from 2013
Homicide	3	1	3	6	**100%**
Rape	17	20	19	17	**-11%**
Robbery	121	112	92	79	**-14%**
ADW	85	84	92	98	**7%**
Assault	160	185	195	181	**-7%**
Assault DV	105	104	98	111	**13%**
Burglary Commercial	261	297	287	284	**-1%**
Burglary Other	60	53	62	71	**15%**
Burglary Residential	502	417	458	315	**-31%**
Burglary Vehicle	483	290	376	314	**-16%**
Theft	791	887	1095	1116	**2%**
Recovered Vehicles	*51*	*65*	*58*	*62*	**7%**
Stolen Vehicle	184	169	181	158	**-13%**
Total	**2772**	**2619**	**2958**	**2750**	**-7%**



INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

THE STATE OF THE

CITY EXPERIENCE

WHAT MAKES A CITY GREAT?

Urbanites across the country agree on a few things: they want great food, they love waterfronts, and they value historical architecture. As planners and designers, our job is to understand what people want and balance these desires with the big picture—economic realities, cultural needs, environmental concerns, and design opportunities—ultimately helping to shape a more satisfying and sustainable urban experience.

In this report, Sasaki outlines the results of a survey of 1,000 people who both live and work in one of six dynamic US cities—Boston, Chicago, New York, Austin, San Francisco, and Washington DC. We asked what they like and what they don't like about their built environment in four key areas: architecture, activities, parks and open space, and transportation, and what their personal outlook is for staying in a city long-term. Our participants' answers show that while we may be in the "century of the city" there is still much work to be done to improve urban life through thoughtful planning and innovation.

ARCHITECTURE

If You Build It...

While many people say they are drawn to historic buildings, we believe there's more going on here than meets the eye. Digging a little deeper unearths ways in which cities can design and build better.

In our experience, two primary characteristics attract people to historic buildings:

1. When people identify a building as historic, it is well-made and full of interesting details.
2. It often has a story behind it. Who wouldn't be captivated by the building—however humble—in which Thoreau wrote Walden?

Contemporary buildings that people identify as such are often uninteresting not because they are new, but because they are market-driven products that prioritize quantity and speed over quality and mission. They're visually uninteresting, and there's definitely no story behind them.

Plenty of counter examples exist—especially in cities with a recent culture of great contemporary architecture. Residents of San Francisco notably prize buildings that feature public art or unique design elements rather than those that are historic.

We think it's entirely possible to elevate today's architecture and people's impression of it—creating buildings with character, detail, and human scale, that can also be iconic. New buildings that relate to the public realm (an aspect in which many historical buildings fall short) will also be more successful. Millennials and Gen Xers are more likely to want buildings with flexible uses for pop-ups and community events. Interesting landscape design, activated first floors (that go beyond that standard retail awning), and even green roofs are all ways to create engagement.

These approaches don't necessarily have to cost more, but do require a more thoughtful design process up front. And buildings with unique identities can yield higher returns in the long run. People are attracted to buildings with character, a story, and an identity—and tenants are often willing to pay a bit more to get that.

MANY PEOPLE FEEL THE HISTORY OF A BUILDING IS THE PRIMARY FACTOR THAT MAKES IT ICONIC

36

PERCENT

believe a building's history makes it iconic

30% think it's great architecture

24% look to its unique design

6% believe the uses inside the building make it iconic

5% think it's a well-known name or logo on top

REGIONALLY

Residents of Austin are even more likely to appreciate history, but are less likely to say great architecture makes a building iconic.

GENERATIONALLY

How you feel about architecture depends on your age. Baby Boomers are more likely than Millennials to say great architecture makes a building iconic. Conversely, Millennials are more likely than any other age group to say a unique design and well-known name or logo on top make a building iconic.

WHEN WALKING ALONG A DOWNTOWN STREET, MOST PEOPLE WILL STOP TO ADMIRE BUILDINGS THAT ARE HISTORIC

57% stop to admire buildings that are historic

38% admire buildings that prominently feature public art or very unique design elements

33% like buildings with great public spaces that invite you inside

19% admire buildings that are modern

15% admire the tallest buildings

REGIONALLY

Residents seem to appreciate the local vernacular. Bostonians are the biggest admirers of historic buildings. Residents of San Francisco are more likely to be attracted to buildings that prominently feature public art or very unique design elements and are unimpressed by the tallest buildings. In contrast, with the tallest (on average) skyline in the US, it should be no surprise that Chicagoans are more likely to admire tall buildings.

GENERATIONALLY

Baby Boomers are more likely to stop and admire historic buildings, whereas Millennials and Gen Xers are more likely to admire modern buildings.

TO IMPROVE THEIR CITY'S ARCHITECTURAL CHARACTER, MOST PEOPLE WOULD LIKE TO SEE THEIR CITY INVEST IN RENOVATING EXISTING HISTORICAL BUILDINGS TO RETAIN CHARACTER WHILE MAKING THEM MORE USEABLE

54%

AGREE WITH THIS

33% love their city's architecture and think the city should keep doing what it's doing

30% would like their city to invest in more flexible uses that support pop-ups and community events

22% would like more unusual architecture (get Frank Gehry on the phone!)

20% think their city feels imposing and impersonal and would like smaller-scale buildings

17% felt their city was too quaint and would like to see more skyscrapers and iconic buildings

REGIONALLY

San Franciscans are more likely to want smaller-scale buildings. Residents of Boston and Chicago are torn—they want both smaller buildings and more skyscrapers, creating a conundrum for developers and urban planners.

GENERATIONALLY

Millennials and Gen Xers are more likely to want flexible uses that support pop-ups and community events, and unusual architecture.

ACTIVITIES

Out and About

Since the dawn of time, we've come together for meals—so it's no surprise that food continues to be a major social, cultural, and economic driver. When we asked city residents what aspects of urban life enchanted them, food kept popping up in their responses. Eighty-two percent of urbanites appreciate their city's culinary offerings!

There are myriad ways in which we can incorporate food into our cities, from traditional restaurants and waterfront patios to, more recently, food trucks and carts. We can activate streets by accommodating the mobile food scene. This usually requires making room for trucks and, ideally, providing seating options. At the district scale, we can plan for and incentivize food and beverage ventures in new or revitalized neighborhoods. Recognizing the powerful draw of food, cities should plan and design accordingly.

CONSUMERS ACROSS THE COUNTRY LOVE TO SHOP AND EAT—MORE THAN ANY OTHER OUTDOOR ACTIVITY

REGIONALLY

People from Chicago like consumer activities the most, while San Franciscans like them the least. Austinites tend to prefer programmed events (like farmer's markets, outdoor concerts, and food trucks) more than residents of other cities.

56% enjoy consumer activities

45% like programmed events

33% prefer passive activities

19% are into adventurous activities

18% favor team sports

FOOD AND RESTAURANTS ARE THE MOST OUTSTANDING ASPECT OF THE CITIES PEOPLE LOVE TO VISIT

9% are into the local sports scene
10% are disposed to the architecture
15% like the people
16% favor fairs and festivals
17% prefer parks and public spaces
21% are disposed to cultural offerings
24% remember the historical landmarks and places
32% like local attractions
41% favor the food and restaurants

REGIONALLY

New Yorkers like their parks and public spaces. Austinites love their fairs and festivals.

WHEN ASKED WHAT WOULD MAKE THEM WANT TO VISIT A NEW PART OF THEIR CITY, PARTICIPANTS OVERWHELMINGLY SAID "A NEW RESTAURANT"

46% of respondents would venture out of their neighborhood to try a new restaurant

25% would be incentivized to go to a new area of the city for a retail area or store

24% would go for arts or a cultural event

18% would check out a new park or green space

16% would go for a sporting event

15% would venture out to visit a nightlife venue

11% would go for business networking purposes

REGIONALLY

Bostonians are the most likely to be enticed by a new restaurant. New Yorkers are the least likely; they are more likely to venture out for an arts or cultural event.

GENERATIONALLY

Baby Boomers venture out for arts and cultural events, Gen Xers check out retails stores, and Millennials, not surprisingly, are drawn to the nightlife.

PARKS + OPEN SPACE

The Great (Urban) Outdoors

While it's true that a city's skyline defines its character in the postcard sense, at the human scale, we identify with the spaces between buildings.

Recent research also suggests that open spaces and a high quality public realm add significant value (think real estate along Central Park in New York).

But making room for open space can be a significant challenge—especially for major, dense metropolises. Not everyone can recreate New York's Central Park.

Clearly, there are huge opportunities in existing underutilized spaces to transform them into parks. Often, these spaces are linear, like New York's High Line and Chicago's Riverwalk. These projects require design innovation and engineering ingenuity, but ultimately provide unique outdoor experiences and connective tissue between different parts of the city.

Coastal and riverfront cities are examining their waterfronts, which are a major draw when it comes to types of outdoor space. Transforming these often industrial and/or underutilized spaces can elevate the reputation of a city, enhance the well-being of its residents, and create major revenue drivers through a variety of programming options.

MOST PEOPLE REMEMBER THEIR FAVORITE CITY EXPERIENCE TAKING PLACE OUTDOORS—EITHER IN A PARK OR ON A STREET

1 **PARK/ STREET**

65% remember their favorite experience being in a park or on a street

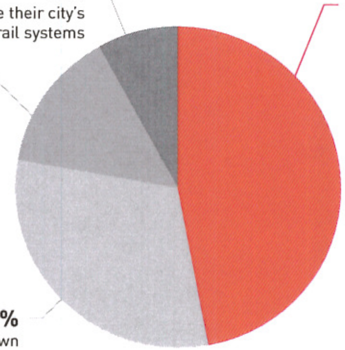
2 PRIVATE BUILDING

22% remember their favorite experience taking place in a private building

3 GOVT/ CIVIC BUILDING

6% remember their favorite experience occurring in a government/civic building

WATERFRONT AREAS ARE THE MOST POPULAR OPEN SPACE ACROSS THE COUNTRY



REGIONALLY

Austinites are more likely to love their trail systems. New Yorkers are the only ones who prefer large open parks to waterfront areas.

Bostonians are least satisfied with their parks and public spaces. Even more surprising, Bostonians are very unsatisfied by their local sports scene, despite the strong loyalty and affinity for sports teams in the city. Chicago, on the other hand, is very satisfied with its sports scene, as is New York.

GENERATIONALLY

Age is a factor in preference for open space. Baby Boomers prefer waterfront areas, while Millennials and Gen Xers are more likely to hang out in a large open park.

ACROSS THE COUNTRY, PEOPLE ARE LOOKING FOR THEIR CITIES TO INVEST IN MORE COMMUNITY-FOCUSED EVENTS AND ATTRACTIONS (LIKE FARMER'S MARKETS, SWAP MEETS, AND FOOD TRUCKS) FOR THEIR OPEN SPACES

FORTY SIX PERCENT **encourage community-focused events and attractions**

41% support investment in making the waterfront more accessible and appealing

40% would like to see more large parks that support both passive and adventurous activities

37% wish their cities would make streets more pedestrian/bike friendly

36% support adding outdoor music and entertainment venues

31% desire more small urban parks (such as for visiting on lunch breaks)

REGIONALLY

Boston has the biggest demand for an investment in attractions like farmer's markets, swap meets, and food trucks. Bostonians would also like to see the city invest in making the waterfront more accessible and appealing, despite Boston's recent investment in the waterfront. Austinites seem fairly happy with their area events and attractions, but would like to build up their waterfront. Chicagoans are most happy with their small urban parks.

TRANSPORTATION

Information Superhighway
When we asked urban residents what they liked least about living and working in a city, traffic was the unsurprising winner.

Breaking Americans of their car habit has been an ongoing battle. Transit-oriented development is the most-cited solution to encourage a less auto-centric society. (An anomaly, New York has the city-wide density to support a robust transit network.)

However, the numbers (here and elsewhere) speak loud and clear: we are still auto-dependent. We need to plan and design differently—in a way that will enhance mobility options while still acknowledging our love for the automobile.

We think new technologies offer a huge opportunity to rethink how cars can be more efficient and effective, both in terms of commuting and sustainability. Driverless cars, for example, promise safer and faster trips—and could be hitting the market in only 5 to 10 years. Driverless cars also address the issue of parking. Whereas traditional cars need multiple spaces throughout the day (home, work, gym, grocery store, home), driverless cars can park in a mega garage or further away while not in use—or even serve someone else during what would otherwise be parked time.

Ultimately, integrating mobility in the ever-expanding Internet of Things will help improve the city experience—and reduce our carbon emissions.

WHEN IT COMES TO TRANSPORTATION ISSUES, PEOPLE ARE MOST FRUSTRATED BY TRAFFIC

7% say sidewalks are crowded

7% say things are too spread out

9% say biking is dangerous

14% say public transportation is poor

23% say parking is lacking

41% say there is too much traffic

REGIONALLY

In San Francisco, locals are most frustrated by the lack of parking.

CARS REMAIN THE PRIMARY MODE OF TRANSPORTATION ACROSS THE COUNTRY

58% use cars most frequently

29% use public transportation

10% use their own two feet

2% use bikes

URBAN PLANNING

Back to the Future

The planet is becoming increasingly urban. And of those we surveyed, most urbanites see themselves staying in a city: a total of 60% said they plan on either living where they do now or in a different part of the city.

From an urban planning perspective, this is a great thing. In regions in which we've done the analysis, density and transit-oriented development have the best outcomes economically, environmentally, and socially.

However, some places in the US are struggling with shrinking cities. This phenomenon finds its roots in the 1956 Interstate Highway Act, which has proved to be the single largest force in shaping the development of urban centers across America. The highway program, which was intended to improve access to our great cities, also made it easier to sprawl outside of our urban confines. Once-thriving industrial cities like Detroit and St. Louis have seen more than 60% of their populations leave since 1950. The list of 36 US cities that have seen a population decrease of 20% or more over that same time period also includes places like Boston and Washington DC, though that trend is now reversing.

IN FIVE YEARS, MOST AMERICAN CITY DWELLERS SEE THEMSELVES LIVING EXACTLY WHERE THEY DO NOW

60% see themselves staying in the city

16% see themselves still living in the city, but are saving to buy a house outside the city further than 5 years down the road

11% see themselves moving to the suburbs

7% see themselves moving to a rural area

This report helps us understand what will keep cities liveable now, and for future generations:

- Well-crafted architecture
- Engaging activities and parks
- Memorable open spaces
- Forward-looking transportation

GINA FORD, ASLA

Sasaki Principal, Landscape Architect

Gina is a landscape architect, principal, and chair of Sasaki's Urban Studio. The Urban Studio is an energized and interdisciplinary group of practitioners solely dedicated to the improvement of quality of life in cities through rigorous planning, exceptional design, and strong community partnerships.

Gina's work encompasses a wide range of scales and project types, from public parks and plazas to large-scale landscape planning and waterfront projects. She brings to each project a passion for the process of making vibrant landscape spaces—from the conceptual design to the details of implementation—with a particular focus on the life and use of urban, public environments.

Gina's experience is additionally informed by extensive research, writing, travel, teaching, and competitions. Her teaching includes guest critic and studio instructor roles at the Harvard Design School, MIT, and RISD. She holds degrees in Architecture from Wellesley College and Landscape Architecture from the Harvard Graduate School of Design, and was the recipient of Wellesley's Shaw Fellowship, the Janet Darling Webel Prize, the Hyde Chair at the University of Nebraska, and the Charles Eliot Travelling Fellowship.

JAMES N. MINER, AICP

Sasaki Managing Principal, Planner

James is head of Sasaki's planning and urban design practice and chair of the Executive Committee. His portfolio of work spans across all scales and includes urban infill projects, new communities, strategic land development, and regional planning. James also has significant experience planning for colleges and universities.

James enjoys complex, challenging projects in which the process of reaching consensus or seeking public approval is intricate and demanding. His collaborative spirit provides his teams and clients with broader ownership of key issues and of the ideas that will ensure the success of each project. James also has a passion for innovation and is always looking for new ways to use technology to improve the planning process. He is currently using several new technologies in his work including interactive online community engagement tools and modeling software that ties metrics to urban design decisions in real time.

James holds a Master of Urban Planning from the Harvard University Graduate School of Design, and a Bachelor of Science in Art and Design from the Massachusetts Institute of Technology. He is an active member of ULI and the APA.

VICTOR W. VIZGAITIS, AIA, LEED® AP

Sasaki Principal, Architect

Victor's work encompasses a range of project types and markets. He has rich experience with corporate campuses, interiors, and architecture, as well as with student life, student housing, and research facilities for higher education.

His practice derives valuable insights from his experience in both commercial and institutional sectors. Victor considers what the commercial world can learn from how new generations of students learn, work, and collaborate at school and, conversely, how colleges and universities can improve efficiencies, flexibility, and communication through contemporary workplace strategies. In all settings, Victor is passionate about creating spaces that foster interaction, collaboration, and community. He develops innovative solutions that are shaped by and reinforce the client's mission.

Practicing since 1994, Victor holds a Bachelor of Architecture from Cornell University. He is a member of the Boston Society of Architects and the National Council of Architectural Registration Boards, and has taught design at the Boston Architectural College.

METHODOLOGY

Sasaki partnered with Equation Research to conduct this study. One thousand people who both live and work in one of six cities (Austin, Boston, Chicago, New York, San Francisco, and Washington DC) were polled. Online research was conducted in May 2014. The margin of error on this sample is +/- 3.1 percent.

ABOUT SASAKI

Collaboration is one of today's biggest buzzwords—but at Sasaki, it's at the core of what we do. We see it not just as a working style, but as one of the fundamentals of innovation. Our practice comprises architecture, interior design, planning, urban design, landscape architecture, graphic design, and civil engineering, as well as financial planning and software development. From our headquarters in Watertown, Massachusetts, we work in a variety of settings—locally, nationally, and globally. Learn more at www.sasaki.com.

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