



PASADENA WALKS!

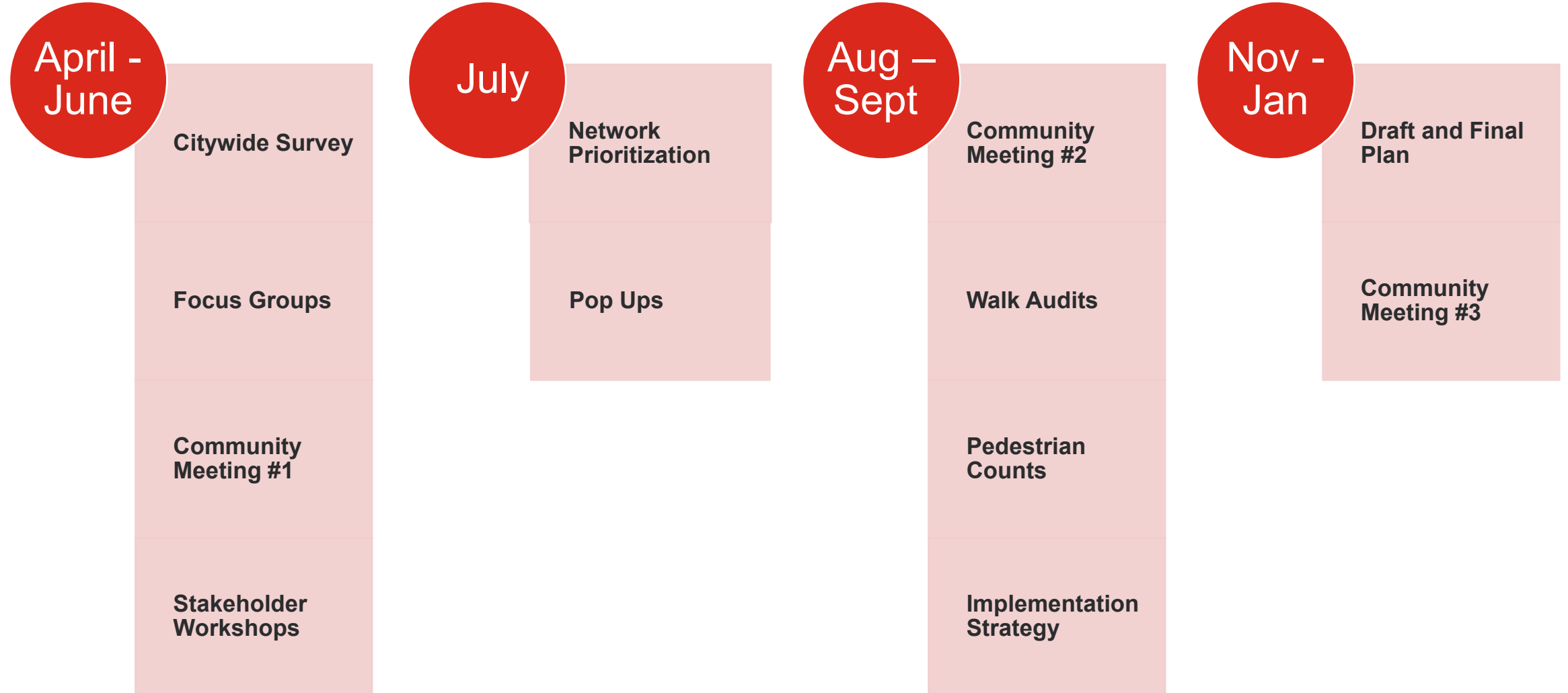
Community Meeting #1

June 15, 2021

Project Overview and Timeline

- Capture the perception walking in Pasadena through in-depth community engagement
- Apply technical analysis to point us in the right direction
- Continuing and transitioning engagement to identify priority locations

Project Timeline

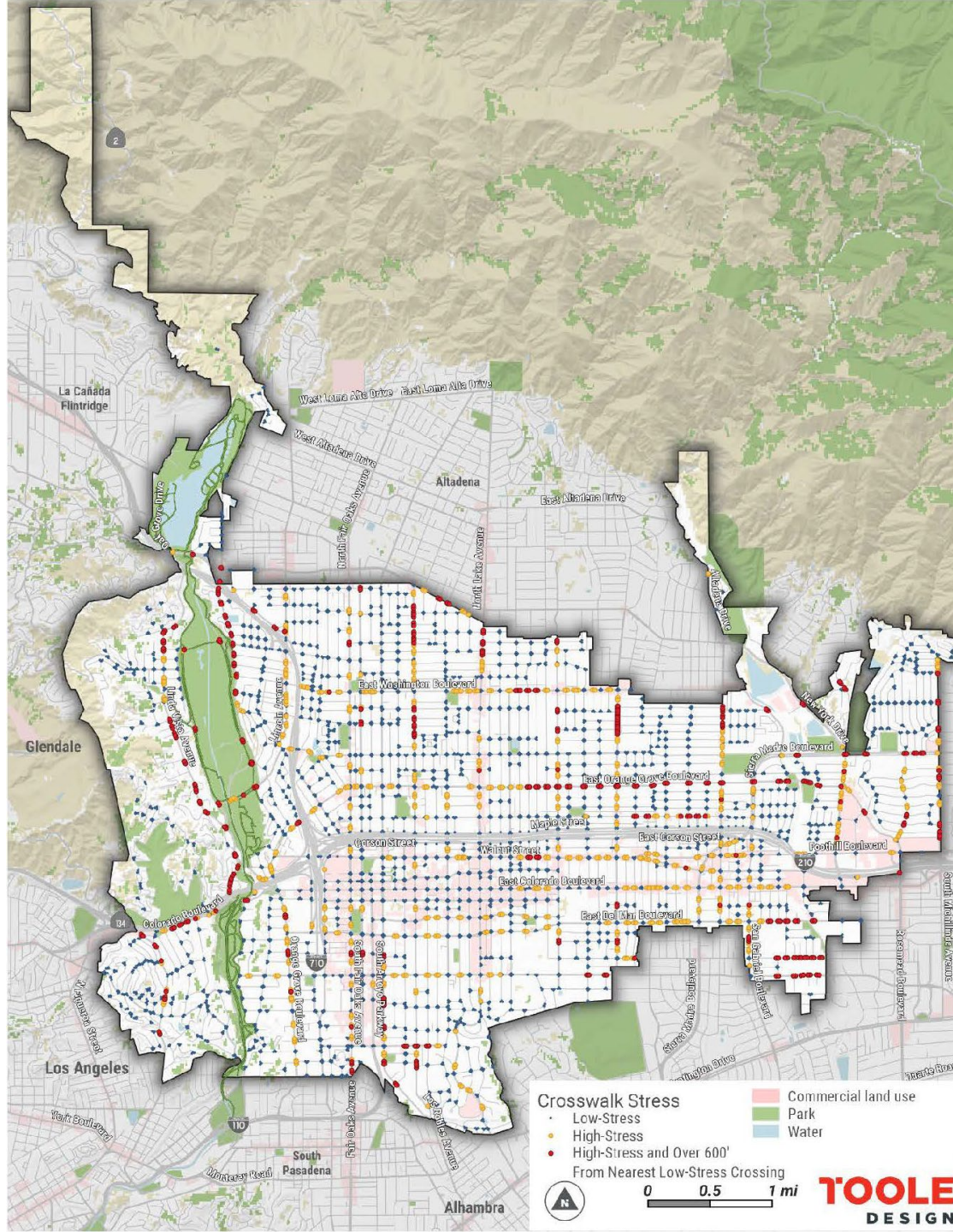


Existing Conditions and Trip Potential

- High level analysis
- Assess the pedestrian network
- Begin to prioritize areas of Pasadena
- Pair our findings with community feedback

Crosswalk Analysis

- Well-connected sidewalk network, still need to consider quality, width, obstructions, etc.
- Crossing Variables:
 - Traffic volumes
 - Number of lanes
 - Posted speed limit
 - Functional classification
 - Traffic control device
 - Crosswalk markings
 - Where crossing is prohibited
 - Mid-block crossing locations



Trip Potential Analysis

- Where pedestrian improvements may increase walking trips
- Independent of existing pedestrian facilities
- Trip Potential Variables:
 - Intersection density
 - Population density
 - Transit service
 - Population below poverty line
 - Employment density
 - Destination density

Questions

- Does our analysis match your knowledge of the city?
- Are we missing any other major destinations outside of the red areas?



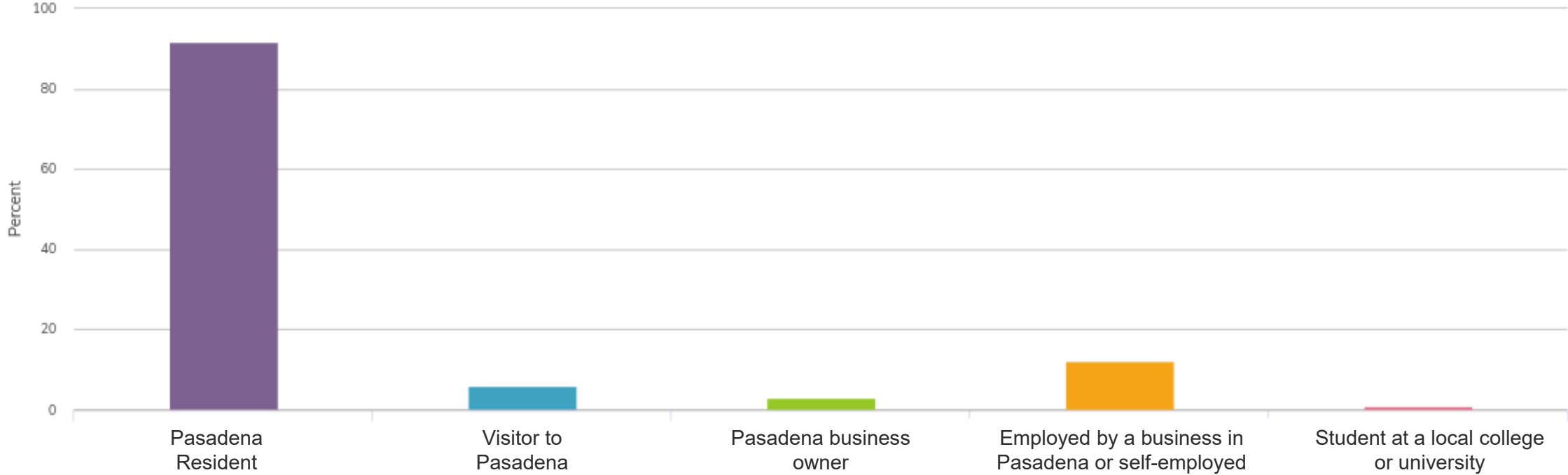
Citywide Survey Results

1556 survey responses | Feb – May 2021

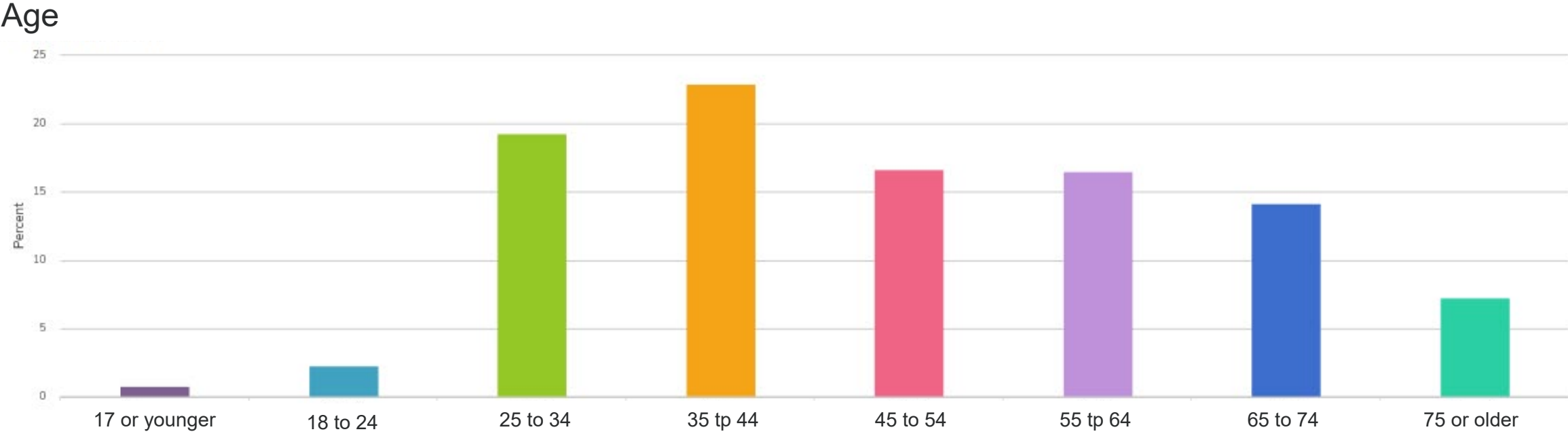
- COVID impacts on walking for recreation / transportation
- Biggest challenges pedestrians face
- Places most important for walking improvements

Who took our survey?

I am a:

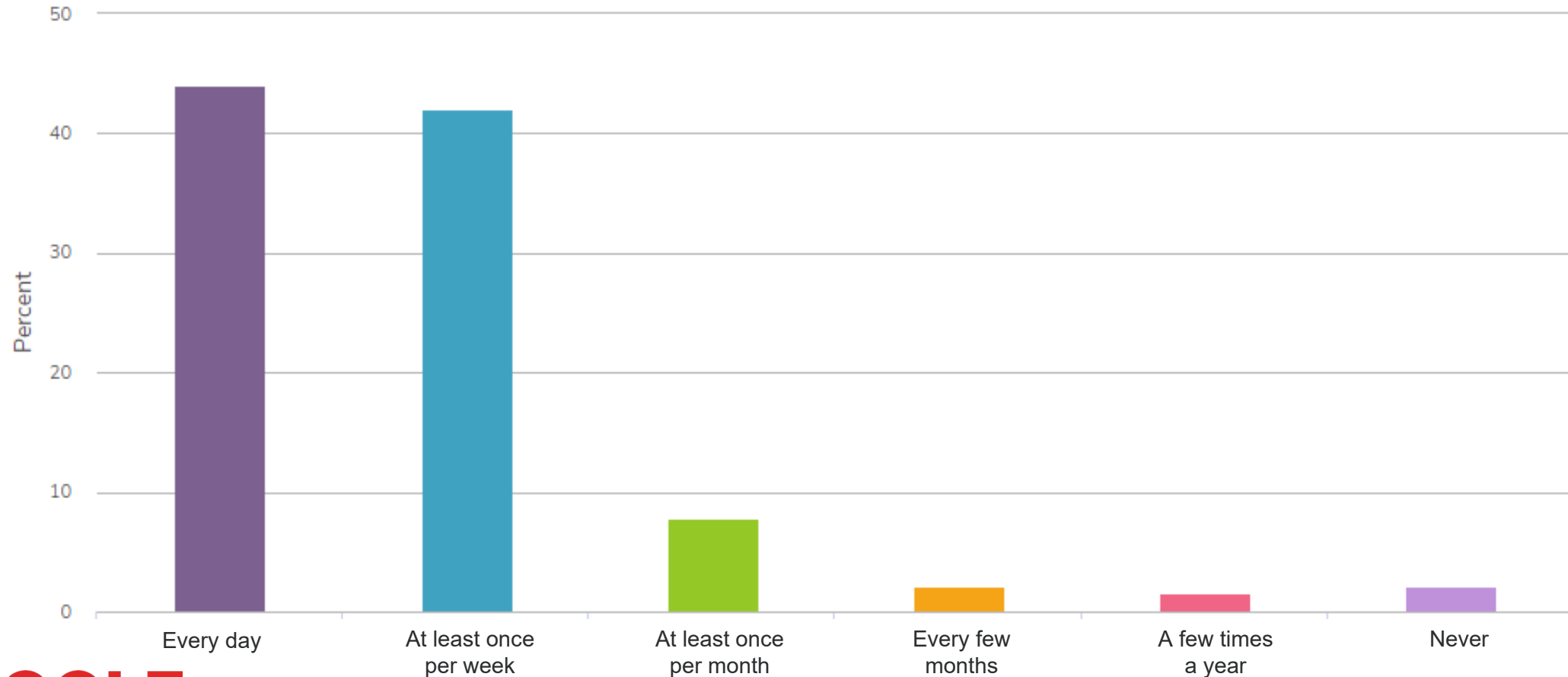


Who took our survey?



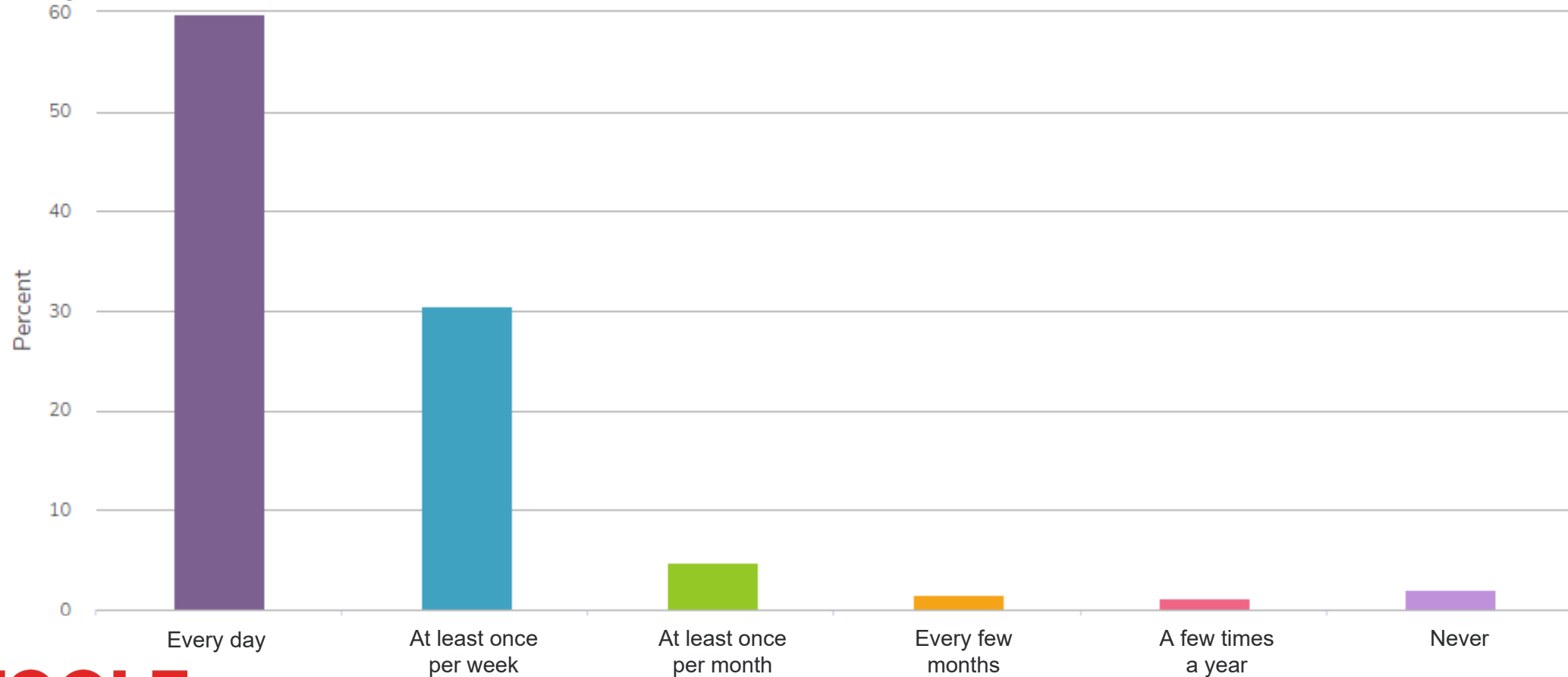
How often do respondents walk for recreation?

Before COVID-19



How often do respondents walk for recreation?

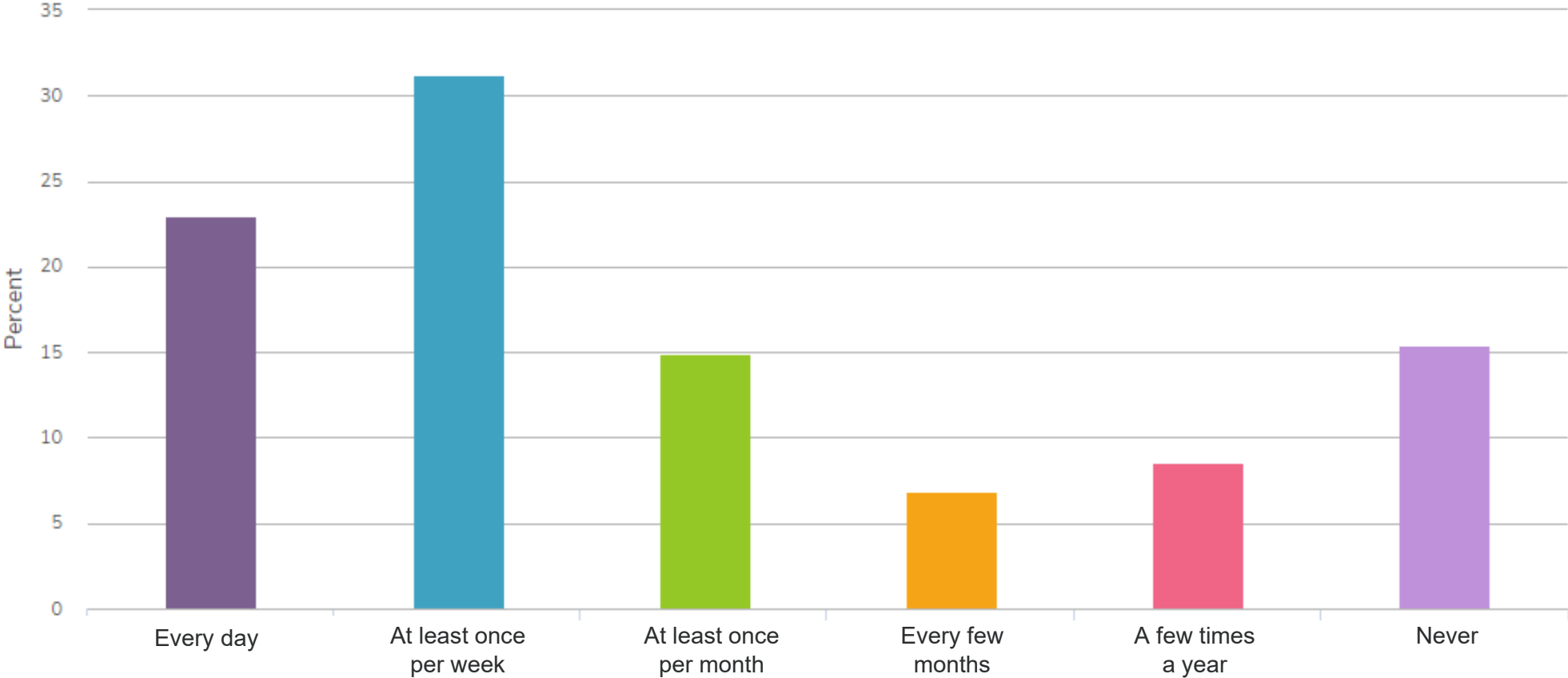
During COVID-19



How often do respondents walk for transportation?



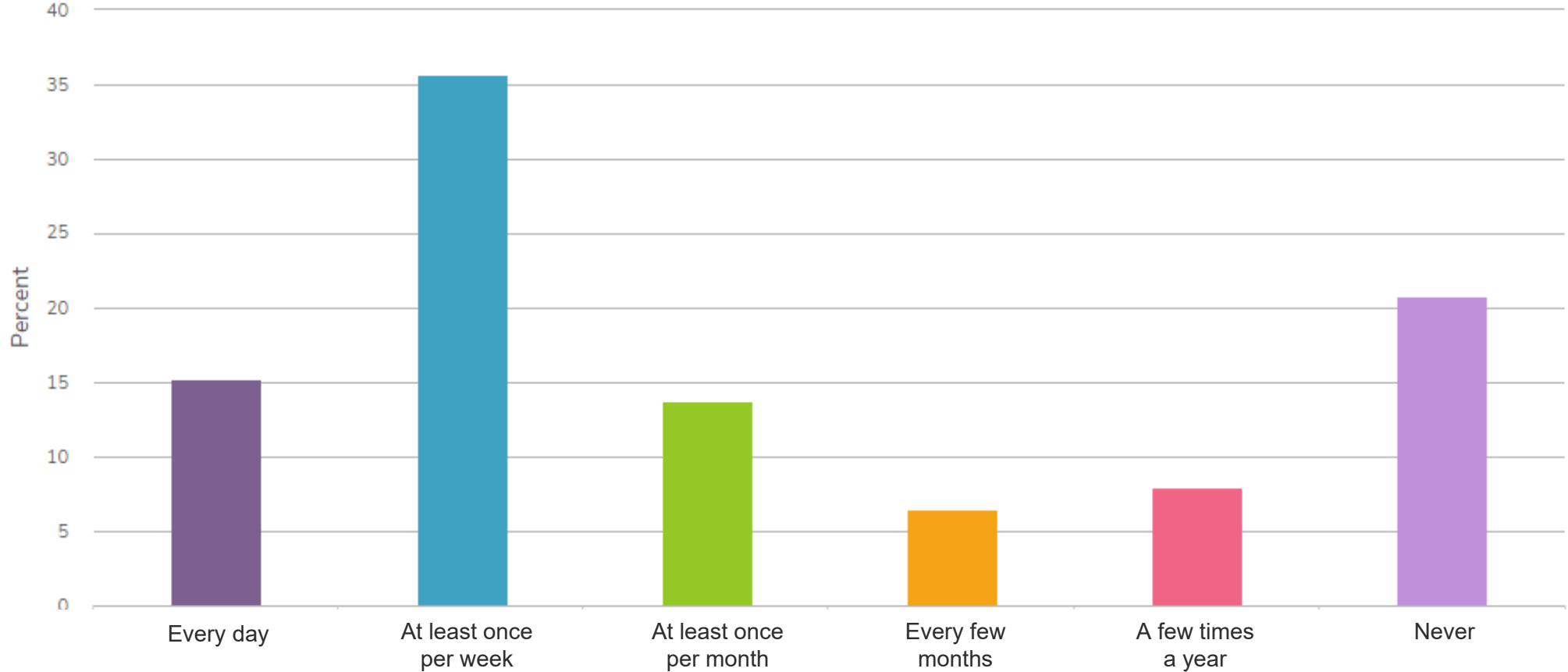
Before COVID-19



How often do respondents walk for transportation?



During COVID-19



Biggest challenges people face when walking in Pasadena

- People driving too fast on busy streets
- People driving too fast on residential streets
- Not enough safe places to cross busy streets
- Drivers not stopping for people crossing the street

Places most important for walking improvements in Pasadena

- Streets with the most pedestrian injuries and crashes
- Areas that serve people who rely on walking the most
- Along and across busy streets
- Streets connecting people to public transit

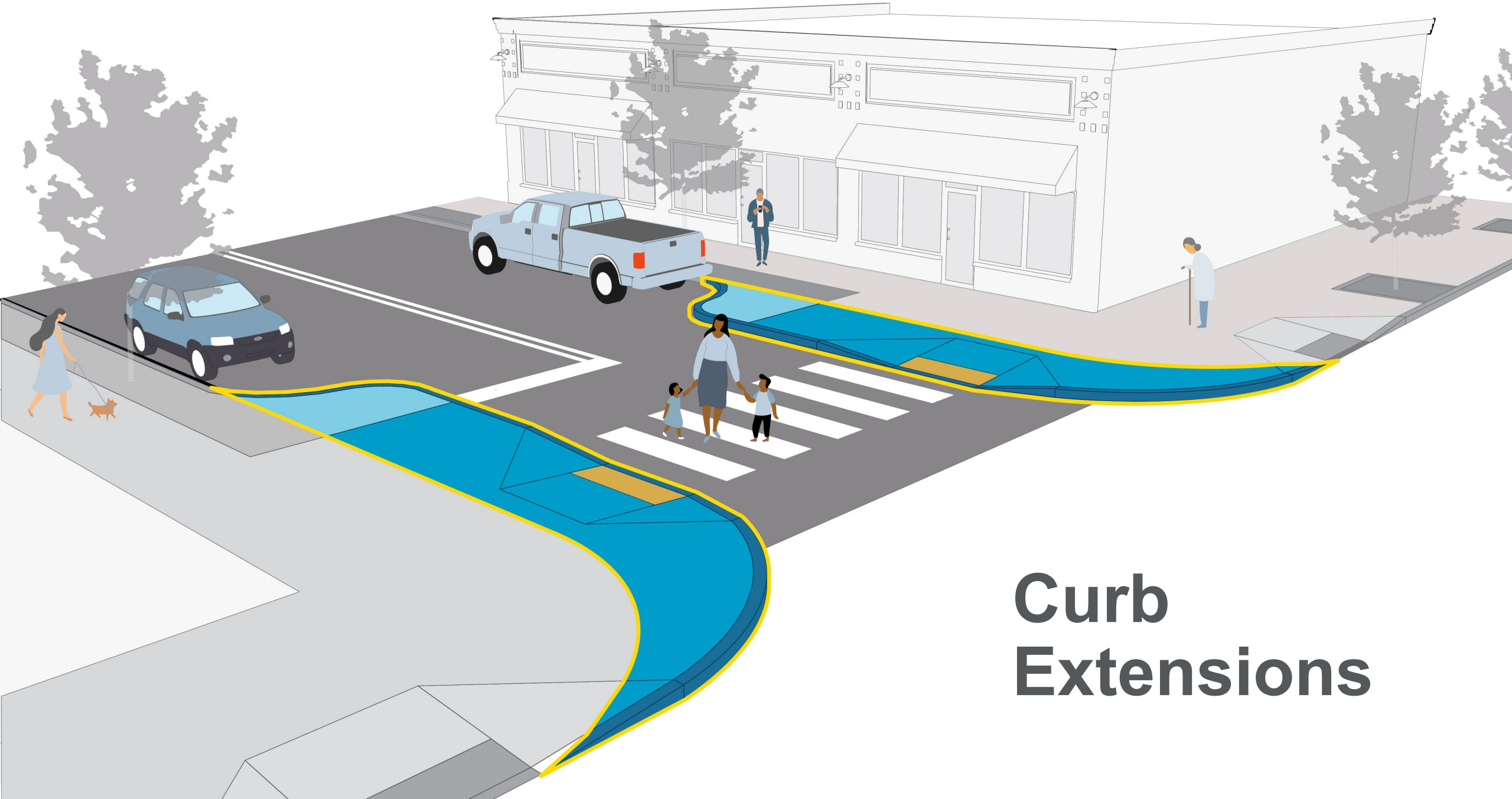
Street View Exercise

Following the data and looking at potential locations for improvement





High Visibility Crosswalks



Curb Extensions

Mid-block Crosswalks with Flashing Beacons





Pedestrian-level Lighting

Questions

- What other destinations do you access around this location?
- If you walk here, what route or major streets do you usually take?
- What other major arterials / roadways stand out in the same way?

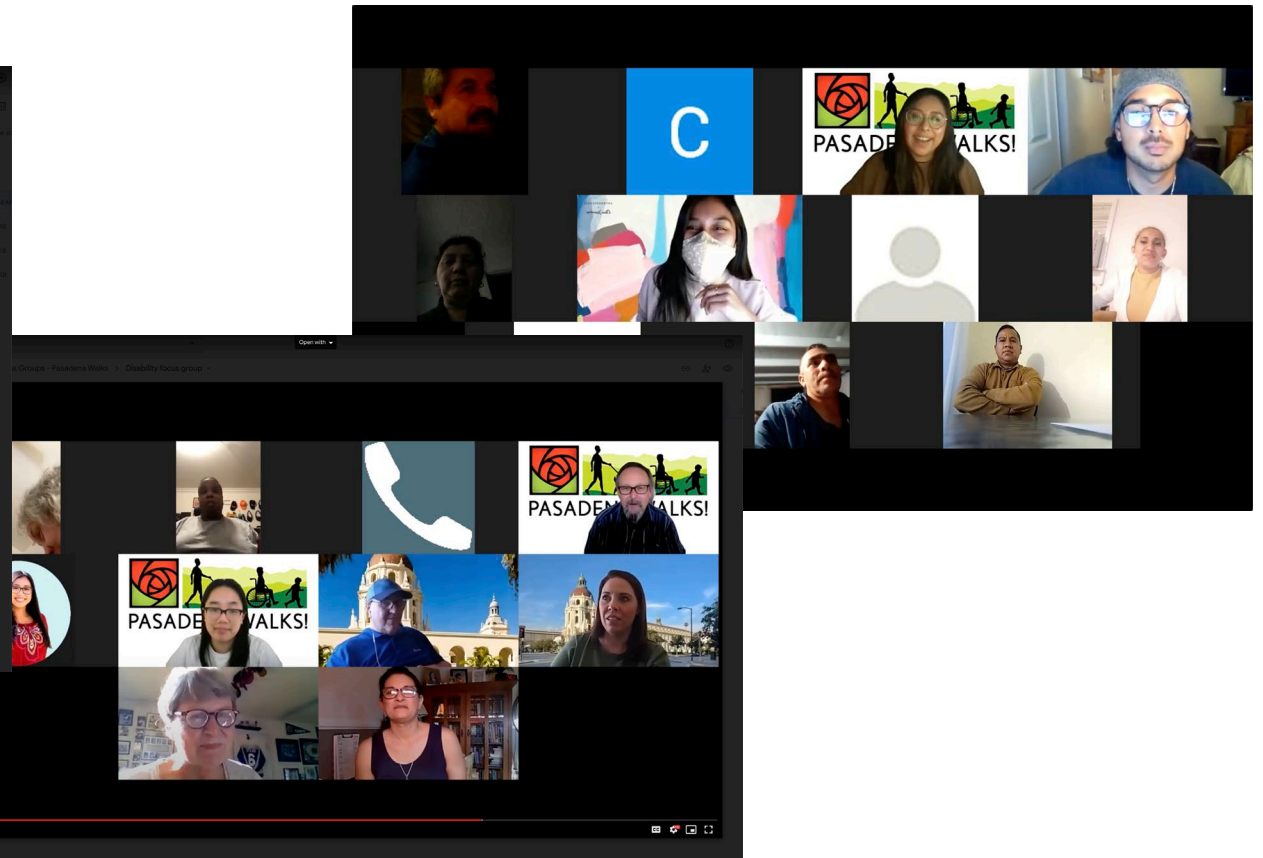


Community Engagement Updates

- Focus group discussions
- Stakeholder group meetings
- Social media and promotion
- Pop up events

Focus Groups – Summary

Nine focus groups convened in March and April 2021



Focus Groups - Summary

Each group was organized around a common membership.

- Seniors
- Middle school students
- High school students
- Women only
- Disability/Accessibility Community
- Spanish language

Stakeholder Group Meetings

- Businesses & Business Associations
 - June 22, 2021 – 12pm & 6pm
- Large Schools & PUSD – June 24
- Churches – June TBD

Pasadena Business RSVP List for
Pasadena Walks Stakeholder Workshop
June 22, 2021 - 12 noon & 6 pm

Thank you for your interest in the Pasadena Walks project. Please complete this form so we can contact you with the Zoom link for the meeting.

* Required



PASADENA WALKS!

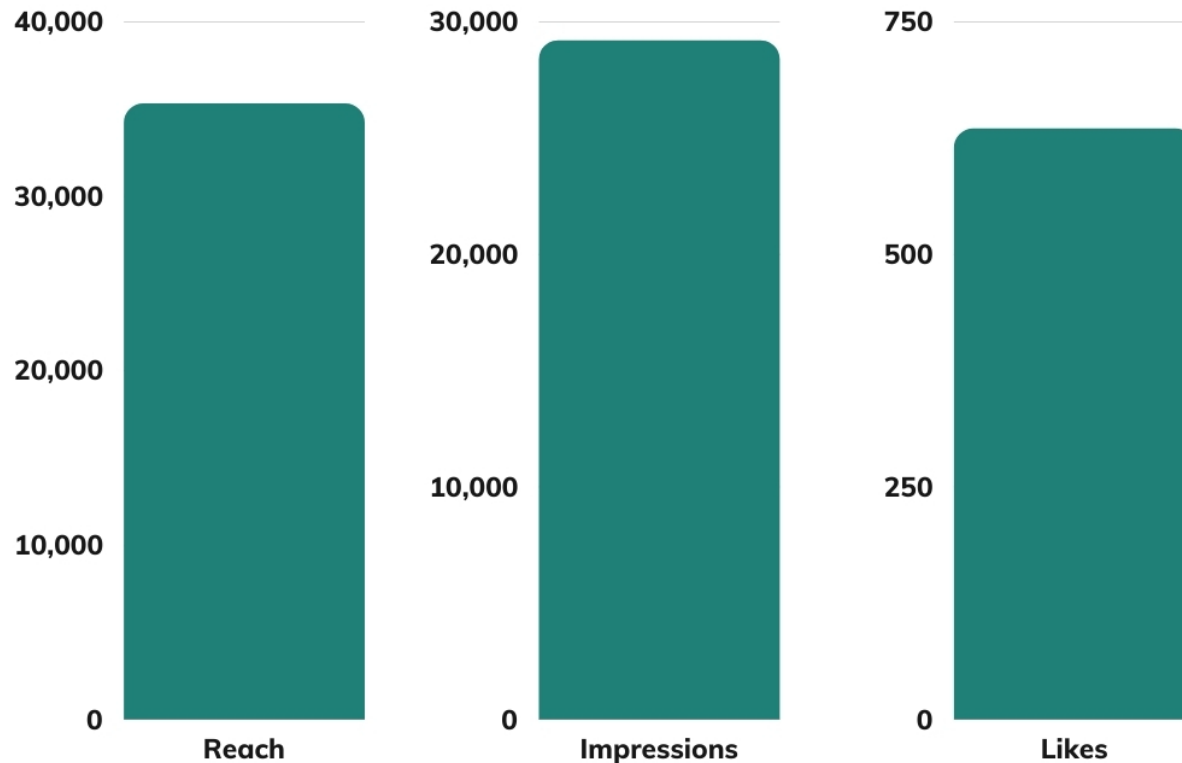
Social Media and Other Promotion

Since
March 31, 2021

- 36 Posts:
Total content promoted on @day1do social media platforms (Instagram, Twitter, Facebook)
- 28 Original Posts: Content developed by Day One
- 8 Reposts:
Total reposted from City social media accounts



Social Media and Other Promotion



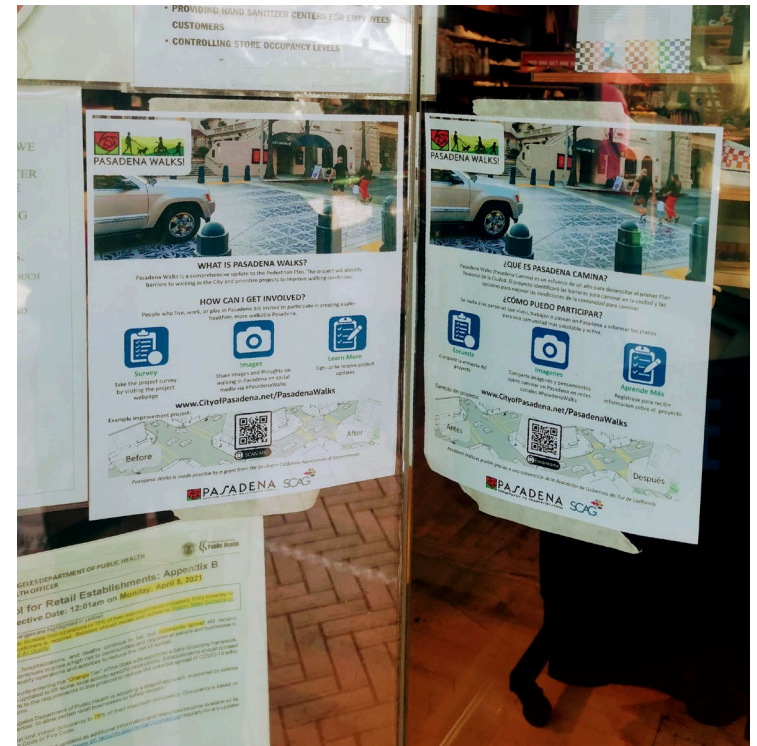
Overall Analytics

Since March 31st 2021, the promotion of the 36 PasadenaWalks posts on @day1do have garnered:

- 35,305 Reach (unique users)
- 29,196 Impressions
- 635 Likes

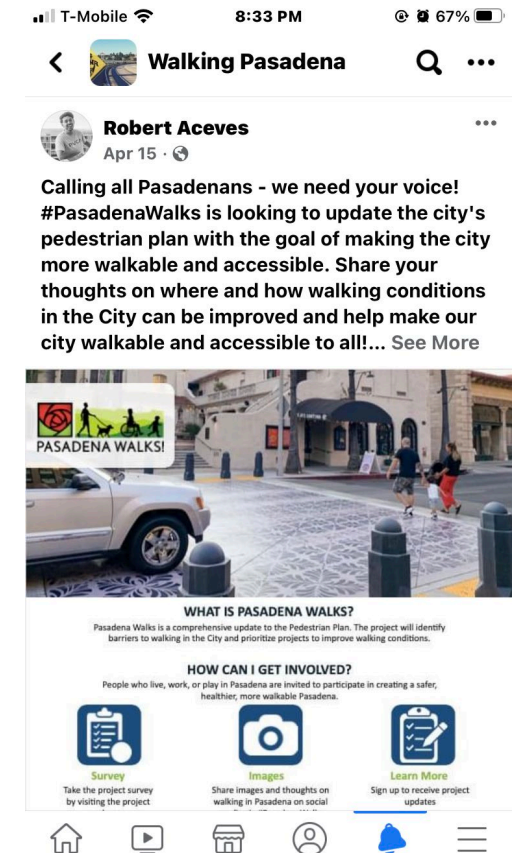
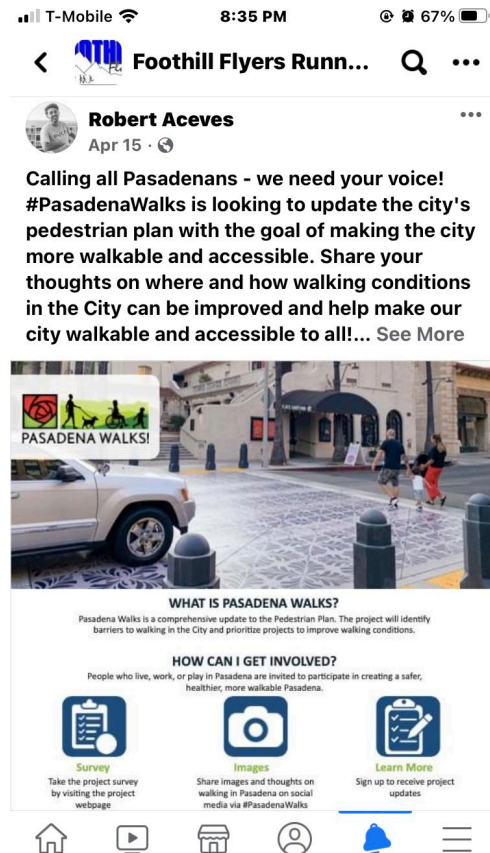
Social Media and Other Promotion

- Flyers placed at businesses around Pasadena – 50 plus



Social Media and Other Promotion

- Posting on Facebook Group Pages – 30 plus



Pop-Up Tabling

- Tabling at grocery stores, Vromans, Food Truck Friday, Parks.
- 15 pop-ups to date.
- More pop-ups planned.



Stay up to date...

- CityofPasadena.net/PasadenaWalks

- Sign up for email updates

[Sign up for Project Updates](#)

Share images and thoughts on walking in Pasadena on social media by using the hashtag #PasadenaWalks.

This project is made possible by a grant from the Southern California Association of Governments.

- Follow [@PasadenaGov](#) & [@Day1do](#)

- Email project team directly

- PasadenaWalks@CityofPasadena.net

City Home Report an Issue City Events Contact

PASADENA
DEPARTMENT OF TRANSPORTATION

DEPARTMENT INFO TRANSPORTATION IMPROVEMENTS COMMISSIONS CONTACT

Pasadena Pedestrian Plan 2021

Transportation and Safety Improvements Pasadena Pedestrian Plan 2021

PASADENA WALKS!

[Pasadena Walks en Español](#)

Pasadena Walks! is a project designated to develop a Pedestrian Plan for Pasadena. The project will identify barriers to walking and options to improve such barriers. Over the course of the project, the project team will conduct a number of activities to inform plan development, including:

- Review of citywide pedestrian collision data
- Collect public input and feedback via a survey, focus groups, and outreach
- Conduct presentations to update stakeholders and the public on our progress
- Collect counts of Pedestrians currently walking on city streets

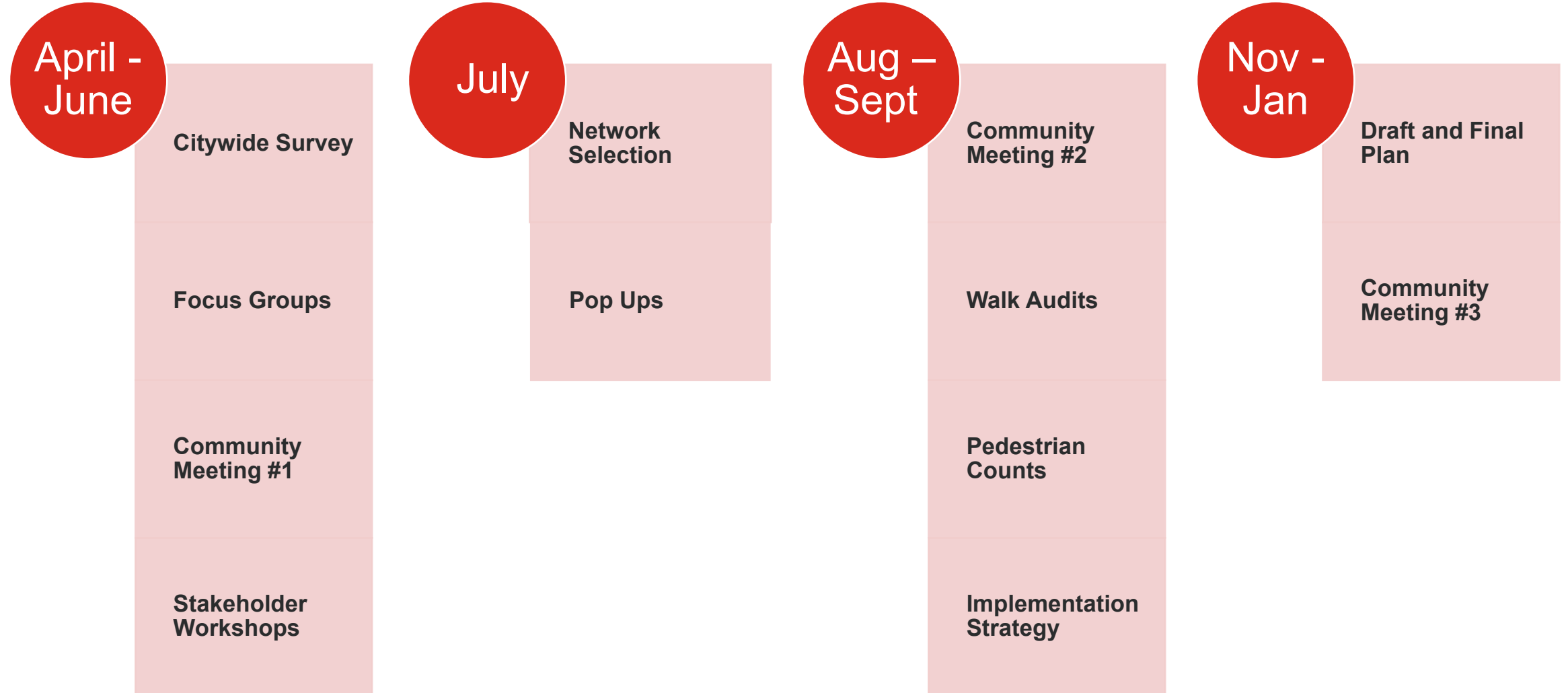
STREET SAFETY

According to the Los Angeles County Department of Public Health, traffic crashes are the number one cause of premature death in the County for children aged 5-14. Vehicle collisions are also the number two cause of premature death for children 1-4, young adults 15-24, and adults 25-44.

The project will review local collision data as part of the planning process to identify locations that are most difficult for people walking in Pasadena. This data may then be used to help prioritize future investments and safety improvements.

HOW CAN I GET INVOLVED?

Next Steps





Questions?

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