

Appendix E: Public Engagement and Input Summary

Public engagement is a vital part of the long-term planning processes that can be applied to all sectors of government. Engaging the public in the early stages of the decision-making process can help mitigate the risk of unsuccessful programming and ineffective policies. Including and involving residents in the process helps policy makers and officials gain a stronger understanding of the values, ideas, and recommendations that members of the community deem important and vital. Along with a better understanding of community values, proper community engagement helps keep residents informed and helps cultivate trust. When it comes to housing issues in the City of Pasadena, the City has emphasized the importance of receiving input from residents and other stakeholders fully representative of the diverse population, with different cultural, economic, and educational backgrounds.

Mayor's Housing Task Force Meetings

To create inclusive and impactful dialogue to help address issues related to housing in the City of Pasadena, the Mayor organized a Housing Task Force, with the charge of contributing to development of the 2021-2029 Housing Element. Chaired by former Mayor Bill Bogaard, the Housing Task Force is comprised of a diverse group of community leaders and organizations with a wide range of expertise in several sectors and focuses. Members included:

- Chair, William (Bill) Bogaard
- Joel Bryant
- Phillip Burns
- Julianna Delgado
- Megan Foker
- Akila Gibbs
- Alison Henry
- Leonard Hernandez (for Leslie Barnes)
- Sarah Letts
- Charles Loveman
- Anne Miskey
- Rita Moreno
- Phyllis Mueller
- Andrew Oliver
- Phlunte Riddle
- Stan Rushing
- Barry Storch
- Noel Torro

Housing Task Force members offered their unique experiences, expertise, and vantage points to guide efforts that address the numerous housing challenges and barriers through thoughtful and responsible approaches. The Housing Task Force primarily focused on developing goals, policies, and programs to help mediate the housing challenges experienced

Public Engagement and Input Summary

citywide. Through a broad and strategic outlook of the overall housing needs, the Housing Task Force helped the City move closer towards the inclusion of the principles and community shared values of equity, inclusion, and opportunity for all.

Four meetings were held with the following objectives:

- **Meeting 1:** Introduced the Housing Element statutory requirements and initiated the discussion of housing issues.
- **Meeting 2:** Focused on discussing goals, policies, and programs to include in the Housing Element.
- **Meeting 3:** Members finalized goals, policies, and programs to include in the draft of the Housing Element.
- **Meeting 4:** Focused on reviewing comments and recommendations made by the Planning Commission on the Draft Housing Element goals, policies, and programs.

Community Workshops

To expand the conversation to all community members in the discussion, the City held two community workshops (each workshop with a supplemental session held entirely in Spanish). In total, four workshops were held from March to June 2021. Due to the constraints on public gatherings imposed by the Centers for Disease Control and Prevention guidelines associated with the COVID-19 pandemic, community workshops were held entirely in a virtual setting. Utilization of technological resources and social media platforms allowed the City to reach a broader range of residents and engage in a manner that was considerate of the time and availability of residents, as residents had the opportunity join in at any point during the meeting sessions from their homes without interruption. As a way to inform residents who did not have the opportunity to attend the sessions, the City uploaded copies of the presentation slides and meeting recordings onto the Housing Element update webpage.

Community Workshop #1

On April 15 and 22, 2021, the City of Pasadena's Planning and Community Development Department conducted two workshop sessions to engage the community in a discussion of local housing needs. The first session was conducted in English and the second in Spanish. Approximately 110 residents and other community members participated. Both sessions included an approximately 25-minute presentation from the City's planning consultant, MIG, Inc., followed by a facilitated discussion.

At the workshop sessions, participants were asked to respond to these three questions:

1. What are the major housing issues and challenges in Pasadena today and in the future?

2. What types of housing are needed in the community?
3. Where should new housing be located in Pasadena?

Participants' responses were recorded on a virtual whiteboard in real time that was visible to all workshop participants. Copies of the whiteboards are included as appendices, as are the presentations.

Community Workshop #2

On June 2, 2021, the City of Pasadena Planning and Community Development Department conducted two simultaneous workshop sessions to engage the community in a discussion of local housing needs, focusing particularly on housing programs. The sessions were conducted in English and Spanish. Approximately 55 people participated in the English session and four in the Spanish session. Both sessions involved a brief presentation from the City's planning consultant, MIG, Inc., followed by facilitated discussions in breakout groups for the English session.

A series of breakout group sessions were held to allow participants to have detailed discussion about the following topics:

- Improving City processes
- Easing development regulations
- Creative housing solutions
- Addressing special housing needs
- Improving the existing housing stock
- Advancing housing equity and access

Each breakout group consisted of a facilitator, City staff, and a note taker. The Spanish workshop did not have breakout sessions, but residents were asked to discuss and provide their thoughts on the topics presented. The note takers recorded participants' ideas and responses in a format that allowed for easy consolidation of the discussion from each group. Copies of the recorded comments are included at the end of this Appendix.

Community Survey

A Housing Element survey was made available during the months of May to July 2021 to provide residents with the opportunity to voice their thoughts and opinions related to housing needs and challenges. To further increase accessibility and inclusion, the City provided the survey in both English and Spanish languages; printed survey copies were also made available in locations such as local libraries and senior centers. Approximately 900 survey responses were received.

Survey Questions:

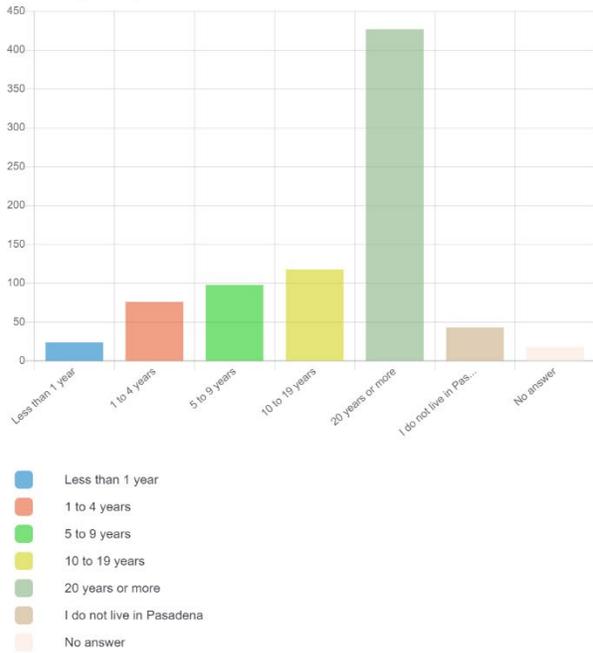
1. How long have you lived in Pasadena?
2. Which City Council district do you live in?
3. What is your age?
4. Which best describes your current living situation?

Public Engagement and Input Summary

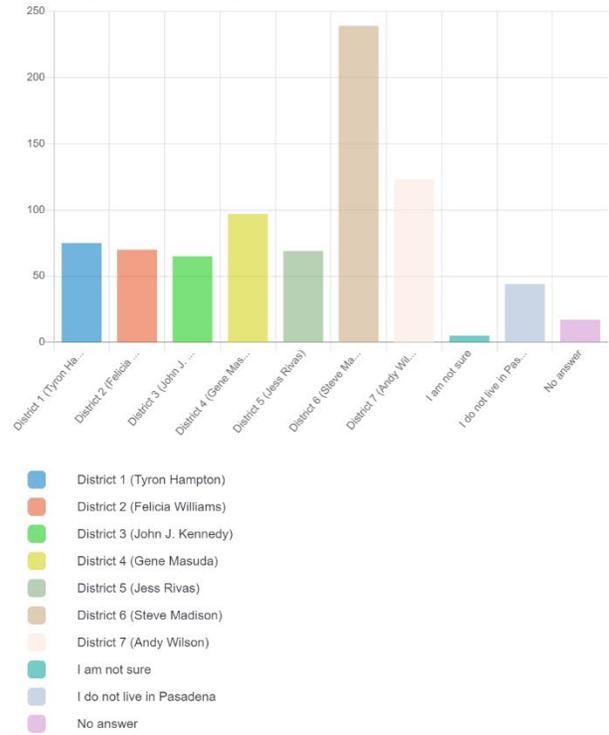
5. What types of housing does Pasadena need most?
6. Rank the importance of current housing challenges in Pasadena.
7. To meet the City's long-term housing needs, the City will need to plan for more homes. This includes single-family homes as well as apartments, townhomes, and condominiums. Please rank the ideas below based on what you think are the best general locations in Pasadena for new housing.
8. How has COVID-19 changed your housing needs in a manner that you think will continue past the pandemic?
9. In some Pasadena neighborhoods and particularly in Northwest Pasadena, rising housing prices—both rental and for-sale housing—are causing lower-income, long-established residents to move because they can no longer afford their homes. This is an effect of "gentrification." Is gentrification of concern to you in your neighborhood?
10. If yes, what are your concerns related to gentrification?
11. Many Pasadena residents have indicated that increasing the supply of affordable housing represents the most pressing housing need in the City. Please rank, from most important to least important, the strategies you think should be used to increase the amount of affordable housing. As you answer, note that the City currently requires that affordable housing units be included in any new development project of 10 or more units, pay a fee to fund affordable housing, or provide affordable housing elsewhere in Pasadena.
12. Do you have other ideas for increasing the supply of affordable housing?
13. How many bedrooms do you need to accommodate your household's needs?
14. What features are important to you in multi-family housing developments?
15. Are you aware of the resources the City offers to renters to help find and afford suitable housing?
16. If you didn't know, the City offers resources to help renters find and afford suitable housing. Those resources can be found here: <https://www.cityofpasadena.net/housing/>
17. What else would you like the City to consider regarding housing needs and programs?
18. Please indicate your gender.
19. How do you identify yourself?
20. What language is primarily spoken in your household?
21. Which best describes your annual household income?

Responses

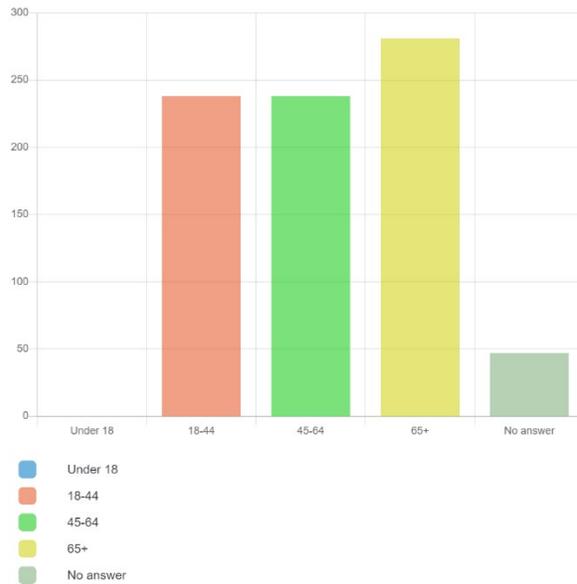
1. How long have you lived in Pasadena?



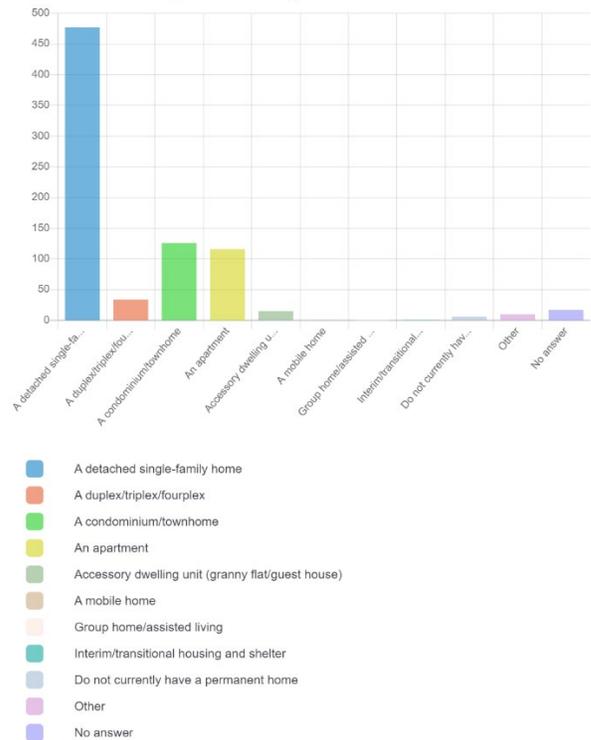
2. Which City Council district do you live in?



3. What is your age?

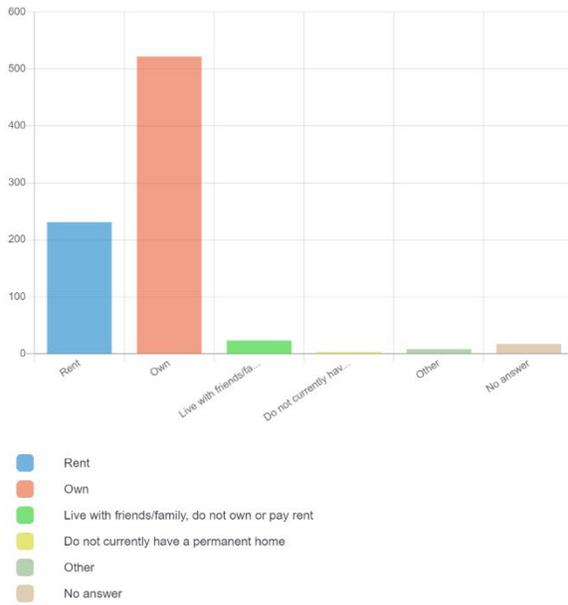


4. Which best describes your current living situation?

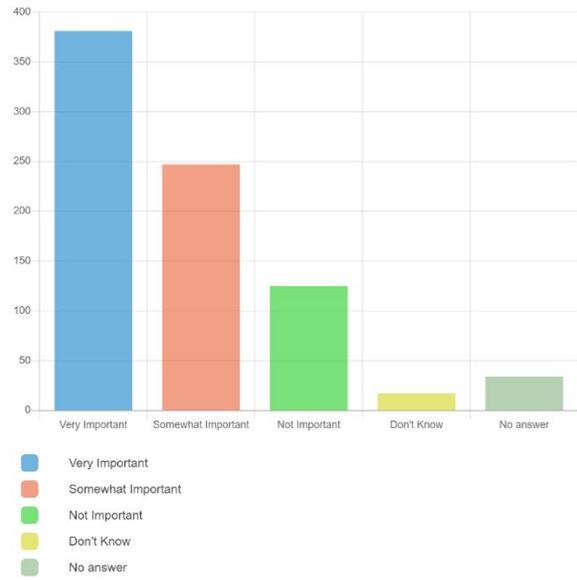


Public Engagement and Input Summary

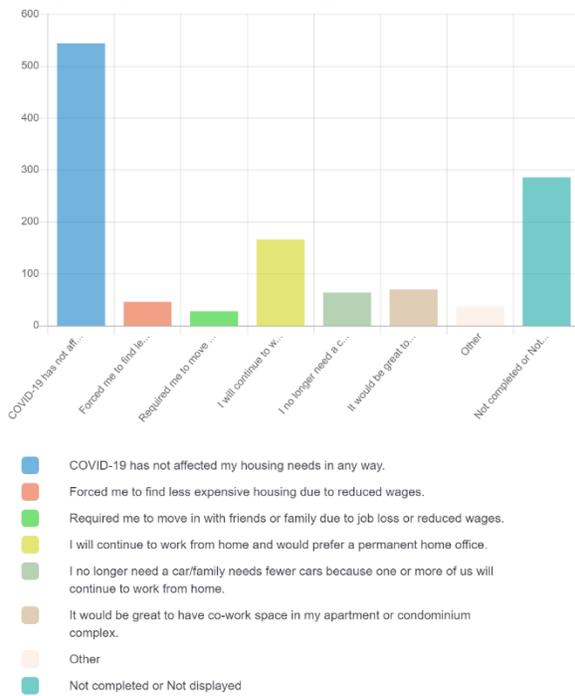
5. Which best describes your current housing situation?



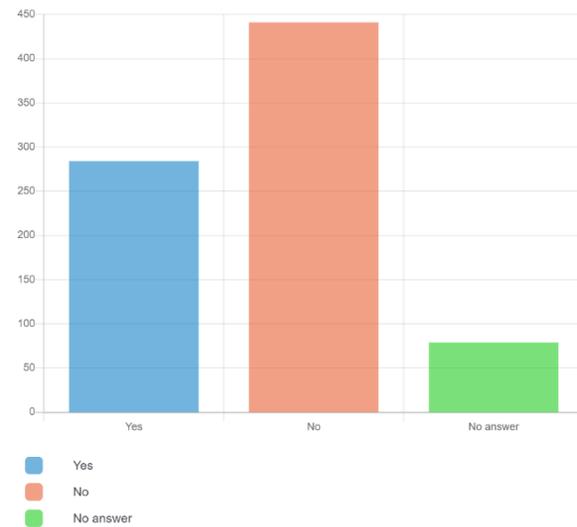
7. Rank the importance of current housing challenges in Pasadena.



9. How has COVID-19 changed your housing needs in a manner that you think will continue past the pandemic? (Select all that apply.)

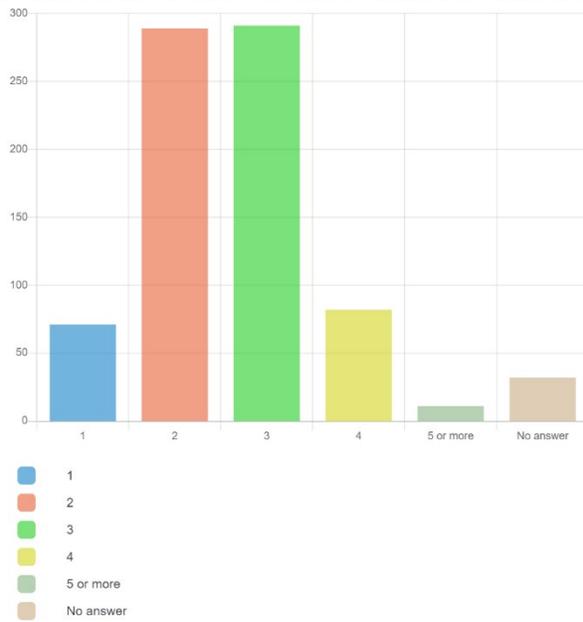


10. In some Pasadena neighborhoods and particularly in Northwest Pasadena, rising housing prices—both rental and for-sale housing—are causing lower-income, long-established residents to move because they can no longer afford their homes. This is an effect of “gentrification.” Is gentrification of concern to you in your neighborhood?

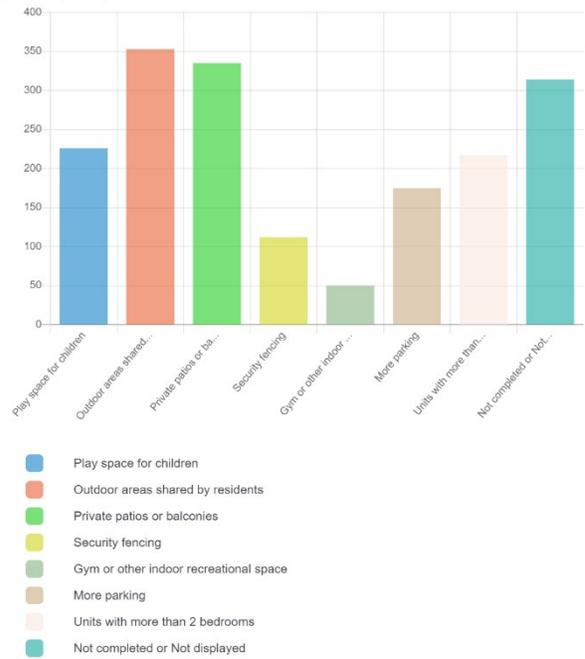


Public Engagement and Input Summary

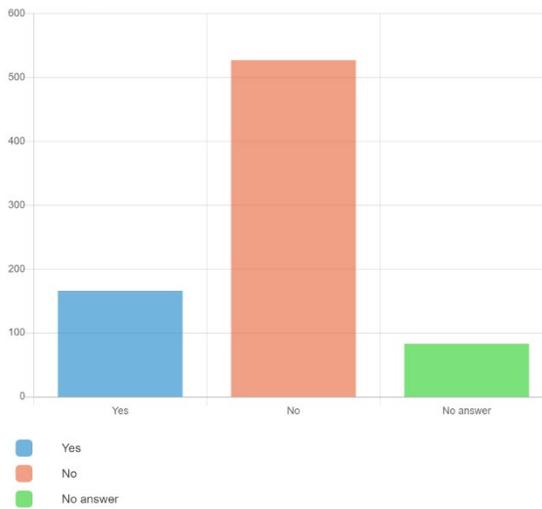
12. How many bedrooms do you need to accommodate your household's needs?



13. What features are important to you in multi-family housing developments? (select top two)

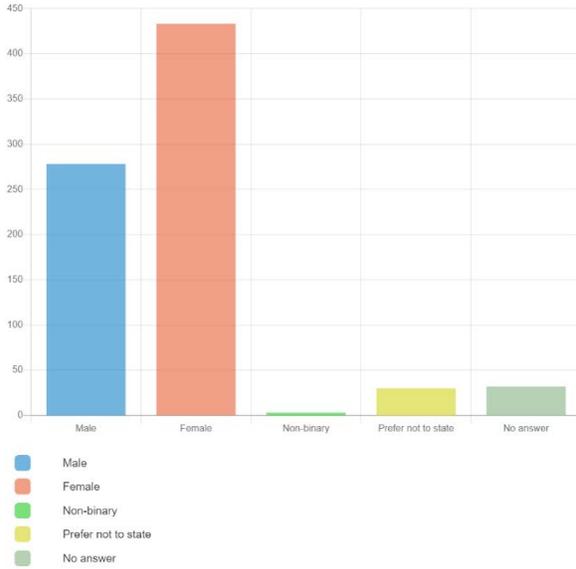


14. Are you aware of the resources the City offers to renters to help find and afford suitable housing?

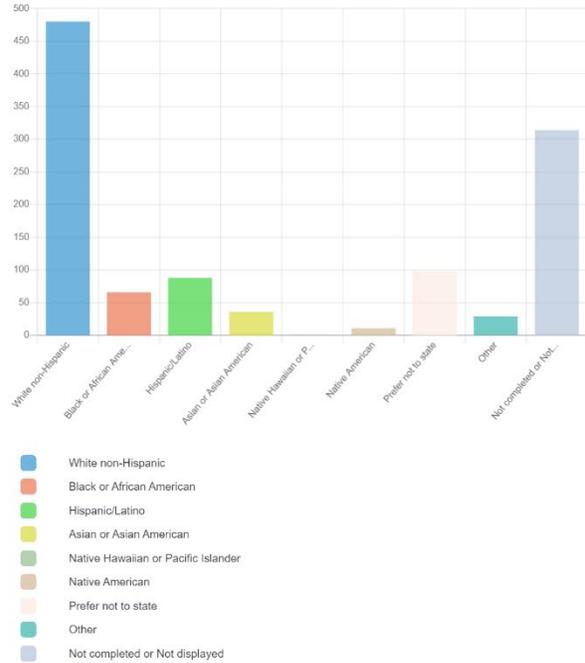


Public Engagement and Input Summary

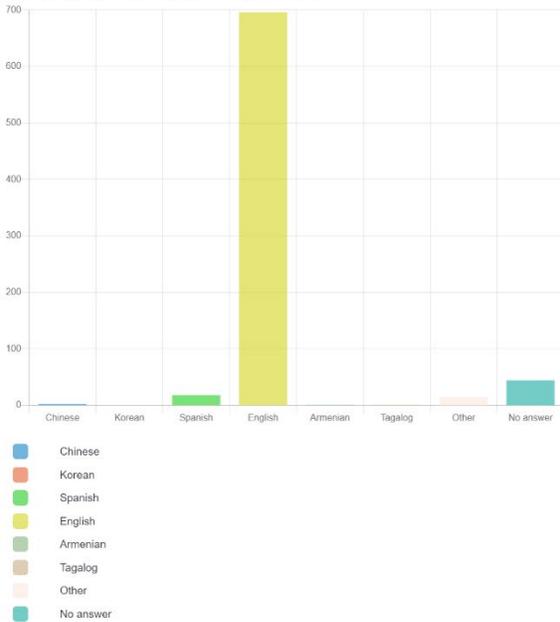
16. Please indicate your gender.



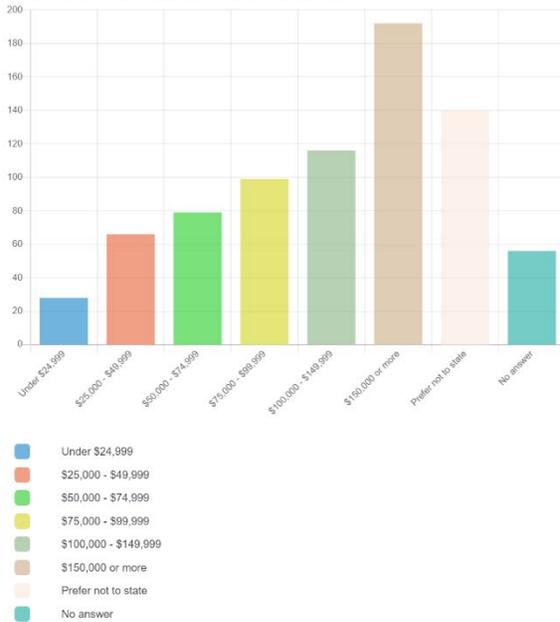
17. How do you identify yourself? (Select all that apply)



18. What language is primarily spoken in your household?



19. Which best describes your annual household income?



Planning Commission Workshops

In May and July, 2021, Planning staff conducted two study sessions with the Planning Commission to review ideas and programs for the Housing Element prior to submitting the draft to HCD for review. The Commission reviewed and considered inputs from the Task Force meetings, community survey, and community workshops.

The first session held in May provided the Commission with a brief overview of the program timeline and goals, followed by a discussion on the current state of housing in the City. The Commission was informed on the current programs in place to further housing goals, and then commented and expanded on key themes and topics to be addressed in the element.

The second session focused on discussion of the proposed housing goals, policies, and programs and potential housing sites.

City Council Workshops

The City Council convened on August 2, 2021 to review the draft Housing Element prior to its submittal to the Department of Housing and Community Development.

Methods of Outreach

The following are the methods the City used to encourage resident participation, particularly from communities of color, lower-income residents, and community organizations:

- Posts on the *OurPasadena* Instagram page
- Posts on the *City of Pasadena* Instagram page
- Posts on the *City of Pasadena* Facebook page
- Press release for community workshops
- Email blasts to *Our Pasadena* newsletter subscribers (1,485 total subscribers)
- Email to City Council District Liaisons – Each liaison has their own email list and disseminates information to constituents
- Email to Housing Task Force members
- Email to 36 specific community organizations/individuals (e.g., Making Housing Happen, Spanish Language News, PCC Associated Students, Pasadena Tenants Union)
- Printed copies of the survey at libraries throughout Pasadena and at the Senior Center

Housing Element Webpage

The City developed the *Housing Element Update* webpage as a central hub for residents seeking additional resources and information related to the 2021-2029 Housing Element Update. The webpage provided background information related to the Housing Element, such as legal requirements and its key role in the General Plan. Along with background information, the webpage offered access to important documents and reports produced by the City with regards to current housing programs and key housing laws. The City's webpage also provided a library of past meetings and workshops that the City has conducted in their efforts to collect viable public input and comments, with links to recordings and presentation slides. Lastly, the website provided a link to the *Housing Survey* for residents to complete and provide their input in the various housing-related topics.

