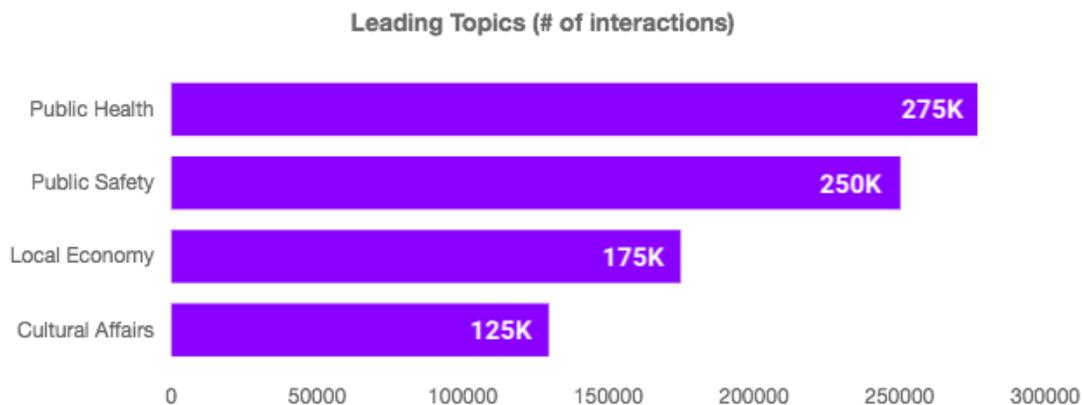


## 2021 YTD Overview: Online discourse reveals residents' interest in Public Health and Public Safety, followed by Local Economy and Cultural Affairs

Jan 1 - Nov 9, 2021



Over the past year, 1.3M social media interactions were captured in Pasadena's Zencity dashboard (January 1 - November 7)\*.

Zencity analyzed online discourse to identify the leading topics, subtopics, and stories that drove the discussion:

### [Public Health](#) | 275K interactions

- Conversations about **COVID-19 vaccines** dominated the public health discussions. The discourse volume peaked twice throughout this period - indicating the **issues that drove exceptional interest and heated debate**:
- In March, reports that **a vaccination clinic for senior citizens and essential workers was canceled**, since hundreds of non-eligible people signed up, surfaced concerns about delays in the administration of COVID-19 vaccines (see previous [insight](#) for details).
- Another surge in conversations occurred in July following reports that the **city plans to require employees to get vaccinated against COVID-19** (see details in our [insight](#) on the issue).

### [Public Safety](#) | 250K interactions

**Zencity Insight** 11.10.21-11.16.21

- [Violence and Crime](#) drove 53% of conversations within the topic, led by stories about assorted violent incidents. A story about **a 10-year-old boy who was shot and wounded while playing in the front yard** featured prominently.
- Posts concerning the [Fire Department](#) comprised 16% of the discourse and **attracted supportive attention to the department**. Posts focused on **highlighting firefighting activities**, as well as **celebrating department milestones** such as promotions, retirements, and celebrities' visits.
- Stories about [Police](#) accounted for 14% of the Public Safety discourse and chiefly focused on Anthony McClain, a man shot in an officer-involved shooting. Multiple posts demanding "justice for Anthony McClain" tagged the Pasadena Police Department's pages online.

**[Local Economy](#)** | 175K interactions

- [Entertainment venues](#) drove 42% of conversations and focused on sporting events at the Rose Bowl. The Jurassic Park Quest was also prominent in the discourse.
- Stories about [Restaurants and Bars](#) accounted for 33% of the discourse and chiefly concerned **business openings and highlights, as well as COVID-related regulations**.
- Resident response to stories about the Local economy was mainly comprised of 'Likes', 'Loves', 'Shares', and excited comments that indicate **residents' enthusiasm about dining and entertainment opportunities**.

**[Cultural Affairs](#)** | 125K interactions

- Leading stories about Cultural Affairs centered on festivals and public events.
- **The cancellation of the Rose Parade** - and reports on an alternative parade in protest of the cancelation - elicited heated debates and some controversy.
- In recent months the discourse focused on **concerts and music events that garnered much excitement and interest**.

*\* This analysis excludes organic conversations on Twitter in order to focus on the local discourse.*

