AGENDA
NORTHWEST COMMISSION
TUESDAY, SEPTEMBER 12, 2017

MEMBERS
Chair, Allen Shay, District 4
Vice-Chair Cindy Schnuelle, District 5
Carla Boykin, Mayor Appointee
Beverly Sims, District 1
Steve Darden, District 1
Carolina Romo, District 2
Craig L. Washington, District 3
Rogelio Ramirez, District 3
Ralph Frammolino, District 5
Sandra Chen Lau, District 6
Kimberly Douglas, District 7

STAFF
Lola Osborne, Deputy Director HS&R

MISSION STATEMENT
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Habrá servicio de interpretación disponible para éstas juntas llamando al 626-744-4791 por lo menos con 24 horas de anticipación.

Agendas and supporting documents are available on the Internet at www.cityofpasadena.net/commissions

Materials related to an item on this Agenda submitted to the NORTHWEST COMMISSION after distribution of the agenda packet are available for public inspection in the CITY MANAGER’S OFFICE at 100 North Garfield Avenue, S228, Pasadena, CA 91109, during normal business hours.
MEETING AGENDA
NORTHWEST COMMISSION

JACKIE ROBINSON CENTER
1020 NORTH FAIR OAKS AVENUE
PASADENA, CA 91103

Tuesday, September 12, 2017
6:30 PM

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES – August 8, 2017
4. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA (3 minutes per speaker)
5. UPDATE FROM THE POLICE DEPARTMENT – Lt. Johnny Mercado
6. NEW BUSINESS

   ACTION ITEMS (30 minutes)
   
   A. Review and update of the Northwest Commission Strategic Plan (Chair Shay)
   
   B. Discussion about the Northwest Commission Newsletter (Commissioner Douglas and Frammolino)
   
   C. Review and update of the Northwest Commission survey (Commissioner Darden)

   INFORMATION ITEMS (40 minutes)
   
   A. Short Range Transit Plan Update (Staff, Sebastian Andres Hernandez)

7. COMMENTS/UPDATES FROM THE COMMISSION (10 minutes)

8. STAFF COMMENTS (5 minutes)

   Events and Information

   Latino History Parade and Jamaica – October 14, 2017

9. FUTURE AGENDA ITEMS
10. ADJOURNMENT

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POSTING STATEMENT: I HEREBY CERTIFY that this Agenda, in its entirety was posted on the Council Chamber Bulletin Board S249 and the bulletin board in the rotunda area at City Hall, 100 North Garfield Avenue and Jackie Robinson Center at 1020 North Fair Oaks Avenue on September 7, 2017 by 5:00 pm and an electronic copy sent to the Central Library for posting and the agenda may be viewed at the City’s website at http://www.ci.pasadena.ca.us/planning/meetings/notices.asp.

Allen Shay
Northwest Commission Chair

Lola Osborne
Northwest Manager
Date: Sept 12, 2017

To: Northwest Commission

From: Frederick C. Dock, Director

Subject: Draft Pasadena Short Range Transit Plan Update

The Department of Transportation (DOT) is conducting its Short Range Transit Plan (SRTP) update process. The SRTP guides the next five years of programming of transit service development and investments that support the policy goals for Pasadena Transit and Pasadena Dial-A-Ride. Pasadena Transit is the City’s fixed-route bus service which provides six routes that travel throughout Pasadena, including service to the six Gold Line stations, commercial corridors, major business and employment areas, schools and colleges, parks, medical facilities, dense residential areas, etc. Pasadena Dial-A-Ride is a demand-response paratransit service for seniors and individuals with disabilities that provides service to residents of Pasadena, San Marino, Altadena, and other adjacent unincorporated areas within the service area.

For the SRTP update, DOT completed data analytics for current ridership and operations in Fall 2016 and in Spring 2017 conducted public outreach to solicit public feedback. This outreach included five public meetings, on board surveys, and online surveys. Based on the results of the data analysis and public outreach, draft SRTP recommendations have been developed. These draft recommendations are being presented to several City Commissions and at two additional general public meetings prior to finalizing the SRTP for City Council adoption.

Data Analysis

On an ongoing monthly basis performance monitoring and data analysis is conducted of Pasadena Transit and Pasadena Dial-A-Ride. This data is used to measure ridership trends, demand on the system, and efficiency of the services, among other factors. The SRTP is an opportunity to conduct a comprehensive in depth data analysis and review of feedback. The results of the data analysis and operational review were used to confirm the results of the public outreach effort, as well as to develop and prioritize the final recommendations.
Stakeholder Meetings

The SRTP process was designed to encourage stakeholder involvement and include public comments from a number of sources. A series of public meetings were held and an online survey was developed. In addition to notifications posted on all of Pasadena’s public transit fleet, pasadenatransit.net, and on the Pasadena DOT Twitter, an outreach video and editorial piece was also developed by Pasadena Now that was posted on their website and Facebook page. Various City Commissions were invited to participate, including the Accessibility and Disability Commission, Northwest Commission, Transportation Advisory Commission, Recreation and Parks Commission, Environmental Advisory Commission, Human Services Commission and the Senior Commission. Additionally, the Old Pasadena Management District, Playhouse District, South Lake Business Association, Chamber of Commerce, as well as representatives from the Pasadena Transportation Management Association (e.g., Art Center, JPL, Caltech, etc.), were invited to participate in the survey and the following series of five (5) public meetings:

- Three (3) general meetings
- One (1) meeting focused on seniors/persons with disabilities
- One (1) meeting focused on youth

Survey Highlights

Survey respondents were asked questions regarding age, gender, home zip code, race, employment, and income information. Respondents were also asked to rank Pasadena Transit on a number of factors including their satisfaction with hours and frequency of service on weekdays and the weekend. A total of 628 survey responses were collected; 303 were collected on board Pasadena Transit buses and 325 were submitted online. Key take-aways for Pasadena Transit from the survey include:

- Overall satisfaction with Pasadena Transit: 88% ranked it as excellent or good
- Customer service of bus drivers: 85% ranked it as excellent or good
- Frequency of weekday service: 81% ranked how often the bus runs as excellent or good (not including those that responded no opinion)
- Span of weekday service: 73% ranked the hours the bus runs as excellent or good (not including those that responded no opinion)
- Frequency of weekend service: 54% ranked how often the bus runs as excellent or good (not including those that responded no opinion)
- Span of weekend service: 49% ranked hours the bus runs as excellent or good (not including those that responded no opinion)
- 83% of respondents indicated they would use Sunday service on Pasadena Transit

Recommendations

The survey results and public feedback combined with the ridership and ongoing operational analysis informed the development of the following recommendations:
• Weekday
  o Routes 10 & 20: Provide a 10 minute peak frequency
  o Routes 10, 20, 31/32 & 40: Run service until 10 p.m.
  o Route 40: Extend the route to Del Mar/Lake and increase frequency to 20 minutes

• Weekend
  o Saturday service: Start service at 7 a.m. (currently starts at 11 a.m.)
  o Sunday service: Run service from 7 a.m. – 8 p.m. (currently no service)
  o Routes 10 & 20: Provide a 15 minute peak frequency

As a demand response program, Pasadena Dial-A-Ride has a dynamic route scheduling which fluctuates daily, based on the individual trips that customers schedule. Pasadena Dial-A-Ride can serve just about any type of trip, as long as it is within its geographic service area. The development of the following recommendations was based on the ridership analysis and the public feedback received:

• Increase annual service hours by 15% while maintaining service efficiency
• Make available automated trip pick up notification system

The Draft SRTP Recommendations are being presented to the Transportation Advisory Commission, Senior Commission, Northwest Commission and the Accessibility and Disability Commission. DOT also plans to hold two additional public meetings to present these recommendations and invite public comment. Feedback provided during this process will be incorporated into the final draft SRTP that will be presented to the City Council for adoption. It is anticipated that the SRTP will be adopted by the end of the calendar year.
CITY OF PASADENA • NORTHWEST COMMISSION
SIX-MONTH STRATEGIC OBJECTIVES
July 2017 – January 2018 (updated 08-08-2017)

| CITY OF PASADENA MISSION: |
The City of Pasadena is dedicated to delivering exemplary municipal services, responsive to our entire community, and consistent with our history, culture and unique character.

<table>
<thead>
<tr>
<th>NORTHWEST COMMISSION ROLES AND PURPOSES</th>
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<tbody>
<tr>
<td>1. Serve as monitoring body for the Northwest Community.</td>
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<tr>
<td>2. Work with the City Manager and staff on updating and revising the Northwest Community Strategic Plan.</td>
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<td>3. Provide ongoing oversight of the implementation of the Plan.</td>
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<td>4. Provide periodic advice to the City Council on Northwest issues.</td>
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<td>5. Work with the City Manager and staff to promote economic development activities in Northwest Pasadena.</td>
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<td>6. Provide periodic advice to the Council on economic development activities in Northwest Pasadena.</td>
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<td>7. Present an annual review of Plan implementation of the Plan’s projects and programs to the City Council and community.</td>
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<td>STRATEGIES</td>
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<tr>
<td>ADVOCATE FOR THE NORTHWEST COMMUNITY THROUGH INFORMATIONAL PRESENTATIONS BY COMMUNITY ORGANIZATIONS</td>
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<tr>
<td>Objective</td>
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<td>Request presentations to the NWC</td>
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<td>Action Steps</td>
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<td>Presentations for Advocacy</td>
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<tr>
<td>• Police Department – youth programs</td>
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<td>• Parks – data on Northwest</td>
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<td>• Economic Development Updates</td>
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<td>• Fair Oaks Empowerment Initiative Group</td>
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<td>• Youth Groups</td>
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<td>• Non-profits</td>
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<td>o Latino Coalition, LA County Neighborhood Housing Services, Five Acres, Women In Action</td>
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<td>• Code Enforcement – blight</td>
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<td>• Latino Coalition</td>
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<td>• PCC programs in Northwest</td>
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<td>Attending meetings:</td>
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<td>• Hahamogna Watershed Project Meetings</td>
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<td>• Neighborhood Association Meetings</td>
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<td>• Collaborate Pasadena – Community Work Group</td>
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<td>Monitoring project development and new businesses</td>
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<td>Action Step</td>
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<tr>
<td>• Monthly update</td>
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<td>STRATEGIES</td>
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<tr>
<td>PRESENT RECOMMENDATIONS TO THE CITY COUNCIL THROUGH PRESENTATIONS FROM VARIOUS CITY DEPARTMENTS</td>
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## ADVOCATE FOR THE COMMUNITY BY LEARNING COMMUNITY NEEDS FROM COUNCIL DISTRICTS 1, 3 AND 5

### Action Steps
- Work with Councilmembers on their current community activities
- Refine surveys and compile them into a report for review and action by the Commission
  - Establish data collection period
  - Include additional question(s) (e.g.: explore perceptions about group homes in community)
  - Share survey results in newsletter
- Participate in community events. Bring invitations to participate in events to NWC
  - State of the City Address (Jan.)
  - Black History Month Celebrations (Feb.)
  - Family Fun Day (May)
  - District 4 Block Party (Aug.)
  - Latino Heritage Celebration (Oct.)
  - NW District Councilmember Meetings
  - Grand Openings of Businesses
  - Church Socials & Fundraisers
  - Neighborhood Association Meetings
  - NWC Annual Meeting (new event date TBD)

### LED BY
- Steve Darden, Craig Washington, Cindy Schnuelle, Carolina Romo, Sandra Chen Lau and Staff

### STATUS

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<th>DONE</th>
<th>ON TARGET</th>
<th>REVISED</th>
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### COMMENTS
- Collection period: Start Stop date
- Who will attend? What is the benefit of attending events outside of the Northwest?
# OUTREACH TO THE COMMUNITY

## Northwest Commission Newsletter

### Action Steps
- Determine if the newsletter will remain independent or consolidate with Human Services and Recreation Department newsletter.
- Research how community members most prefer to receive news and updates to determine if newsletter is best vehicle for communication.
- Establish an Assignment Editor to ensure there is a regular supply of content for the newsletter.
- Enlist the participation of Muir and PCC students to write articles to ensure there is relevant content and timely submission.

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<th>STRATEGIES</th>
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</table>
| Northwest Commission Newsletter | Allen Shay, Kimberly Douglas and Ralph Frammolino | | Follow up with PCC  
Consider adding survey to newsletter  
Spanish translation  
Seek information from neighborhood Associations  
Continue the discussion about how to proceed with the newsletter  
Established that staff can provide assistance with Mail Chimp |
## CITY OF PASADENA • NORTHWEST COMMISSION

### SIX-MONTH STRATEGIC OBJECTIVES

**July 2017 – January 2018 (updated 08-08-2017)**

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<tbody>
<tr>
<td>Monitor Implementation of the Capital Improvement Projects</td>
<td>Cindy Schnuelle, Kimberly Douglas and NW Commissioners</td>
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<td>All Commissioners</td>
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**Action Steps**

- Establish project timeline for all CIP activities.
  - Hear from residents and follow up on CIP needs July-Sept
  - Northwest Commission discusses CIP requests October - November, 2017
  - Sub-committee meets with PW staff February-March, 2018
  - Review full list at February-March, 2018 at NWC meeting
  - Commissioners attend public hearings before the Planning Commission, Transportation Commission and City Council – April –June, 2018
- Engage community organizations in providing input/presentations (e.g. Fair Oaks Empowerment Group and others).
- Gather data and ensure traffic safety is addressed as a priority in the CIP process.
### SUPPORT ECONOMIC DEVELOPMENT ACTIVITIES

**Action Steps**
- Work with city staff and Councilmembers to promote economic development activities in the Northwest.
- Explore internship opportunities with local groups and various fields (e.g.: hospitality, healthcare, high tech., etc.)
  - EdTech – ensure support for these efforts are integrated into their strategic plan
  - RBOC – explore opportunities for youth outside of summer jobs (which is covered by another program)
  - Youth Internships at the Civic Center

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<tr>
<td>SUPPORT ECONOMIC DEVELOPMENT ACTIVITIES</td>
<td>Steve Darden, Sandra Chen Lau, Rogelio Ramirez and Carla Boykin</td>
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<td>ADVOCATE ACTIVELY IN PLANNING AND DEVELOPMENT PROCESS FOR ROBINSON PARK and HERITAGE SQUARE SOUTH</td>
<td>Steve Darden, Craig Washington and Sandra Chen Lau</td>
<td>DONE</td>
<td>ON TARGET</td>
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