

CITY OF GLENDALE

INTERDEPARTMENTAL COMMUNICATION

Date September 5, 2006

TO James E. Starbird, City Manager

FROM Executive Committee*

SUBJECT Long Range Planning Public Input Summary

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The purpose of this document is to summarize information collected from January thru May, 2006 regarding the community's insights about City Services that need improvement. Within this summary, each of the sixteen City Council approved goals are listed along with a brief synopsis of findings for three sources of input: 1) thirteen community group meetings; 2) a telephone survey; and 3) an on-line Web Survey. For each Goal, the following information is provided:

- Goal
- Characteristics
- Findings (input on areas to improve)
 - A. LRP Community Meetings
 - Points Allocated
 - Participant Comments
 - Group Recorder Notes
 - B. Telephone Survey Mean Score
 - C. Web-Survey Score
 - D. Summary/Highlights

This document is intended to consolidate and summarize information from the 3 primary sources of community input listed above. Source documents for each of these testing instruments have been prepared, which include the complete analyses of data/input collected. Concluding this report is a Supplemental Information section, which provides a description of two additional community information sources which were non-scientific and therefore were not included in the analysis.

Summary Guidelines

A guide explaining each of the survey instruments follows. In an effort to illustrate the statistical findings from the three survey methods, graphs are provided for reference and comparison.

A. LRP Community Meetings

▪ **Points Allocated**

Eight public meetings, with 356 participants and five supplemental meetings, with 161 participants yielded an aggregate total of 517 participants, city-wide. In groups, participants placed chips/points onto Subcategories illustrated on a game board (depicting resource allocations for services they felt needed improvement). In an analysis of aggregate Subcategory scores, the amassed total points from all thirteen community meetings are depicted in Diagram 1 below.

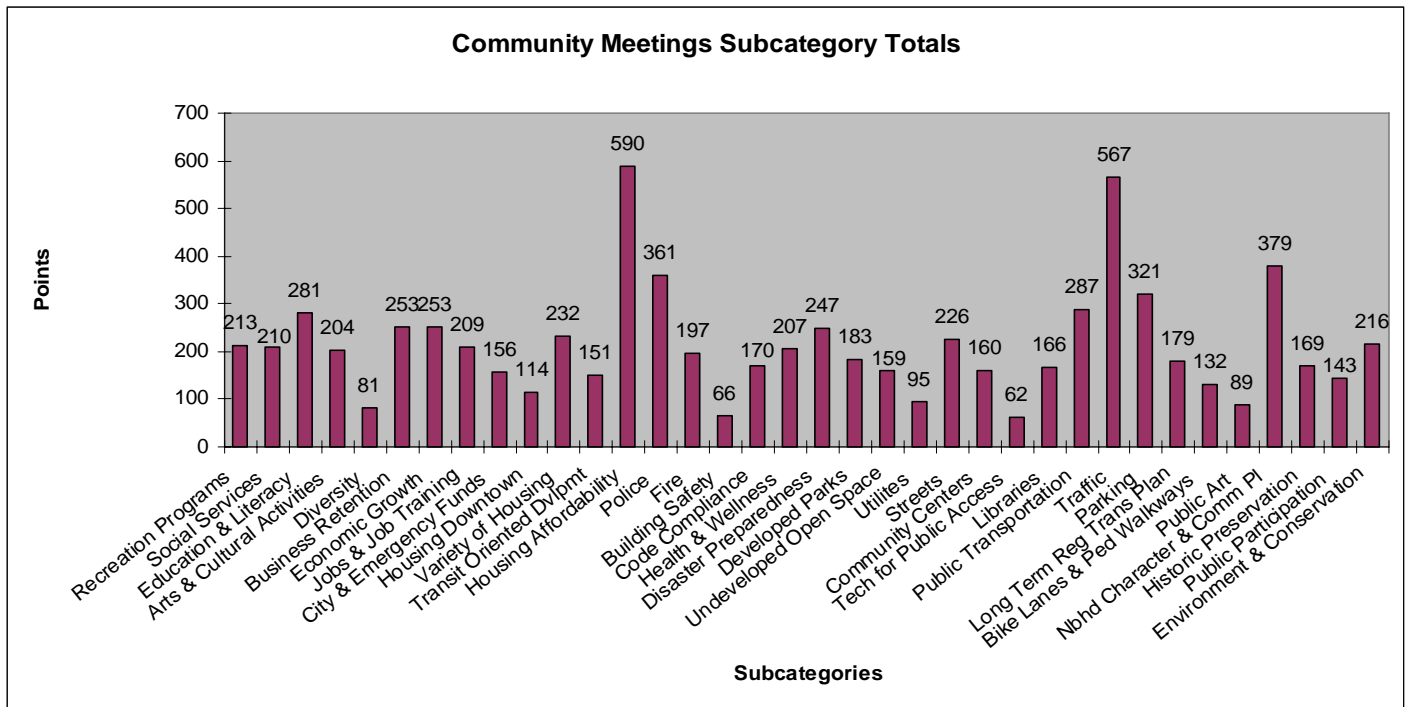


Diagram 1

▪ **Participant Comments**

Participants in the various meetings were invited to provide written comments on the “Comment Sheet” portion of their exercise which could justify or supplement their choices. Included in the findings under each Goal is a summary of written comments provided by community group participants who attended the meetings. Often these comments were captured directly from the comment sheets, to preserve the intended sentiment. In some cases, the comments may have been condensed or summarized, for brevity purposes. A complete, unedited transcript of the comments

has been included as an Appendix to the separate report on the community meetings.

▪ **Group Recorder Notes**

Group recorder notes data is also included, which is a summary of written comments captured by recorders (City staff) who kept notes during the small table group discussions during the community group meetings. Again, some comments may have been condensed or summarized, for brevity purposes. A complete, unedited transcript of the comments has been included as an Appendix to the separate report on the community meetings.

B. Telephone Survey Mean Score

In a telephone survey conducted by David Binder Research, 500 respondents ranked the importance of improving each service Subcategory, on a scale of 0 to 10, where 0 meant the category does not need improvement, and 10 meant the category needs a lot of improvement. The mean score for each of the Subcategories is depicted in Diagram 2 below. Binder Research has prepared a separate report with the details and cross tabulations from their telephone survey.

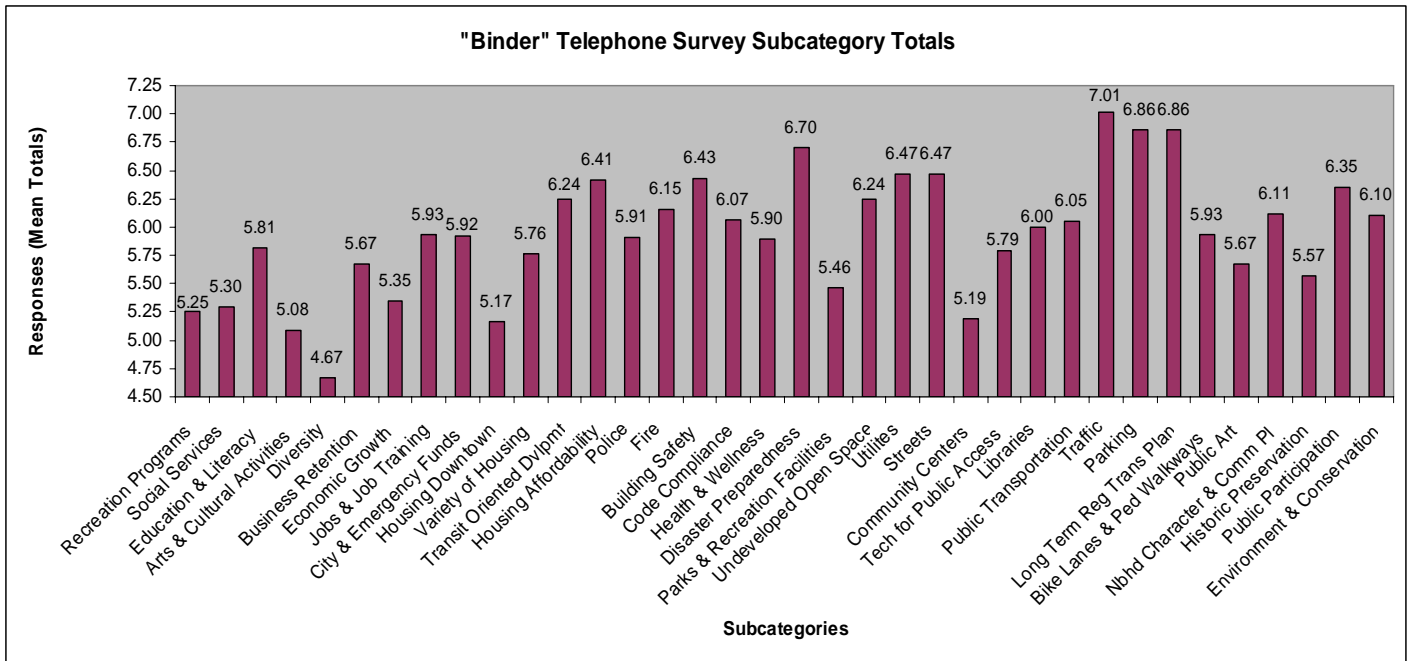


Diagram 2

C. Web-Survey Score

In a Web Survey posted on the City’s website, there were a total of ninety-one (91) surveys conducted on-line. Although the annual household income distribution among respondents from the telephone survey were somewhat evenly represented, it should be noted that for the Web Survey, Forty-six (46) of ninety-one (91) respondents (nearly 51%) indicated an annual household income of over \$100,000. No demographic data was requested from participants of the Community meetings. Web Survey respondents answered one question related to each Subcategory. They were asked to assess their level of satisfaction and the level of importance to them, for each subject. In an effort to identify those Subcategories that respondents felt required a greater need for improvement, only those responses indicating a “low” level of satisfaction will be discussed. Those responses have been depicted in Diagram 3 below. A complete, unedited transcript of the comments has been included as an Appendix to the separate report on the Web-Survey.

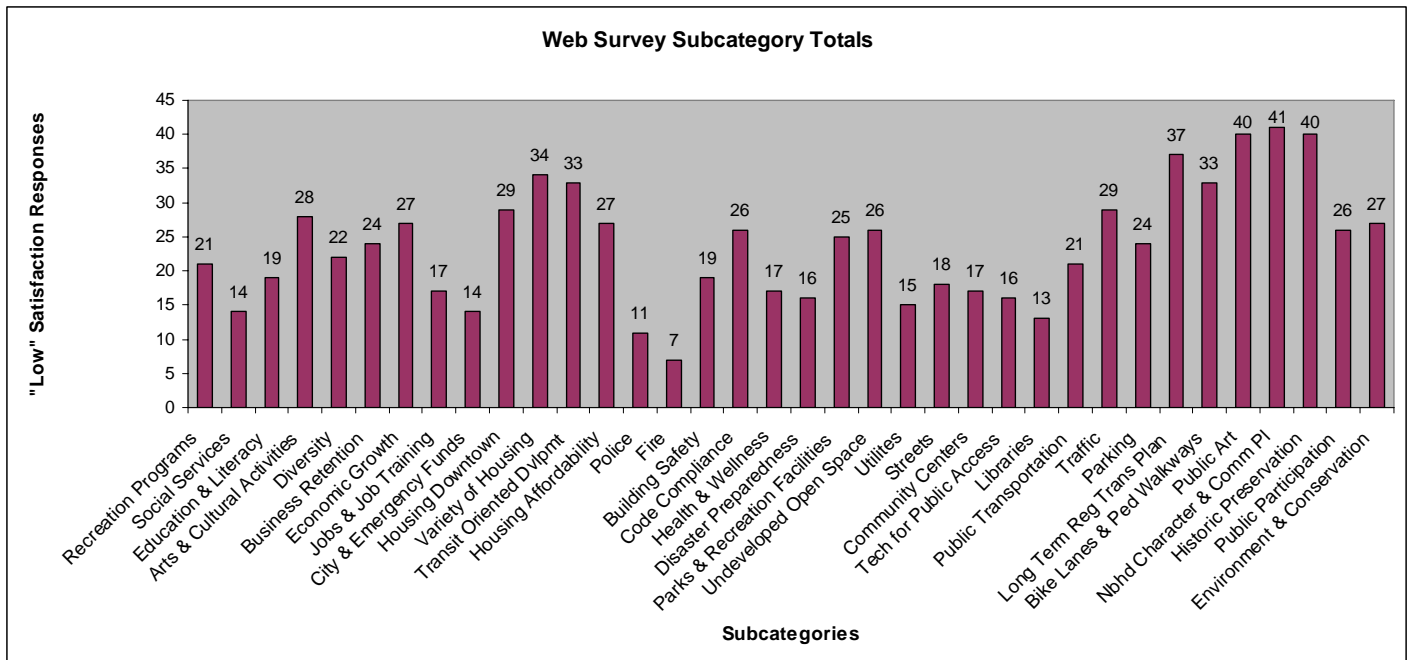


Diagram 3

D. Summary/Highlights

Following the listing of each of the sixteen goals, and the findings from each testing instrument, is a closing with *Summary/Highlights* prepared by a staff committee of Executives. The Summary/Highlights portion is an attempt to review the results of all three community input processes and identify key points, conflicts or inconsistencies (if any), and to prepare a number of concise statements that summarize and highlight the “message” from the community data collected. In an effort to illustrate the findings from each of the three survey instruments in a simple format, the committee categorized each of the community input sources in terms of “High,” “Medium” and “Low” priority for improvement based on naturally-occurring breaks in the Subcategory Totals datasets.

Points from the **LRP Community Meetings** dataset were organized as follows:

“High” priority = >300 points
“Medium” priority = 150 – 300 points
“Low” priority = < 150 points

(Mean) Totals from the **Telephone Survey** dataset were organized as follows:

“High” priority = >6.35
“Medium” priority = 5.25 – 6.35
“Low” priority = <5.25

Low Satisfaction Response Totals from the **Web Survey** dataset were organized as follows:

“High” Priority = >33 responses
“Medium” Priority = 16 – 33 responses
“Low” Priority = <16 responses

The subcategories have also been depicted in descending order. See Diagrams 4, 5 and 6 on the following pages.

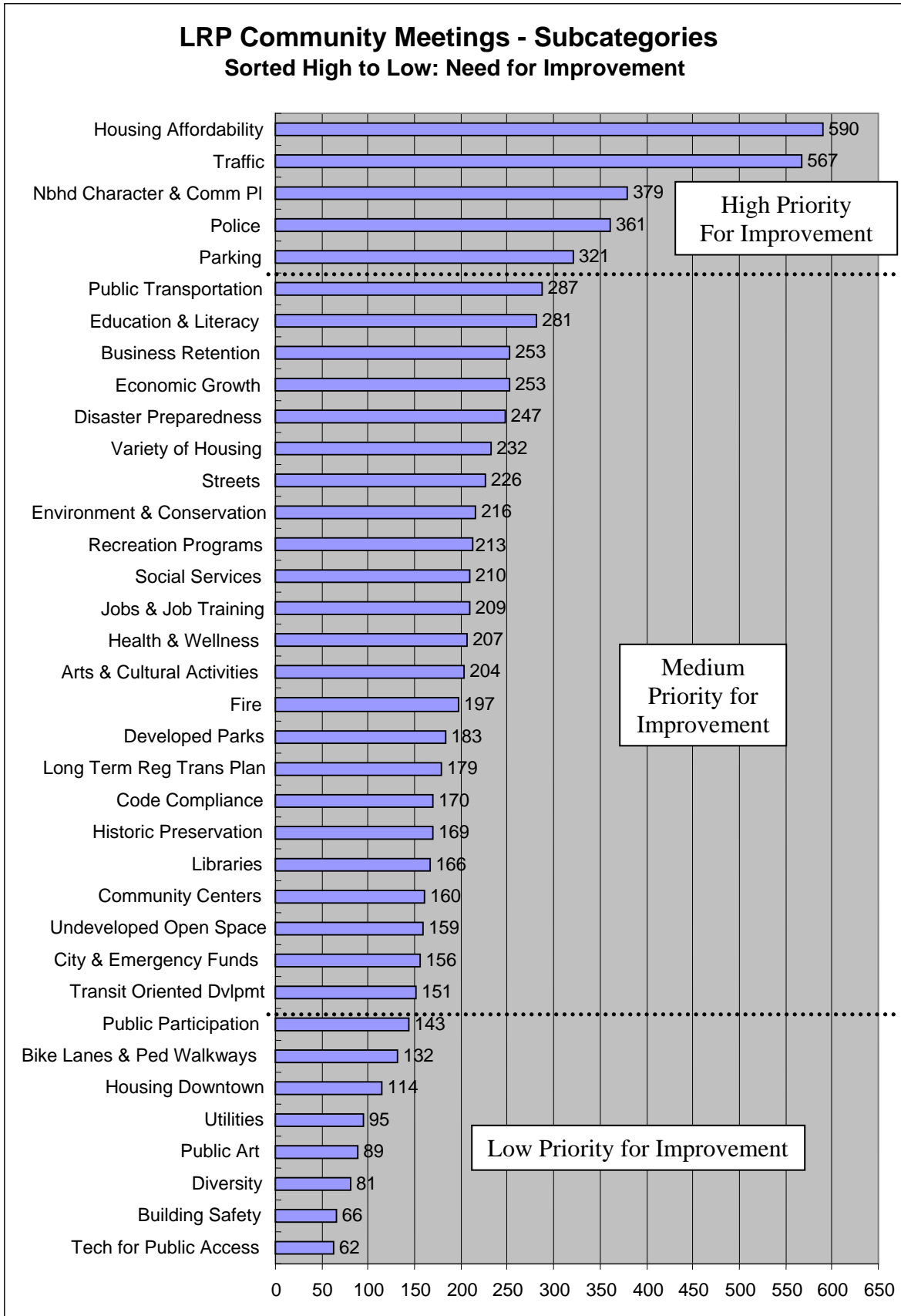


Diagram 4

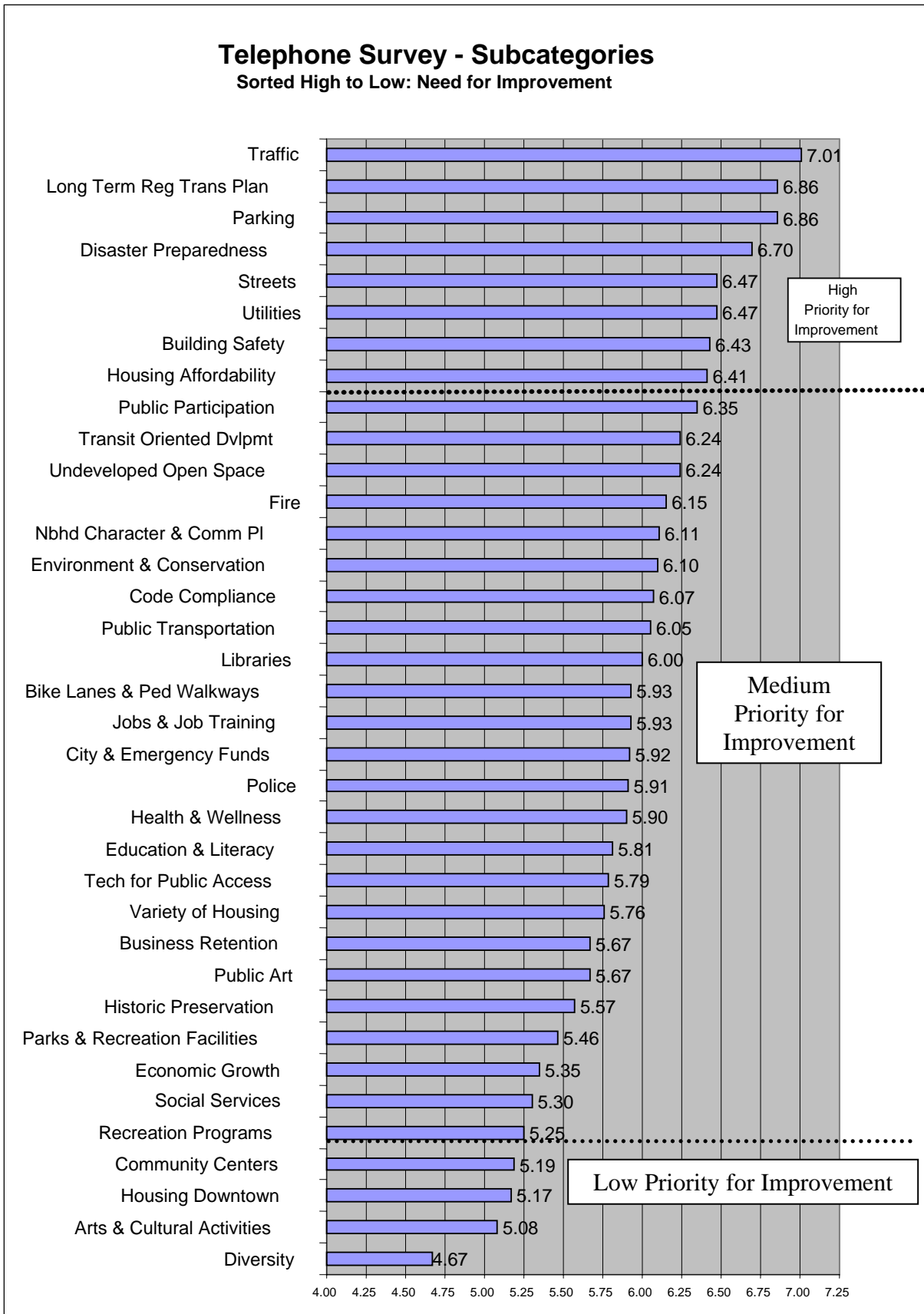
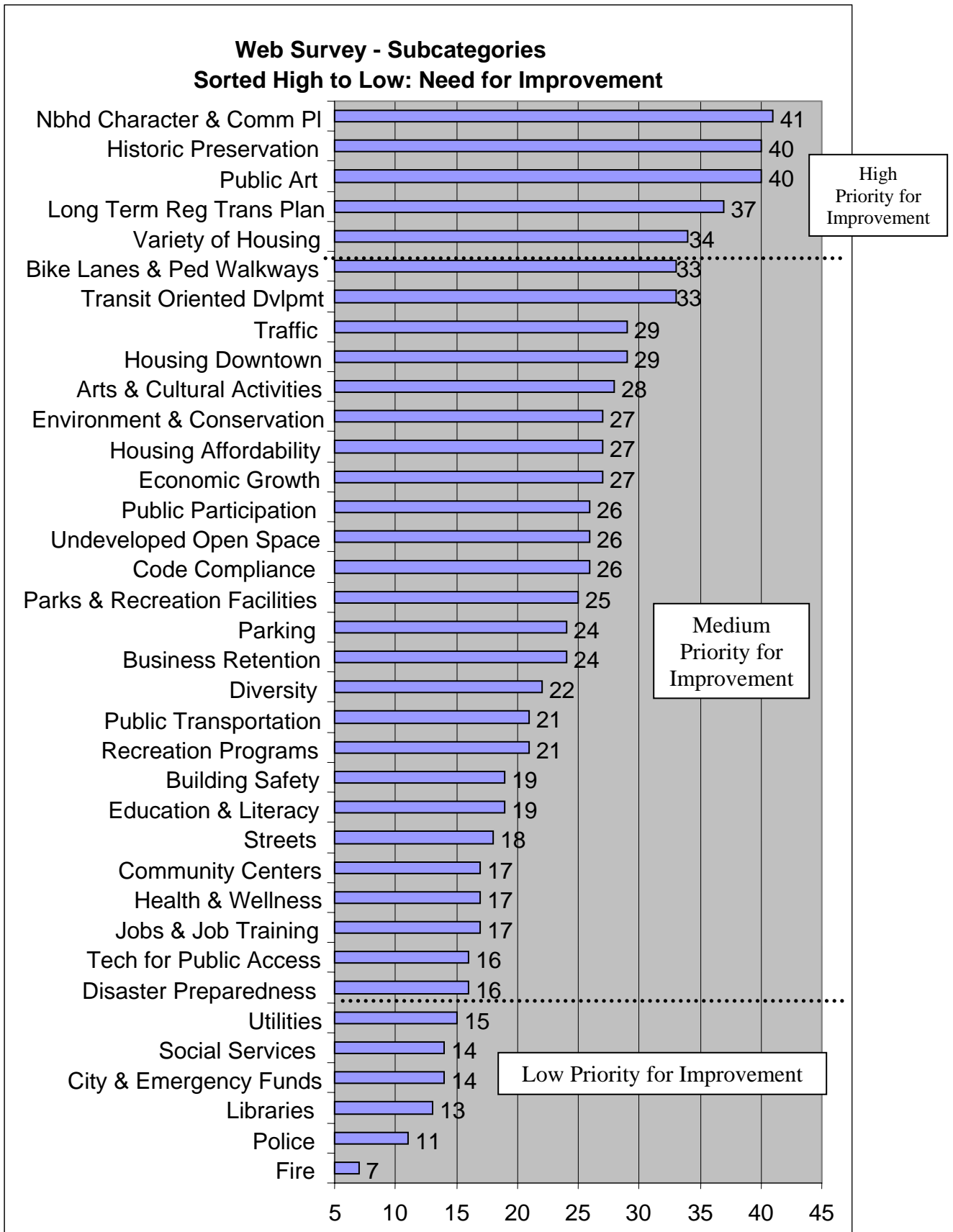


Diagram 5




Transportation and Mobility

Goal: A well planned and comprehensive transportation system that enhances mobility through infrastructure, technology, and public transit

Characteristics:

- Safe, efficient and well coordinated circulation system within the City
- Appealing, affordable, accessible, and well coordinated multi-modal local transportation system with effective regional connectivity
- Congestion, air pollution, and noise reduction through transportation and land use strategies
- Safety enhancement through engineering, enforcement and education

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

Subcategory	(Range: 62 to 590)
Traffic	567 points
Parking	321
Public Transportation	287
Long-Term Regional Trans. Plan	179
Bike Lanes and Ped. Walkways	132

Participant Comments

248 mentions regarding Transportation & Mobility

64 Public Transportation

- 18 “Increase public transportation”
- 12 “Expand Bee-Line service”
- 05 “Increase public transportation to downtown”
- 04 “Monorail”
- 25 Other

76 Traffic

- 34 “Traffic is a problem/improve traffic”
- 13 “Need to synchronize traffic signals/improve traffic flow”
- 09 “One-way streets”
- 05 “Traffic will be worse after Americana/lge residential developments”
- 04 “More stop signs to reduce speed”
- 04 “More right-turn lanes/left turn lanes/wider streets”
- 07 Other

60 Parking

- 14 “Increase/improve parking”
- 12 “Parking is a problem/lack of parking”
- 12 “More parking lots (downtown & at GCC)”
- 09 “Fewer variances for reduced parking”
- 04 “Larger parking spaces”
- 09 Other

- 18 Long-Term Regional Transportation Plan
 - 16 “Create a Long-Term Trans Plan (in coordination with other Cites)”
 - 02 Other
- 25 Bike Lanes & Pedestrian Walkways
 - 14 “Need more bike lanes”
 - 05 “More walkways”
 - 03 “Develop a pedestrian precinct downtown”
 - 03 Other
- 05 Other

Group Recorder Notes

287 mentions regarding Transportation & Mobility

- 77 Public Transportation
 - 16 “Not enough Bee-Line service”
 - 11 “Need a light rail system”
 - 10 “Public transit should be improved”
 - 40 Other
- 98 Traffic
 - 55 “Traffic congestion/traffic is really bad”
 - 11 “Lights need to be synchronized”
 - 09 “One-way streets downtown”
 - 06 “More left-turn signals”
 - 17 Other
- 69 Parking
 - 42 “Need more street parking”
 - 11 “Need more free parking downtown”
 - 06 “Too many parking variances”
 - 10 Other
- 08 Long-Term Regional Transportation Plan
 - 05 “Regional Transit development is needed”
 - 03 Other
- 23 Bike Lanes and Pedestrian Walkways
 - 07 “Need more bike lanes, especially downtown”
 - 04 “Need more pedestrian walkways & bike lanes”
 - 04 “Better traffic enforcement for pedestrian safety”
 - 08 Other
- 12 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Traffic	7.01
Parking	6.86
Long-Term Reg. Trans. Plan	6.86
Streets	6.47
Public Transportation	6.05
Bikelanes & Ped Walkways	5.93

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Traffic	29
Parking	24
Long-Term Reg. Trans. Plan	37
Streets	18
Public Transportation	21
Bikelanes & Ped Walkways	33

D. Summary/Highlights (Transportation and Mobility):

1. *Generally one of the two highest priorities for improvement*
2. *Improving “Traffic congestion” (sub-category) was high priority*
3. *Increase/improve Parking in neighborhoods and downtown was high priority*
4. *“Expanding public transportation alternatives” was medium priority for improvement*
5. *Improving transportation planning on local and regional basis was a medium to high priority*
6. *Numerous comments about considering mobility alternatives*

Housing

Goal: A balanced mix of housing opportunities for current and future residents

Characteristics:

- A community of various housing types affordable to all income ranges
- Housing opportunities for all segments of the population including families, elderly, homeless and disabled
- Development of new housing units
- Preservation and maintenance of existing housing consistent with Glendale standards
- Land use and zoning policies that promote housing development consistent with current and future housing needs.
- Adequate infrastructure to support current housing stock and future housing development
- A public informed about housing rights, responsibilities and opportunities

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

Subcategory	(Range: 62 to 590)
Housing Downtown	114 points
Transit-Oriented Development	151
Variety of Housing	232
Housing Affordability	590

Participant Comments

- 116 mentions regarding Housing
 - 08 Housing Downtown
 - 04 “More housing downtown”
 - 02 “More dense housing downtown”
 - 02 “No more housing downtown”
 - 12 Transit-Oriented Development
 - 12 “Transit-oriented development downtown”
 - 37 Variety of Housing
 - 14 “Need more variety of housing”
 - 09 “Need to preserve existing single family residences”
 - 06 “More Senior housing”
 - 06 “Need more apartment to condo conversions; easier process”
 - 02 Other
 - 58 Housing Affordability
 - 24 “Need more affordable housing”
 - 18 “Need more affordable homes (to buy)”
 - 04 “Need rent control”
 - 04 “Affordable housing for City of Glendale employees”
 - 08 Other
 - 01 Other

Group Recorder Notes

203 mentions regarding Housing

24 Housing Downtown

12 “Put housing downtown to reduce traffic”

05 “Reduce housing growth – have smart growth”

07 Other

10 Transit-Oriented Development

06 “Need to focus development along transit corridors”

04 Other

65 Variety of Housing

49 “Need more variety”

05 “Too many apartments”

04 “Need more single family housing & less apartments”

07 Other

86 Housing Affordability

42 “Improve the amount/stock of affordable housing”

07 “Support first time home buyers”

06 “Implement rent control”

31 Other

18 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Housing Downtown	5.17
Transit-Oriented Dvlpmt	6.24
Variety of Housing	5.76
Housing Affordability	6.41

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Housing Downtown	29
Transit-Oriented Dvlpmt	33
Variety of Housing	34
Housing Affordability	27

D. Summary/Highlights (Housing):

1. Generally one of the two highest priorities for improvement
2. Improving Housing Affordability was the highest priority of all 36 sub-categories
3. Medium range priority to improve variety of housing:
 - a. Some conflicting input (Density and affordability vs. low density/single family)
4. Improving transit oriented development medium priority
5. Downtown housing low priority for improvement

Safe Community

Goal: A community that is physically safe, free of blight and prepared for emergencies, creating a sense of security for all

Characteristics:

- City departments and public safety agencies are dedicated and committed to a shared public safety mission
- City departments are actively involved with the community regarding public safety issues
- Community members and visitors are safe and secure
- Community preparation and capacity to respond to disasters is a high city priority
- High quality public safety services are provided by public agencies acting jointly
- Neighborhoods and commercial districts are well maintained and free of blight
- City staff is committed to ensuring that houses, buildings and infrastructure (e.g. sidewalks, roadways, etc.) are safe

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Police	361 points
Fire	197
Building Safety	66
Code Compliance	170
Disaster Preparedness	247

Participant Comments

170 mentions regarding Safe Community

66 Police

14 “Need to improve enforcement of traffic safety rules, speeding”

09 “Police are doing a good job”

08 “Increase safety/keep community safe”

07 “Increase (Police) staff”

04 “More Police community outreach”

03 “Increase patrol in mountain areas & neighborhoods”

21 Other

23 Fire

08 “Improve fire services”

07 “Fire is doing a good job”

03 “Increase (Fire) staff”

05 Other

- 14 Building Safety
 - 05 “Stream-line the permit process”
 - 03 “Minimize variance approvals”
 - 03 “Increase quality of new construction”
 - 03 Other
- 30 Code Compliance
 - 14 “Increase Code Enforcement efforts/property maintenance”
 - 04 “Increase Graffiti Removal Program”
 - 03 “Code Enforcement is critical to the quality of life for residents”
 - 09 Other
- 31 Disaster Preparedness
 - 13 “Increase disaster preparedness”
 - 11 “The City must be prepared”
 - 07 Other
- 06 Other

Group Recorder Notes

- 163 mentions regarding Safe Community
 - 57 Police
 - 17 “Wonderful job being done now”
 - 16 “Need more Police”
 - 24 Other
 - 28 Fire
 - 09 “Fire services are great”
 - 08 “Need more Fire services”
 - 11 Other
 - 04 Building Safety
 - 02 “Permit process needs improvement, streamlining”
 - 02 Other
 - 27 Code Compliance
 - 18 “Need to stay on top of this area, needs improvement”
 - 09 Other
 - 44 Disaster Preparedness
 - 35 “Concerned about preparedness – need a plan in place”
 - 09 Other
 - 03 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Police	5.91
Fire	6.15
Building Safety	6.43
Code Compliance	6.07
Disaster Preparedness	6.70

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Police	11
Fire	07
Building Safety	19
Code Compliance	26
Disaster Preparedness	16

D. Summary/Highlights (Safe Community):


- 1. Comments reflect Police and Fire are doing a good job*
- 2. Numerous comments about need to improve traffic enforcement*
- 3. Improving disaster preparedness planning was medium to high priority*
- 4. Improving property maintenance through code enforcement was medium priority*
- 5. Conflicting input on improving building safety – need more analysis*

Arts and Culture

Goal: A rich variety of arts and cultural experiences throughout the community

Characteristics:

- Diverse art and entertainment venues: theatres, galleries, museums, literary events, community festivals and public art
- Strong support of local artists and arts organizations including initiation of special events to promote local arts and culture
- Celebration of the diverse cultures within the City through programs, events, art and food
- Promotion of education and participation in the arts
- Access to quality arts experiences for the entire community
- Recognition of Glendale’s cultural heritage in planning for its future
- Creation of an arts-friendly environment through the City’s strong leadership and support

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Arts & Cultural Activities	204 points
Public Art	89

Participant Comments

- 43 mentions regarding Arts & Culture
 - 41 Arts & Cultural Activities
 - 12 “More art activities/funding; attention to arts community”
 - 09 “More cultural activities
 - 06 “More opportunities for musicians”
 - 05 “Need for cultural center/museum”
 - 09 Other
 - 02 Public Art
 - 02 “Need more public art”

Group Recorder Notes

- 41 mentions regarding Arts & Culture
 - 36 Arts & Cultural Activities
 - 18 “More arts & culture programs/center”
 - 06 “Need a museum”
 - 12 Other
 - 05 Public Art
 - 03 “Public art is lacking”
 - 02 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Arts & Cultural Activities	5.08
Public Art	5.67

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Arts & Cultural Activities	28 points
Public Art	40

D. Summary/Highlights (Arts and Culture)

1. *Low to medium priority for improvement*
2. *Comments relate to increasing variety and opportunities*

Education, Knowledge, & Literacy

Goal: Create comprehensive high quality educational opportunities for all segments of the community

Characteristics:

- High quality, engaging libraries actively used by the public or target population
- Business engaged in education and workforce development
- Outstanding educational institutions and high student achievement
- Enriched life-long learning opportunities
- High community participation in education
- A community that reads and has high Literacy
- High level of coordination among Educational partners

Findings: (community input on areas to improve)

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Education & Literacy	281

Participant Comments
 23 mentions regarding Education & Literacy
 12 “More attention to education & literacy”
 07 “More literacy programs”
 04 Other

Group Recorder Notes
 28 mentions regarding Education & Literacy
 16 “Need good education”
 05 “Need more English classes”
 07 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Education & Literacy	5.81

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Education & Literacy	19

D. Summary/Highlights (Education, Knowledge and Literacy)

1. Medium range priority for improvement by the City
2. Comments relate to need for good education and literacy

Sense of Community

Goal: To encourage a sense of belonging for the entire community where residents feel they belong, and can take pride and responsibility for their City and neighborhoods

Characteristics:

- Residents have a sense of ownership for their neighborhoods. Residents care for their neighborhoods and take responsibility for their collective needs
- The City’s urban and building design encourages neighbor interaction and community building through the creation and maintenance of common community spaces
- The City possesses and encourages development of Community Identifiers which create a sense of place or a common icon for residents (Examples include Montrose District, El Miradero & Brand Park, Chevy Chase Entrance Markers, Adams Hill and Rossmoyne neighborhoods, and the Brand Boulevard of Cars)
- Residents feel a part of the community and participate in the governmental processes that affect their lives
- Community events and activities serve to build a “sense of community” and common bond among residents are routinely provided
- The community recognizes the importance of, and encourages participation in volunteer activities

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

Subcategory (Range: 62 to 590)
 Nbhd Character/Comm. Planning 379 points

Participant Comments

- 148 mentions regarding Neighborhood Character & Community Planning
- 40 “Overdeveloped/housing density is too high/down-zone”
- 19 “Preserve neighborhood character”
- 15 “Stop mansionization”
- 09 “High density development is detrimental to neighborhoods”
- 07 “Slow growth”
- 06 “The City lacks a master plan/unified feel”
- 06 “Need more housing/more density”
- 46 Other

Group Recorder Notes

74 mentions regarding Neighborhood Character & Community Planning

- 22 “Need to maintain neighborhood character”
- 09 “Density is too high”
- 05 “No mansionization”
- 05 “City needs to stop granting variances”
- 04 “Too many stucco boxes”
- 04 “City needs an identity”
- 25 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Nbhd Character/Community Planning	6.11

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Nbhd Character/Community Planning	41

D. Summary/Highlights (Sense of Community)

1. *Third highest priority for improvement from community meetings*
 - a. *Medium-Range priority on telephone survey*
2. *Maintain neighborhood character and identity was high priority*
3. *Majority of comments relate to density*

Diversity

Goal: A community that values, celebrates and engages the City’s rich diversity

Characteristics:

- Diverse and representative workforce for the City of Glendale organization
- Businesses and services that serve the needs of the diverse community
- Diverse representation on boards, commissions and committees
- Special events that recognize and celebrate Glendale’s diversity.
- Elimination of Hate Crimes through prompt response and action by the community at large and law enforcement
- Availability of multi-lingual city materials for public use
- Compliance with ADA and related accessibility requirements

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Diversity	81 points

Participant Comments

12 mentions regarding Diversity
 09 “More City-sponsored programs to promote diversity”
 03 Other

Group Recorder Notes

10 mentions regarding Diversity
 08 “We need more events/interaction between cultures”
 02 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Diversity	4.67

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Diversity	22

D. Summary/Highlights (Diversity)

1. Low priority for improvement
2. Few comments in community meetings

Parks and Open Space

Goal: Parks, community centers and open space that enhance the character of the community and offer personal enrichment and recreational opportunities

Characteristics:

- Sufficient parkland, playing fields, recreation facilities and open space equitably distributed throughout the city
- Parks, parkways and community centers that are well maintained, visually appealing, and safe
- Community facilities and parks that are accessible to all
- Maximize services and programs available to residents
- Quality, well-maintained and varied trail system
- Preservation of protected trees in the city
- Preservation and enhancement of the “urban forest”, including street trees

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Developed Parks	183 points
Undeveloped Open Space	159

Participant Comments

95 mentions regarding Developed Parks & Undeveloped Open Space

63 mentions regarding Developed Parks

- 16 “More playgrounds/parks”
- 09 “Need for an aquatic center/community pool”
- 07 “Maintain/improve existing parks”
- 06 “Need for a sports complex”
- 06 “More parks in South Glendale”
- 04 “More mini-parks”
- 15 Other

32 mentions regarding Undeveloped Open Space

- 09 “Need more open space”
- 09 “Need to preserve mountains/open space”
- 05 “More money for open space”
- 09 Other

Group Recorder Notes

86 mentions regarding Developed Parks & Undeveloped Open Space

51 Developed Parks

- 23 “Need more developed parks”
- 08 “More developed parks in South Glendale”
- 04 “Need joint-use schools & playgrounds”
- 16 Other

35 Undeveloped Open Space

- 11 “Need more open space”
- 08 “Preserve existing open space”
- 06 “Hillside should be set aside as open space”
- 05 “No hillside development”
- 05 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Parks & Recreation Facilities	5.46
Open Space	6.24

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Parks & Recreation Facilities	25

D. Summary/Highlights (Parks and Open Space)

1. *Park improvement was Medium range priority*
2. *Input from Community meetings focused on park development needs*
3. *Telephone survey had higher priority for improvement of Open Space (telephone survey did not specify “Undeveloped” Open Space)*

Technology

Goal: Convenient and highly accessible technology available to the whole community

Characteristics:

- Facilitate and invest in mainstream technology for public and private use
- Enhance customer experience through effective technology services and resources
- City use of proven and reliable technology to streamline processes and reduce operational costs

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

Subcategory (Range: 62 to 590)

Technologies for Public Access 62 points

Participant Comments

10 mentions regarding Technologies for Public Access

10 “Need for public technological/wireless access (WiFi) downtown”

Group Recorder Notes

6 mentions regarding Technologies for Public Access

02 “Wireless access would be good to have”

04 Other

B. Telephone Survey

Subcategory Scale of 1-10 (Range: 4.67 to 7.01)

Technologies for Public Access 5.79

C. Web-Survey

Subcategory 91 Respondents (Range: 7 to 41)

Technologies for Public Access 16

D. Summary/Highlights (Technology)

1. Lowest priority for improvement of 36 sub-categories in community meetings
2. Improving technology was Medium priority in telephone and web survey
3. Most of comments related to WiFi

Community Services and Facilities

Goal: To provide (broadly defined) community services and facilities that are accessible and tailored to the diverse needs of the community. Accessible means accessible economically, physical disability wise, culturally, demographically, and by location

Characteristics:

- Provide quality services that meet the diverse needs of the community
- Preservation, modernization, construction and expansion of community centers (Libraries, Parks and other) that are geographically located in places of greatest need and equally accessible by all citizens
- Excellent customer service, adaptable and responsive to changing needs, throughout the community
- Build the network and/or establish partnerships for strong community based service providers who add to, expand on or compliment those community services provided by the City.
- Community facilities which are economically, culturally, etc. barrier free

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Recreation Programs	213 points
Social Services	210
Community Centers	160
Libraries	166
Streets	226

Participant Comments

183 mentions regarding Community Services & Facilities

- 49 Recreation Programs
 - 26 “More youth/after school programs”
 - 16 “More recreational programs”
 - 06 “More sports programs”
 - 01 “Re-vamp parks & rec classes”
- 33 Social Services
 - 08 “More social service programs”
 - 07 “More Senior services/activities”
 - 05 “Good variety/quality of service”
 - 13 Other
- 38 Community Centers
 - 15 “More community centers”
 - 04 “Improve existing facilities”
 - 03 “Need for gyms”
 - 16 Other

- 34 Libraries
 - 09 “Increase library services”
 - 04 “Update library equipment”
 - 03 “Increase library hours”
 - 03 “Need a library in South Glendale”
 - 15 Other
- 29 Streets
 - 09 “Streets need paving/maintaining”
 - 07 “Keep streets clean”
 - 03 “Need more street lights”
 - 10 Other

Group Recorder Notes

- 172 mentions regarding Community Services & Facilities
 - 43 Recreation Programs
 - 41 “Need more youth programs, activities, sports”
 - 02 Other
 - 31 Social Services
 - 10 “Homelessness is a problem in Glendale”
 - 04 “More homeless services”
 - 03 “More Senior services
 - 14 Other
 - 30 Community Centers
 - 15 “Need more community centers”
 - 04 “More Senior centers”
 - 11 Other
 - 30 Libraries
 - 14 “Need more libraries”
 - 07 “Increase library hours”
 - 09 Other
 - 38 Streets
 - 17 “Improve the condition of the streets”
 - 06 “Need more street lighting”
 - 05 “More street sweeping/cleaning”
 - 10 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Recreation Programs	5.25
Social Services	5.30
Community Centers	5.19
Libraries	6.00
Streets	6.47

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Recreation Programs	21
Social Services	14
Community Centers	17
Libraries	13
Streets	18

D. Summary/Highlights (Community Services and Facilities)

- 1. All subcategories are medium level of priority for improvement*
- 2. Significant number of comments identifying a desire for additional youth programs*
- 3. Improvement of streets is the highest priority subcategory within the Community Services and Facilities service category*
- 4. Overall, improvement of streets is a medium (community meetings) to high (telephone survey) priority for improvement*

Utilities

Goal: Fiscally strong, competitive, high quality and reliable utility services for Glendale Utility Customers

Characteristics:

- Competitive utility rates
- Highly reliable and self sufficient utility services
- Environmentally sensitive
- Excellent customer service
- Well planned infrastructure
- Financial strength to meet all obligations

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Utilities	95 points

Participant Comments

18 mentions regarding Utilities

- 07 “Underground utilities”
- 06 “The City should not reconstruct the New York electrical sub-station”
- 03 “Poor water quality”
- 02 Other

Group Recorder Notes

18 mentions regarding Utilities

- 04 “Water quality is poor”
- 03 “Put the utilities underground”
- 11 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Utilities	6.47

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Utilities	15

D. Summary/Highlights (Utilities)

1. Improving Utilities are high priority in telephone survey but low priority in community meetings
2. Conflicting input requires additional analysis

Trust in Government

Goal: Conduct the business of government in the best interest of the public, with integrity, openness and inclusion

Characteristics:

- Excellent customer service
- Decision making process includes and is respectful of public engagement
- Multiple opportunities to create an informed Community
- Positive perception of City Government

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Public Participation	143 points

Participant Comments

28 mentions regarding Public Participation
 18 “Need to increase public participation”
 05 “Increase public notice regarding new development/zoning changes”
 05 Other

Group Recorder Notes

31 mentions regarding Public Participation
 17 “More community involvement is wanted”
 14 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Public Participation	6.35

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Public Participation	26

D. Summary/Highlights (Trust in Government)

1. Telephone survey reports high level of satisfaction with city services
2. Low priority for improvement in community meetings
3. Minimal input received in community meetings
4. Some comments received about importance of increasing public participation

Economic Vitality

Goal: A diversity of vibrant business and job opportunities supported by a skilled labor force and a fiscally prudent and financially healthy government

Characteristics:

- An appropriate mix of business and residential land use
- Workforce Housing Balance
- Creation and attraction of high wage/high growth employers
- Retention and expansion of local business
- Adequate resources and reserves for City provided services
- Skilled labor force that attracts and meets industry needs
- Healthy collaboration of business and Government

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Business Retention	253 points
Economic Growth	253
Jobs & Job Training	209
City Funds/Emergency Funds	156

Participant Comments

121 mentions regarding Economic Vitality

- 27 Business Retention
 - 18 “Need to retain existing businesses”
 - 05 “Retain/assist small businesses”
 - 04 Other
- 45 Economic Growth
 - 18 “Attract new business”
 - 06 “Need economic growth”
 - 04 “Need for an entertainment/economic hub”
 - 04 “Economic growth is over-encouraged”
 - 03 “Support economic improvements/incentives”
 - 10 Other
- 28 Jobs & Job Training
 - 09 “Need more jobs”
 - 06 “More youth employment”
 - 05 “Jobs & job training”
 - 04 “Youth job training”
 - 04 Other
- 12 City Funds/Emergency Funds
 - 05 “Maintain emergency funds”
 - 04 “Maintain City funds/reserves”
 - 03 Other
- 09 Other

Group Recorder Notes

126 mentions regarding Economic Vitality

29 Business Retention

28 “Need to retain businesses”

01 “Brand Blvd needs to look like Colorado Blvd, Pasadena”

37 Economic Growth

05 “Need to attract more upscale businesses downtown”

05 “Improve revenue sources”

05 “Economic health is important”

22 Other

40 Jobs & Job Training

30 “Need more job training”

10 Other

09 City Funds/Emergency Funds

08 “Maintain emergency funds; very important”

01 “Do not reduce reserves”

11 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Business Retention	5.67
Economic Growth	5.35
Jobs & Job Training	5.93
City Funds/Emergency Funds	5.92

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Business Retention	24
Economic Growth	27
Jobs & Job Training	17
City Funds/Emergency Funds	14

D. Summary/Highlights (Economic Vitality)


1. *Medium priority for improvement*
 - a. *Significant number of comments on business attraction/retention*
2. *Community comments focus on jobs/job training*
3. *Medium priority for improvement of city funds/emergency funds in telephone survey*

Health and Wellness

Goal: A physically and mentally healthy community with quality health care services for all residents

Characteristics:

- Access to quality physical and mental health care services for all residents through support of local hospital infrastructure and expansion of fire paramedic services
- Provide information, support and education to assist vulnerable population in accessing health and wellness resources such as affordable prescription medications; mental and physical health opportunities; and expanding educational therapeutic services through Parks and CDBG

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Health & Wellness	207 points

Participant Comments

16 mentions regarding Health & Wellness
 05 “Educate the community about health issues”
 03 “More CPR classes”
 08 Other

Group Recorder Notes

1 mention regarding Health & Wellness
 01 “Incrementally increase health, safety and wellness”

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Health & Wellness	5.90

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Health & Wellness	17

D. Summary/Highlights (Health and Wellness)

1. *Medium range priority for improvement however few comments to clarify needs*

Community Planning and Character

Goal: A community that is well planned and a public environment that is attractive and properly maintained, creating a high aesthetic quality for the City

Characteristics:

- Contemporary and Comprehensive General Plan
- Pride in the Community and Neighborhood
- Recognize the City’s Historic/Cultural Resources
- A coordinated approach to properly maintained infrastructure and enhanced landscape and streetscape
- Planning process that is dynamic, fair, understandable, predictable and transparent

Findings: (community input on areas to improve)

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Historic Preservation	169 points

Participant Comments

21 mentions regarding Historic Preservation
 19 “Need for historic preservation/districting”
 02 “Need for community outreach to promote historic preservation”

Group Recorder Notes

27 mentions regarding Historic Preservation
 24 “Must save historic structures, old buildings”
 03 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Historic Preservation	5.57

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Historic Preservation	40

D. Summary/Highlights (Sense of Community)


1. See “Sense of Community” Goal

Environment and Conservation

Goal: To promote a healthy and safety environment for all residents, to operate in a manner that complies with all required regulations and to be effective stewards of the community’s natural resources

Characteristics:

- Fully comply with all environmental laws and regulations
- Manage land, water, energy, recreational open space and other resources so these resources are sustainable for future Glendale residents
- Protect and enhance environmental and public health by minimizing or eliminating the use of hazardous or toxic materials by residents, businesses and City operations, whenever possible
- Employees, residents and businesses are trained and educated in environmentally responsible behavior and act in accordance to this training
- Encourage land use planning and urban design that support “green” construction, use of transit, environmentally sensitive development and the conservation of land
- Prevent pollution before it is produced and apply the standard of “reduce, re-use and recycle,” to all operations

 **Findings: (community input on areas to improve)**

A. LRP Community Meetings

<u>Subcategory</u>	<u>(Range: 62 to 590)</u>
Environment & Conservation	216 points

Participant Comments

21 mentions regarding Environment & Conservation

- 06 “Use of alternative energy should be encouraged”
- 04 “Educate the community about the environment/recycling”
- 03 “Recycle/conserve”
- 03 “Clean air”
- 05 Other

Group Recorder Notes

16 mentions regarding Environment & Conservation

- 06 “Need more recycling”
- 03 “Littering is a big issue”
- 02 “Air pollution is bad here”
- 02 “Conservation needs to be a priority”
- 03 Other

B. Telephone Survey

<u>Subcategory</u>	<u>Scale of 1-10 (Range: 4.67 to 7.01)</u>
Environment & Conservation	6.10

C. Web-Survey

<u>Subcategory</u>	<u>91 Respondents (Range: 7 to 41)</u>
Environment & Conservation	27

D. Summary/Highlights (Environment and Conservation)

1. *Medium range priority for improvement*
2. *Comments focus on recycling, energy conservation, clean air etc*

Supplemental Information

Two additional sources of community feedback were conducted however due to an informal methodology, were not included in the above analysis.

Interviews

In preparation for the outreach effort, interviews were conducted with agency/group community leaders and representatives to inform them about the planned community meetings and gather their thoughts about Glendale's direction for the next decade. No consistent methodology was utilized in the administration or recording of the interviews. Based on information obtained from several interviews which were documented, comments ranged from recommending to streamline the City's permit process, to increased efforts to enhance community unity, to refrain from or continue the practice of benchmarking services of Glendale, in comparison to other Cities. Many expressed the need for increased "transparency" of government relations to special interest groups and processes. Some recommended a more stringent application of the General Plan to developmental goals and approval processes. Some felt there was a need to re-establish the General Plan's objectives, making them more established in practice. Numerous individuals recommended enacting a business tax, for additional generation of City funds. Overall, these individuals expressed their appreciation for being included in the process, and felt that all of the Service Categories were important in providing a high quality of life for residents and employees within the city.

TV call-in shows

On January 19 and February 2, 2006 viewers of Public Television Channel 6 were invited to call-in their concerns regarding City services that were in need of improvement during a special one-hour TV program with the Glendale City Council. The comments covered a wide range of issues, and are listed below, in the order of the phone call received.

January 19, 2006

1. Suzanne Cowan
Would like to have the City use Channel 21 as a television guide instead of posting the City's agendas on it.
2. Unknown Caller (Adams Hill Area)
Caller felt the area is overdeveloped and that street cleaning only takes place every other week. Since there are no street signs in the area, people park cars along street so the sweeper cannot clean the streets.
3. Unknown caller
Why is Glendale's per capita revenue less than neighboring cities?
4. Mr. Hinkley (Rancho Area, resides on Allen Ave.)
Concern regarding the Home Depot and the Carmax development as it pertains to additional traffic flow.

5. Unknown Caller
Questioned whether the City would be building more mini parks. Would like to see more developed throughout the community.
6. Mr. Alan (La Crescenta Area)
Can we get mutual aide from City of LA, Water & Power when necessary?

February 2, 2006

1. Mr. Mike Peters
Concerns regarding excessive speeding on Glenoaks
2. Ms. Christina
Beeline bus stops near Verdugo Hospital and lack of recycling
3. Unknown caller
Traffic around the City and too much high density multifamily units in the City.
4. Mt. Tim Jago
Question regarding geological study and concerns regarding at risk youth.
5. Jose Chavez
Area 14 zoning decision by City Council
6. Mr. Hinkley
West Nile Virus
7. Ms. Kathy
Excessive speeding on Concord & Highland.
8. Mr. Tony
Excessive speeding over 55 MPA on Royal Blvd. and cars not stopping at stop signs.
9. Mr. Chris
Development in the Downtown and questions regarding the Mobility Study
10. Unknown caller
What is the City doing about overcrowding and litter.
11. Ms. Susan Robertson
Concern regarding the City's density. Where is the City going to get water from to sustain increased growth? Also expressed concern over the Area 14 Zoning decision made by City Council.
12. Ms. Cheryle
Throwing batteries in the trash. Suggests City provide containers from throwing batteries away where the City would come and pick them up once a month.
13. Richard Espiritu
Dial-A-Ride Program to provide transportation to Senior Citizens so that they may have access to go to LRP Meetings.
14. Ms. Zovig (Pennsylvania and Lowell)
210 Freeway soundwalls between Pennsylvania and Lowell

15. Mr. Harry Zavos
Development in the Downtown Area.
 16. Mr. Davis-Parling
Concerned with the Adams Square issues.
 17. Ms. Lynne Jones
Transportation issues
 18. Unknown caller
Concern regarding bus benches.
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