



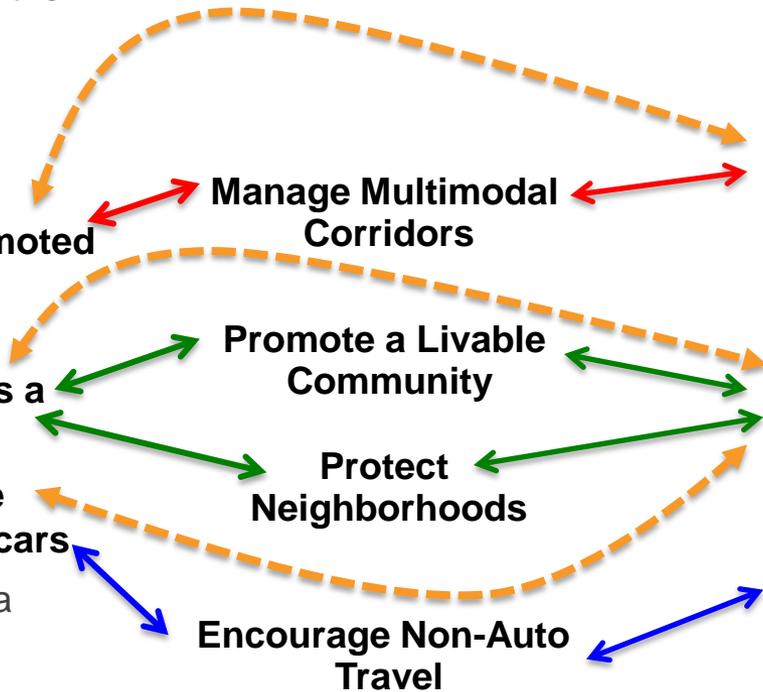
Revised Mobility Objectives

7 Guiding Principles

2004 Mobility Objectives

Revised Mobility Objectives

1. Growth will be targeted to serve community needs and enhance the quality of life
2. Change will be harmonized to preserve Pasadena's historic character and environment
3. **Economic vitality will be promoted to provide jobs, services, revenues, and opportunities**
4. **Pasadena will be promoted as a healthy family community**
5. **Pasadena will be a city where people can circulate without cars**
6. Pasadena will be promoted as a cultural, scientific, corporate, entertainment, and educational center for the region
7. **Community participation will be a permanent part of achieving a greater city**



Create a Supportive Climate for Economic Viability

- Mobility strategies to improve economic vitality

Enhance Livability

- Guidelines for greater community health and safety

Encourage Walking, Biking, Transit, and other Alternatives to Motor Vehicles

- Strategies to encourage non-auto travel