

Agenda Report

TO: CITY COUNCIL

October 7, 2002

THROUGH: FINANCE COMMITTEE

FROM: CITY MANAGER

SUBJECT: Proposed Service Changes To The Pasadena Area Rapid Transit System (ARTS)
To Increase Service Hours And Add Two New Routes

RECOMMENDATION

It is recommended that the City Council:

1. Approve service enhancements that will provide additional ARTS services for the opening of the Pasadena Gold Line Light Rail in July 2003 as follows:
 - a. Begin weekday morning service on Route 10 at 7:00 AM (3,100 annual hours)
 - b. Extend evening service on Route 40 from 6:00 PM until 8:00 PM (1,000 annual hours)
 - c. Add Route 50 during the weekdays (5,000 annual hours)
 - d. Add Route 90 during morning and evening peak hours (2,500 annual hours)
2. Approve a passenger fare structure that is estimated to generate \$617,000 annually and:
 - a. Base fare of 50 cents
 - b. Senior and Disabled fare of 25 cents
 - c. Up to two children 5 years and younger free when accompanied by a fare paying adult
 - d. Free Local (ARTS bus to ARTS bus) Transfers free
 - e. Inter-Agency (ARTS to MTA or Foothill) 25 cents
3. Reallocate \$200,000 in Proposition A and C monies currently allocated for the Pasadena Unified School District Student Bus Pass Program (from Accounts 8114-209-763309 and 8114-208-763308 to Account 8114-209-763323).
4. Appropriate funds from the Light Rail Reserve (Prop C Fund 209) to cover operating deficits of approximately \$152,000 until revenue from developer fees begin (Plaza Las Fuentes Phase II developer fees estimated at \$100,000 annually, and other development related funds).

5. Schedule a public hearing to amend the General Fee Schedule so that these recommended changes to ARTS service hours and routes can be implemented immediately prior to the opening of the Pasadena Gold Line Light Rail in July 2003.

RECOMMENDATION FROM THE TRANSPORTATION ADVISORY COMMISSION

On August 28, 2002, the Transportation Advisory Commission approved a motion to recommend to the City Council an increase in service, the implementation of a passenger fare, and other revenue strategies. TAC asked to clarify that child five and under could ride free with a senior or disabled fare adult as well as a base fare adult and staff concurred. These recommendations are the same as the recommendations made above.

EXECUTIVE SUMMARY

The Transportation Advisory Commission (TAC) has recommended an interim-operating plan for an expansion of the Pasadena Area Rapid Transit System (ARTS) that will increase service coverage from four routes to six routes and increase the hours of service on two existing routes. The annual cost to operate the new service is estimated to be \$901,000. TAC has reviewed a number of options for funding the proposed service expansion and has determined that a passenger fare, in conjunction with several other minor revenue sources, is the most feasible means to generate the revenue necessary to meet projected expenses. This report examines the various service plan alternatives and potential funding sources reviewed by TAC.

BACKGROUND

On June 3, 2002, the City Council directed the Department of Transportation to work with the Transportation Advisory Commission to develop a plan to enhance service for the Pasadena ARTS that can be in place for the July 2003 opening of the Pasadena Gold Line Light Rail Line. On July 30, 2002, TAC met to review and discuss various service alternatives and revenue options developed by the Department. Public comment on the service and revenue proposals was received at the meeting. On August 28 TAC met to review service and revenue proposals, public comments, and staff's recommendations.

Recommended Service Plan

Begin Route 10 weekday service at 7 AM – Currently service on Route 10 begins at 11:00 a.m., the proposed schedule change will improve service connections in the downtown area.

Extend weekday service on Route 40 to 8 PM – Currently service on Route 40 ends at approximately 6:00 p.m.. This proposed change will improve commuter service.

Implement Route 50 during the weekdays – This is a new route intended to link the Linda Vista area with Gold Line stations and provide a needed link to the Rose Bowl area from the northwest. The new route will also provide increased coverage of important segments of Fair Oaks.

Implement Route 60 during AM and PM peak hours – This is a new route that will provide commuter links to the Sierra Madre Villa station between Altadena Drive on the west and the upper Hasting Ranch area on the east.

Several additional service options were reviewed but not currently recommended for implementation. The primary reason for excluding these service options at this time is the lack of identified funding to operate them.

Proposed Funding Plan

The estimated annual cost for the proposed service enhancements is \$901,000. In addition there will be a first year start-up cost of \$68,000 to cover expenses for printed materials, bus stop signage and the purchase of fare collection equipment. To fund these expenses various new revenue sources were reviewed and discussed. The following sources have been recommended for the funding plan:

<u>Revenue Source</u>	<u>Estimated Revenue</u>
<ul style="list-style-type: none"> • Passenger Fares <li style="padding-left: 20px;">a. Base fare of 50 cents <li style="padding-left: 20px;">b. Senior and Disabled fare of 25 cents <li style="padding-left: 20px;">c. Up to two children 5 years and younger free when accompanied by a fare paying adult <li style="padding-left: 20px;">d. Free Local (ARTS bus to ARTS bus) Transfers <li style="padding-left: 20px;">e. Inter-Agency (ARTS to MTA or Foothill) 25 cents 	\$617,000
• Reallocation of School Bus Pass Subsidies	\$200,000
• Developer Funds	<u>\$152,000</u>
Total Proposed Revenue	\$969,000

Recommended Revenue Sources

Passenger Fare - The implementation of a passenger fare is one of the most commonly used means to generate funds for transit operation. The users of the system should pay for a portion of the benefit received from the service. The proposed base fare of 50 cents was selected for two reasons: first, the amount of revenue generated will cover a larger portion of the costs than a 25 cent fare; and secondly, with a 50 cent fare, the City will be able to enter into a transfer agreement with MTA. The primary reason for providing increased service is to promote the use of the Light Rail Line; therefore, a transfer agreement with MTA will benefit passengers.

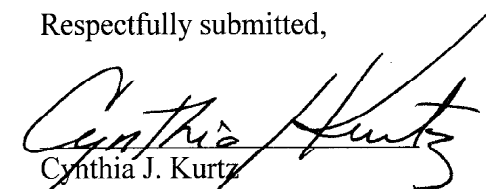
Reallocation of Prop A and C funds from Student Bus Pass Program – Redirection of this program would provide an additional \$200,000 annually for the ARTS expansion. The expanded ARTS program offers alternative transportation options for students.

Developer Funds – The City has entered into agreements with developers that could result in approximately \$100,000 per year in operating revenue over the next 10 years. Additional revenue may be raised when the City completes a study on transit impact development fees. While these fees do not generally offer a steady revenue stream, they will provide a new revenue source.

FISCAL IMPACT

The implementation of the proposed service plan enhancements will cost an estimated \$901,000, with a first year start-up cost of \$68,000. The recommended funding sources will offset these expenses. These sources include the implementation of the proposed fare structure, \$617,000, reallocation of \$200,000 in Proposition A and C funds currently programmed for student bus pass subsidies, and the use of \$152,000 in Light Rail reserves until developer fees become available.


Respectfully submitted,


Cynthia J. Kurtz
City Manager


Prepared by:


Cathi Cole, Transit Manager

Reviewed by:


Bahman Janka, P. E., Administrator

Approved by:


Frances Banerjee, Interim Director
Department of Transportation

List of Attachments:

- Attachment 1: Recommended Service Plan
- Attachment 2: Detail Map of Proposed New Route
- Attachment 3: Map showing the new route structure for the City of Pasadena
- Attachment 4: Detailed Service Plan for the new service
- Attachment 5 and 6: Passenger Fare Comparisons

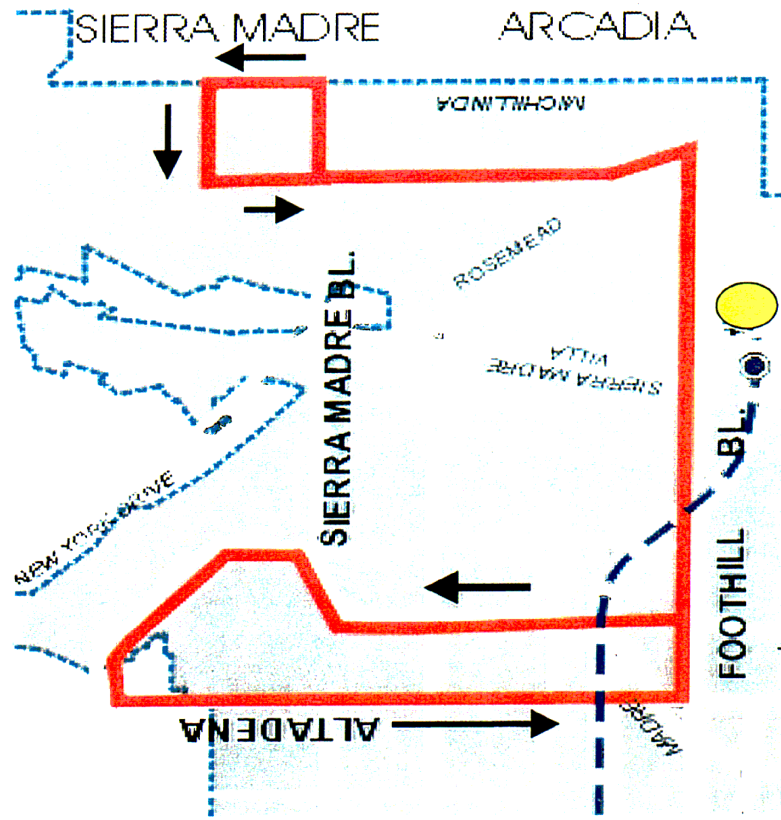
Recommended Service Plan				
Service Improvement	Proposed Hours of Operation	Est. Annual Hours	New Buses Needed	Est. Annual Costs
Route 10 Downtown service Add morning service	7:00 AM to 11:00 AM	3,100	None	\$219,900
Route 40 Villa/Orange Grove Extend evening service hours	6:00 PM to 8:00 PM	1,000	None	\$ 71,000
Route 50 Linda Vista Implement route on weekdays only.	7:30 AM to 9:00 PM	5,000	2 Buses	\$381,700
Route 60 (Formerly Rt.90) Altadena Drive/Hastings Ranch Implement peak weekday service only.	7 AM to 9 AM and 4 PM to 7 PM	2,500	2 Buses	\$204,400
Total Recommended Service Hours		11,600		
Estimated Annual Operating Costs				\$877,000
Annual Cost to Collect Fares				<u>24,000</u>
Total Annual Costs				\$901,000
First Year Start-Up Costs				<u>68,000</u>
Total First Year Costs				\$969,000

New Route Recommendations

Route 50



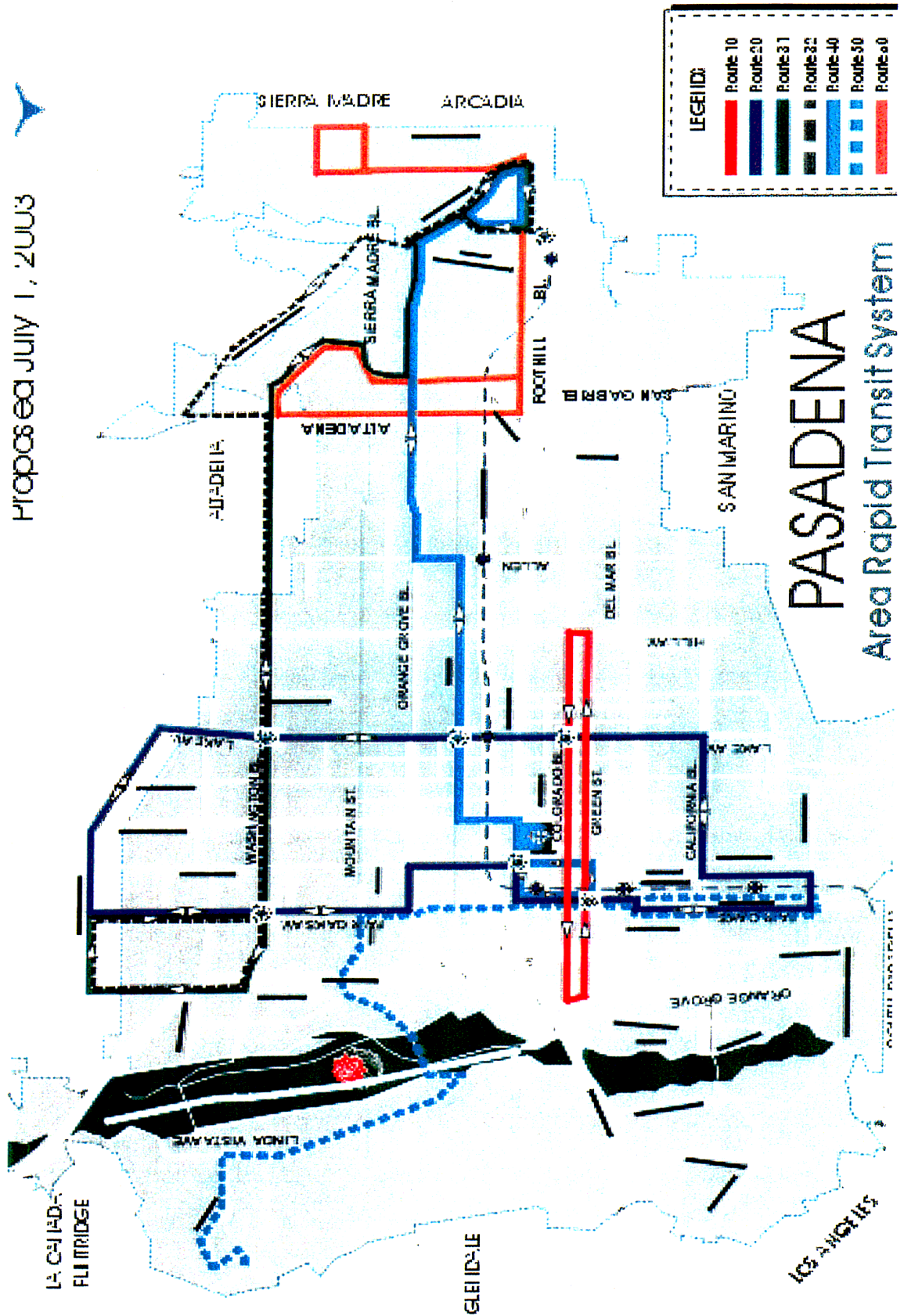
Route 60



● Gold Line Light Rail Stations

Proposed ARTS Route Structure

Proposed July 1, 2003



Proposed Service Plan

PASADENA ARTS SHORT-TERM GOLD LINE CONNECTION ENHANCEMENTS

Line	Day	Period	Headway	From	To	Annual Hours	Peak Vehicles
10 - Downtown	M-F	Morning	13 min	7:00 AM	11:00 AM	3,100	
40 - Villa & Orange Grove	M-F	Evening	30 min	6:00 PM	8:00 PM	1,000	
50 - Linda Vista South Fair Oaks	M-F	AM Peak	30 min	7:30 AM	10:30 AM	1,530	
	M-F	Midday	60 min	10:30 AM	2:30 PM	1,020	
	M-F	PM Peak	30 min	2:30 PM	6:00 PM	1,812	
	M-F	Evening	60 min	6:00 PM	9:00 PM	638	2
60 - Altadena Hastings Ranch Rd	M-F	AM Peak	30 min	7:00 AM	9:00 AM	1,000	
	M-F	PM Peak	30 min	4:00 PM	7:00 PM	<u>1,500</u>	2
TOTAL INCREASE IN SERVICE HOURS						11,600	

Passenger Fare Comparison Chart	
Local Return Operators	
Burbank (BLT)	
Base Fare	\$1.00
With MetroLink Transfer or Pass	Free
Carson Circuit	
Regular	.50
Elderly & Disabled	Free
Monthly Pass	\$20
Transfers to other Carson routes	Free
Transfers to regional bus or rail lines	.25
Cerritos (COW)	
Per trip	.25
DASH (City of Los Angeles)	
Per trip	.25
Downey Link	
Base	.25
Children 2 to 5	Free with adult
Transfer to another Link bus	Free
El Monte	
Commuter Shuttles	
With MetroLink Transfer	Free
Without MetroLink Transfer	.50
Trolley Company	
Per ride cost	.50
Glendale Bee	
General Public	.25
Adult over 60 & Disabled Persons	.15
Children under 5	Free
ASI card holders	Free
MTA Transfers	
General	.50
E&D	.25
Monterey Park Spirit Bus	
Local Routes	.25
MetroLink Connecting route	
Fare	.50
With Transfer	Free

Passenger Fare Comparison Chart	
Included Operators	
Culver City Bus	
Base Fare	.75
Student Fare	.50
Senior and Disabled	.35
Blind	Free
Local Transfer	Free
Inter-Agency Transfer	
Base	.25
Senior & Disabled	.10
Santa Monica Big Blue Bus	
Regular Fare	.75
Local Transfer	Free
Inter-Agency Transfer	.25
Senior & Disabled	.25
Montebello Bus Lines	
Adult/Full Fare	.90
Youth	.60
Children 4 and under	Free
Senior and Disabled	.40
Express	\$1.10
Local Transfer	.05
Interagency Transfer	
Base	.25
S&D	.10
Santa Clarita	
Adults	\$1.00
Students	\$1.00
Reduced Fare	.50
Children under 5	Free
Transfers	Free