

**Move People
Not Vehicles**

Use Existing Resources

- A. Fix Operating Assumptions
- B. Address existing deficiencies

Invest in Sustainable Approaches

- C. Evolving Technologies
- D. Demographic Shifts
- E. Incentives
- E(i) Focus on shifting 5%-15% of trips

Enhance Multi-Modal Choices

- F. Add Transit Service
- G. Add Facilities
- G(i) Bicycle
- G(ii) Pedestrian
- H. Add Connectivity
- H(i) Re-establish 'lost' connections
- H(ii) Improve mobility in SW Pasadena

Evaluation Matrix

	Option 1	Option 2	Option 3	Option 4	Option 5
A.					
B.					
<i>Subtotal</i>					
C.					
D.					
E(i)					
E(ii)					
<i>Subtotal</i>					
F.					
G(i)					
G(ii)					
H(i)					
H(ii)					
<i>Subtotal</i>					
Grand Total					