

You're Invited  
TO PARTICIPATE IN A  
PUBLIC WORKSHOP  
TO REVIEW AND DISCUSS



CITY OF PASADENA

# Traffic Reduction Strategies

**Saturday, April 21st**

**8 to 11 a.m.**

**Brookside Golf Course  
Clubhouse**

**Mediterranean Room**

**Review the full Traffic  
Reduction Strategy Study**

**On-Line at :**

[www.cityofpasadena.net/trans](http://www.cityofpasadena.net/trans)

**For more information contact:**

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The findings and recommendations of the city of Pasadena's Traffic Reduction Strategy Study and other viable transportation strategies will be discussed at this public workshop.

The community is invited to attend the meeting that will be jointly hosted by City Council and Transportation Advisory Commission. Council proposed the study to help identify strategies that could reduce evening peak hour traffic congestion by increments of 10 and 25 percent.

At the workshop, the traffic reduction strategies recommended in the study will be presented, followed by breakout groups facilitated by council members and commissioners, who will discuss specific topics and share their findings at the conclusion of the meeting. The workshop findings will assist City Council in developing actions to implement traffic reductions strategies.

**Traffic Reduction Strategies  
to be discussed:-**

- Managing on-street metered parking availability through pricing
- Residential parking meter benefit districts
- Reduced parking requirements for new development in Central Pasadena and near Gold Line Stations
- Improved local and regional transit
- Parking Cash-Out
- Improved bicycling and pedestrian facilities
- Separating the cost of parking from the lease or purchase price of new development
- Funding Trip Reduction Programs with Parking Meter Revenues