

# Agenda Report

TO: CITY COUNCIL August 20, 2001

FROM: TRANSPORTATION ADVISORY COMMISSION

SUBJECT: PROPOSED PASADENA AREA RAPID TRANSIT SYSTEM EXPANSION  
AND REVENUE FINANCING CONCEPTS

## RECOMMENDATION

The Transportation Advisory Commission recommends that the City Council:

- 1) Adopt the route structure for the Pasadena Area Rapid Transit System (ARTS) shown on Attachment 1.
- 2) Adopt the service schedules shown on Table 1 and Table 2 as the framework for TAC and a proposed financial consultant to assess operating revenue requirements.
- 3) Utilize the services of a transit financial consultant to work within the framework of Tables 1 and 2 to come up with the funding for the new route structure using the funding concepts in the attached Transit Funding Chart (Attachment 2) as a starting point.

## BACKGROUND

On May 21, 2001, the City Council directed the Transportation Advisory Commission (TAC) to review proposed ARTS shuttle expansion plans and bring back to Council a plan or plans that better represented an ideal transit system for the City. As part of this process the Commission was to examine route structure and service frequency. The TAC initially reviewed routes on June 7, and held a special workshop on June 23 to further define route configurations. The Commission held another special meeting July 10 to finalize routes (Attachment 1) and service plans to support the system (Tables 1 and 2). Some details of the meetings are discussed below. The Public Works & Transportation Department has worked with the Commission in the preparation of this report and provided support for the development of the proposed plans. The Department believes that the recommended system provides an excellent transit system for City residents, and subject to acquisition of appropriate funding joins the TAC recommendation without reservation.

The Council had also previously directed the TAC to examine alternative funding options for public transit in the City of Pasadena. A sub-committee of TAC developed an extensive matrix of potential additional funding options. On June 7, 2001 the TAC reviewed this matrix and various other funding alternatives and determined that additional revenue projection information would be useful in evaluating the effectiveness of particular funding alternatives. At the July 10 meeting, the Commission discussed the need for specialized consultant services to conduct this evaluation, and determined it would be part of a recommended action for City Council consideration.

### **June 7, 2001 TAC Meeting**

The Transportation Advisory Commission reviewed the following information:

- The Department's Enhanced Service Plan for 37,100 service hours approved in January 2001
- The Enhanced Service Plan's relationship to the Mobility Objectives for the Millennium (MOM) plans which involved extensive community participation and demographic research
- Public forum comments
- MOM Study maps showing residential and commercial transit orientation and residential density
- Enhanced Service Plan route structures
- Service Plan Comparison showing the number of hours for each route structure
- Historical route information for transit operations.
- Existing MTA routes in the City of Pasadena

The Commission heard public comments regarding local transit service, uniformly in favor of greatly expanded service routes and hours, and improved customer service. TAC also received comments expressing concern from some residents over the perceived negative impact of transit operations within residential areas.

The Commission discussed goals for local transit service in Pasadena, including the following:

- Meeting currently unmet mobility needs
- Avoiding overlap of service or market with MTA and other intra-city service operators
- Simple, easy to use routes
- Simple, high frequency schedules
- Overall all ease of use
- Service to and from nearly all parts of the city
- Convenience to residential neighborhoods
- Service to commercial, employment, recreational and other destinations
- Local connections for all parts of the city to Blue Line Stations, especially MTA Transit Centers
- Routing, frequencies and ease of use calculated to attract new users of a local shuttle

The TAC also considered that for Pasadena to meet its General Plan obligation that the City be a "place where people can circulate without cars" it was necessary to provide a viable, usable car alternative.

The Commission provided general route plans and guiding principals, and asked staff to map a specific route structure, which was then discussed and adjusted by the commission.

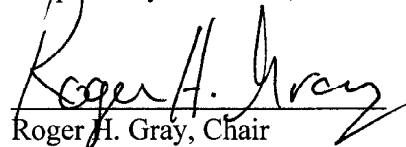
**June 23, 2001 TAC Meeting**

The TAC reviewed and discussed various route configurations developed based on direction from the June 7 meeting. At the meeting a basic route structure was adopted and staff was asked to bring the item back to the Commission with a service plan using 10-minute headways for service frequency.

**July 10, 2001 TAC Meeting**

The TAC reviewed several service plan alternatives discussing the advantages and impacts of various frequency levels. The Commission selected two service plan alternatives to present to the City Council with the proposed ARTS Service Map. The Commission also discussed funding alternatives and the approach to work with a consultant who could provide revenue projections based on potential ridership and other detailed factors for funding sources identified in the Transit Funding Chart (Attachment 2) reviewed on June 7, 2001. The Commission's goal to present a comprehensive transit plan that meets the City's objective to allow people to circulate within the City without the use of cars and to identify alternative means to fund the plan was discussed and agreed upon.

Respectfully submitted,



Roger H. Gray, Chair

Transportation Advisory Commission

Attachments