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Aldaron, Inc.

Public Policy Advisors to Industry and Government

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MEMORANDUM

TO: Pasadena City Council
FROM: Don Camph
RE: Framework for Action

Based on the discussion at the October 1 Council workshop, I have prepared the attached framework for moving ahead on transportation policies, programs and projects in Pasadena in the context of the Mobility Element update. The idea is that staff can identify specific actions and opportunities for consideration by the Council, but that those specifics can also be considered within a "holistic" framework, i.e. different combinations of actions with different policy thrusts can be tested for effectiveness in achieving the City's objectives.

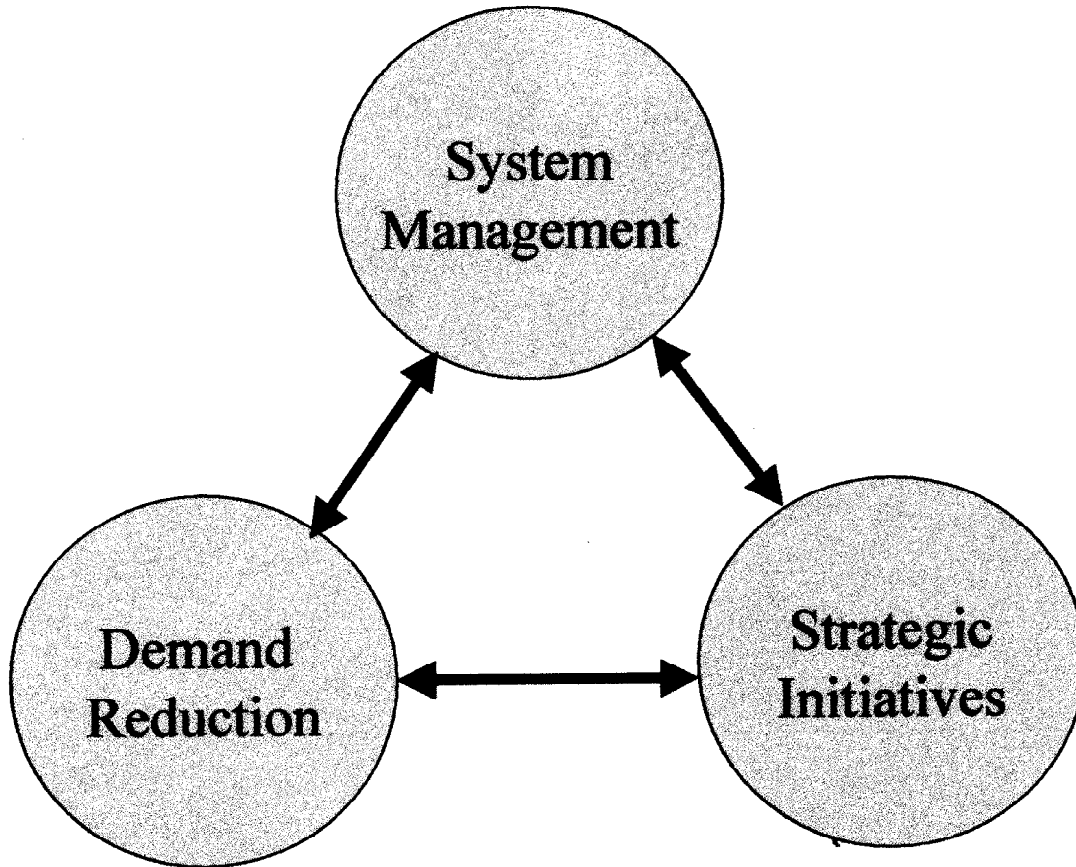
The basic idea is that the universe of actions that the City can take in the near-term divides into two categories:

- **Actions to reduce demand**, i.e., the amount of traffic seeking to use City streets; and,
- **Actions to manage the traffic that remains**, recognizing that some level of traffic and congestion is a fact of life in any major metro area.

Added to this are **longer-term strategic initiatives** that the City can pursue but which should and need not stand in the way of making progress on the existing situation.

Not specifically identified is the collection of data necessary to monitor and understand the various travel "markets" and "sub-markets" that are extant within, to, from and through the City and to inform policy and program decisions by the Council. Such data collection cuts across all possible program initiatives.

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10.A.



Demand Reduction: Measures to reduce the amount of traffic:

- ✓ City-wide
- ✓ In specific corridors
- ✓ In specific neighborhoods and areas
- ✓ During specific periods

System Management: Measures to:

- Allow City to more effectively operate the transportation system; and,
- Allow citizens to more effectively use the transportation system.

Strategic Initiatives: Longer term efforts that may have positive demand reduction and/or system management impacts.

Key Goals

- ◆ **More efficient movement of people and goods**
- ◆ **Enhanced mobility and access for transportation disadvantaged (financially, physically) citizens**
- ◆ **Less congestion and pollution**
- ◆ **Safer streets**
- ◆ **Less incursion of traffic into neighborhoods**
- ◆ **More effective use of the multi-modal transportation system by businesses and individuals**

Demand Reduction

- **ARTS**
 - System Expansion
 - Improve connectivity to Foothill, MTA, dial-a-ride
 - Improve reliability
 - Enhanced passenger information
- **Employer-based Commute Trip Reduction Programs**
- **Campus Transportation Management Programs**
- **Public Education**
- **Parking Management**
 - Increased prices.
 - Parking “Cash Out”
 - Reduced and Flexible Parking Requirements
 - Residents-only Parking Restrictions

System Management & Operation

- **Upgrade ATMS/TMC (City-wide)**
- **Consider limited number of spot-widenings, additional left and right turn lanes, etc.**
- **Enhance Mobility Corridors**
 - Parking restrictions
 - Signage
 - Signal coordination
- **Peripheral Parking/Core Shuttle**
- **Bicycle Improvements**
- **Pedestrian Improvements**
- **Traffic Calming**

Strategic Initiatives

- **Blue Line East Extension**
- **Resolution of I-710 Issue**
- **Explore Subregional Partnerships (other cities, regional agencies, etc.)**
- **Explore Local Partnerships with Private/Educational/Non-Profit Sectors in Pasadena**
- **Strategic funding initiatives:**
 - **TEA-21 reauthorization;**
 - **2004 STIP;**
 - **MTA Call-for-Projects.**