

Agenda Report

TO: CITY COUNCIL

DATE: November 22, 2004

FROM: CITY MANAGER

SUBJECT: PROPOSED SERVICE ENHANCEMENTS FOR THE PASADENA AREA
RAPID TRANSIT SYSTEM (ARTS)

RECOMMENDATION

It is recommended that the City Council:

1. Approve service changes and enhancements for the Pasadena Area Rapid Transit System (ARTS) as detailed in the Background section of this report; and
2. Approve a journal voucher transferring \$525,000 from the non-departmental reserve in the Proposition C Fund to the FY 2005 Operating Budget for the ARTS budget account number 8114-209-775412.

TRANSPORTATION ADVISORY COMMISSION RECOMMENDATION

The Transportation Advisory Commission (TAC) reviewed the proposed service changes and enhancements for the ARTS at their regular meeting on October 8, 2004 and unanimously supported staff's recommendations.

BACKGROUND

As part of the FY 2005 budget approval process, \$525,000 was reserved in the Proposition C non-departmental budget to be used to enhance services for the Pasadena Area Rapid Transit System (ARTS). The enhancements include \$445,000 for new services (i.e., expanded hours and routes), \$20,000 for a Ticket Book demonstration, and \$60,000 for a marketing program. Several alternative service changes were discussed during the budget process; however, it was noted that these changes would be reviewed and discussed with the Transportation Advisory Commission with a recommendation to be returned for City Council consideration.

The proposed service enhancements have been developed from comments received from both ARTS passengers and other constituents. Several of the changes are modifications to the existing route structure; and other proposals alter only the

schedule. The proposed service changes are discussed in detail below and shown collectively in Attachment 1.

Alternative Service Improvements and Changes

For reference, a map showing the existing ARTS routes is provided as Attachment 2.

- 1) **Route 10 Restructuring** (Attachment 3): This change restructures the eastern end of the route to provide service coverage to improve connections to important locations such as the California Institute of Technology (Caltech) and the Gold Line Allen Avenue Station, as well as provide service along Del Mar Boulevard. The change will extend the route and modify the frequency of service from the current 12 minutes to 21 minutes. There will be no additional costs associated with this service improvement. The change will open up new areas of service, provide needed service connections to Caltech and link both Caltech and Pasadena City College with the Gold Line.
- 2) **Change in Service Hour Span for Route 10:** On Friday and Saturday nights, Route 10 has extended hours of operation. Rather than ending service at 8:00 pm as the other routes do, service is extended until approximately 10:00 pm. Ridership surveys have indicated that service during this period is very low, averaging 5 passengers an hour from 8:00 pm to 10:00 pm. The recommended change is to end service at 8:00 pm. This change will allow a reallocation of time, approximately 500 hours annually that will be applied to other services.
- 3) **Restructuring of Route 31, 32 and 60** (Attachment 4): The proposed restructuring of these routes will improve connections to the Sierra Madre Villa Gold Line Station, and extend coverage to areas south of the station.
 - a) **Route 31:** The proposed change will provide direct service to the Sierra Madre Villa Station. The proposed route restructuring will allow the service to operate into the station without a change to the 30 minute service frequency. The restructuring will continue to provide service to Pasadena High School, with a stop on Altadena Drive rather than on Sierra Madre Boulevard. The change will eliminate service duplication with Route 40 on Orange Grove Boulevard and provide better service on Foothill Boulevard. There are no cost implications to this service change.
 - b) **Route 32:** The proposed route restructuring will allow the service to operate into the Sierra Madre Villa Station without a change to the 30 minute service frequency. The restructuring will discontinue service on segments of Sierra Madre Boulevard and Hastings Ranch Drive. Surveys indicate these segments of the route have very low ridership. Service on the lower portion of Hastings Ranch Drive will continue in the morning and afternoon with coverage by Route 60. There are no cost implications to this service change.

- c) Route 60:** The restructuring of this route is proposed to improve ridership and tie the Sierra Madre Villa Station south to Del Mar Boulevard. This change will provide service to an area where there is no ARTS coverage and very infrequent Metro service. The proposed service frequency on the route will change from 30 minutes to 35 minutes. The schedule will be coordinated with the Metro service which is approximately every 40 minutes. The hours of operation will be adjusted to operate one hour longer in the morning (ending at 10:00 am rather than 9:00 am) and start one hour earlier in the afternoon (starting at 3:00 pm rather than 4:00 pm). This service change will enable approximately 1,000 hours annually to be reallocated to other services.
- 4) Implementation of Peak Period Service for Routes 20, 31 and 40:** To improve service, an additional bus will be added to these three routes in the morning for two hours and in the afternoon for three hours. This action will provide additional transit service during the school peak periods. The demand for transit service during these periods results in the buses running behind schedule and operating at capacity, thereby having to pass up passengers at stops. The increased service along these routes will help address student ridership demand at several schools, including Pasadena High School, Blair High School, Muir High School, and Marshall Fundamental School. This enhancement will require an additional 3,400 hours of service annually.
- 5) Adjust Service Start Time:** This change will allow the service on the routes to start an hour earlier at 6:00 am. This will improve service for people taking the bus to connect to the Gold Line. This enhancement will require an additional 3,150 hours of service annually.
- 6) Implement a New Southwest Route (Attachment 5):** With the start up of the Gold Line in July 2003, the Department began to receive a number of requests from residents in the southwest area of the City for service to the Gold Line. In the summer of 2003, the West Pasadena Resident's Association (WPRA) conducted a survey that also showed a strong interest by residents in having a shuttle connection to the Gold Line. The proposed Route 70 will operate Monday through Friday from 6:00 am to 9:00 am and from 3:00 pm to 8:00 pm. The western terminus of the proposed route is Melrose and Colorado Boulevard, with coverage of Orange Grove Boulevard from Colorado Boulevard to Columbia Street, and connection to the Fillmore Light Rail Station. This new service will require an additional 2,050 hours of service annually.

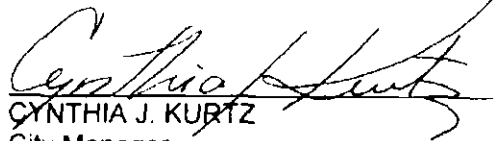
A map illustrating all of these route enhancements is attached (Attachment 6). It is anticipated these changes will be effective by mid-February of 2005.

FISCAL IMPACT

There is sufficient funding of \$525,000 in the non-departmental reserve for Proposition C for these service changes and enhancements. The cost of these changes, as

outlined in Attachment 1, is estimated at \$652,500 annually. However, this cost will be off-set by projected fare revenue of \$73,100 and savings in service reductions of \$82,050, for a net annual cost of \$497,350. Since the service improvements are proposed to start in mid-February of 2005, it is anticipated that both fare revenue and costs for FY 2005 will be lower.


Respectfully Submitted:


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Approved by:


JOYCE EMERSON
Director of Transportation

ATTACHMENT 1

Service Description		Annual Hours	Estimated Cost	Estimated Fare Revenue	Estimated Net Cost
1	Reconfigure Route 10 to extend to Allen Station	No new hours			
2	End Friday and Saturday night service on Route 10 at 8 pm	< 500>	<\$28,000>	<\$ 900>	<\$27,100>
3	Proposed Changes to Routes 31, 32 & 60				
3a	Route 31 change in route structure	No new hours			
3b	Route 32 change in route structure	No new hours			
3c	Route 60 change in route structure	<1,000>	<\$56,000>	<\$1,050>	<\$54,950>
4	Implement Tripper Service on Route 20, 30 and 40	3,400	\$262,400	\$34,700	\$227,700
5	Change Start of Service	3,150	\$176,700	\$25,100	\$151,600
6	Implement a New Southwest Route	2,050	\$133,400	\$13,300	\$120,100
Cost of Service Enhancements		8,600	\$572,500	\$73,100	\$499,400
Savings From Service Changes		<1,500>	<\$84,000>	<\$1,950>	<\$82,050>
Net Cost of Service Enhancements		7,100	\$488,500	\$71,150	\$417,350
Ticket Book Demonstration Program					\$20,000
Marketing Program					\$60,000
TOTAL ESTIMATED COST					\$497,350
Approved Budget Reserved For ARTS Expansion \$525,000					