

Agenda Report

TO: CITY COUNCIL

DATE: FEBRUARY 28, 2005

FROM: CITY MANAGER

SUBJECT: UPDATE ON THE IMPLEMENTATION OF PROGRAMS AND POLICIES IN THE GENERAL PLAN MOBILITY ELEMENT, ARTS IMPLEMENTATION AND PROMOTION, TAC'S ROLE IN PROJECT REVIEW, AND TAC'S REVIEW OF ROSE BOWL ACCESS

RECOMMENDATION

This report is to provide information that will assist the City Council and the Transportation Advisory Commission (TAC) in their discussion of policy issues at the February 28, 2005 joint meeting.

BACKGROUND

I. Implementation of the Programs and Policies in the General Plan Mobility Element

On November 8, 2004 the Council adopted the Mobility Element of the 2004 General Plan. The purpose of the Mobility Element is to provide a multi-modal plan for the movement of goods and services around and through the city. The General Plan promotes the priority of non-auto trips and sets the tone for the Mobility Element with the Guiding Principle "Pasadena will be a city where people can circulate without cars." The Mobility Element relies upon an integrated and multi modal transportation system that provides choices for everyone living and working in the city. Implementing the Mobility Element will assist Pasadena in becoming a more livable city for the 21st Century.

The Mobility Element was a product of two years of community outreach. Through workshops, community meetings, Commission meetings, public hearings and City Council meetings, the public and policy makers were able to craft a document that focused on the following four major objectives:

- Promote a livable community
- Encourage non-auto travel

- Protect neighborhoods by discouraging traffic from intruding into community neighborhoods
- Manage multimodal corridors to promote and improve citywide transportation services.

The TAC has selected three policy components of the Mobility Element that they believe are most important for the City to undertake and formed three subcommittees to work with staff to further the implementation of these innovative transportation programs and policies. Following is a brief summary of the work underway in each of the TAC subcommittees.

Subcommittee on Development of an Annual Report Card

During the final development of the 2004 Mobility Element, TAC recommended that the Department of Transportation (DOT) publish an annual report card to assess the City's transportation conditions. This data can be used to identify, monitor, and meet transportation needs along specific corridors or in specific areas. The transportation system performance data included in the report will grow over time allowing staff and citizens to compare current and previous conditions. The report will also provide an opportunity for residents to learn about the operation and performance of the City's transportation services such as transit, pedestrian safety, and bikeway usage.

The Annual Report Card Subcommittee held an initial meeting in early February and made the following decisions related to implementation:

1. Targeted completion of the first annual report card by the end of 2005, with traffic data scheduled for collection in October 2005.
2. Determined that the traffic data will include traffic volume, sample delays and speeds. The exact number of intersection/street segments has yet to be determined. The subcommittee suggested soliciting input from neighborhood associations and Council offices.
3. Decided to include information on the City's ARTS performance, such as on-time records, wait-time, and ridership. This data will be collected for a one month period.
4. Request MTA to provide to provide Gold Line ridership data during the same reporting month of ARTS performance.
5. Decided that the format of the annual report will evolve over the next few years. The first year of reporting is envisioned to establish the baseline for future comparison.

Staff will continue work with TAC to develop and refine the format for the first Annual Report Card.

Subcommittee on Environmental Capacity Concepts to Address Neighborhood Traffic Problems

Environmental capacity is defined to be the maximum permissible traffic conditions on a street from an environmental point of view. This is different from the concept of roadway capacity, and will be based on several factors such as traffic volumes, speed of traffic, number of trucks, parking conditions, street width/cross section, pedestrian volumes, and the local land uses on both sides of the street. The purpose of this subcommittee is to investigate how environmental impacts not currently addressed through the City's Neighborhood Traffic Management Program (NTMP), such as noise, dust, air pollution, and vibration, can be incorporated into the work programs of the Mobility Element implementation.

The Environmental Capacity Subcommittee will examine how to best apply the concept of Environmental Capacity in addressing the negative impacts of increased traffic to neighborhoods. The subcommittee held its initial meeting in early February and has developed the following goals.

1. Develop a working definition for Environmental Capacity for use in analyzing traffic problems on local streets.
2. Develop specific ways to incorporate Environmental Capacity into the City's existing Neighborhood Traffic Management Program.

The Subcommittee will be investigating the possibility of retaining the assistance of a college intern to (a) perform a literature search on Environmental Capacity, (b) research the best practices for the implementation of Environmental Capacity standards and (c) provide documentation for this research. The Subcommittee intends to rely on this documentation in its future meetings to develop a working definition and practical ways of incorporating the concept in neighborhood protection strategies.

Subcommittee on Trip Reduction Ordinance

In the Fall of 2004, staff completed a review of the City's Trip Reduction Ordinance and found that (a) the existing program lacks flexibility to meet the changing land use in the City's new Transit Oriented Development (TOD) areas, (b) did not contain provisions to ensure on-going compliance, and (c) did not provide a residential component. The TAC established a subcommittee to work with staff to assist in developing recommendations to enhance the program.

Currently, the City's Trip Reduction Ordinance applies to new nonresidential projects, and the nonresidential portion of mixed-use projects, which exceed two different thresholds: 25,000 square feet of gross floor area and 100,000 square feet of gross floor area.

The program requires developments over 25,000 square feet of gross floor area to provide a commuter matching service for all employees on an annual basis and for

all new hires at the time of hire. It requires the establishment of a program to distribute transit information, the set-a-side of parking for carpools and vanpools, and bicycle parking. Developments over 100,000 square feet of gross floor area, have additional requirements to develop a transportation system management (TSM) program and submit annual reports on the program. The TSM program addresses such items as ensuring that pedestrian walkways connect the development to public sidewalks and that bus stop improvements are provided.

The Trip Reduction Ordinance Subcommittee is examining alternative program elements that will strengthen the requirements to better conform to the adopted Mobility Element. Potential changes include expanding the scope of the program to include multi-family residential developments and requiring TSM programs to follow an established program format, including a performance goal and enforcement actions. Those developments that do not meet their trip reduction goals will be required to implement remedial measures. The proposed changes to the Trip Reduction Ordinance will be brought to the Council for approval within the next six months.

“Fair Share” Traffic Mitigation Fee

Through the development and review of the Mobility Element TAC identified the need to explore the creation of a new impact fee on residential development. The fee would fund needed transportation and transit improvements and would compliment the existing commercial development fee. A contract for the preparation of the residential fee nexus study will be presented to the Council for approval at a future meeting.

Staff was tasked with implementing a number of other project and studies in the Mobility Element and Attachment 1 provides a brief summary of the work currently underway.

II Arts Implementation and Promotion

A key element in being able to circulate without a car in Pasadena is the City operated Area Rapid Transit System known as ARTS. The ARTS was first implemented in 1994, as a part of the implementation of the 1994 Mobility Element. The ARTS began with a single downtown route that connected Old Pasadena, the Civic Center, Playhouse District and South Lake.

Since 1994, the ARTS has expanded from this one downtown route to a system of seven routes that provide coverage throughout the City. The ARTS provides local feeder connections to all of the Gold Line stations and to the major commercial, office, medical, entertainment, and education (e.g., college and high schools) destinations. Last fiscal year, the ARTS carried over 1.3 million passengers. The ARTS growth has also included going from a free system to charging a fare and participating in the Los Angeles County Regional EZ Pass Program. The ARTS is recognized regionally by the MTA and other agencies as an important transit agency that is vital for seamless transit connections in the area.

On February 20, 2005 the ARTS implemented significant service changes. These changes include expanded hours, route restructuring, and the addition of a new route as summarized below.

- Expanded Hours: All ARTS routes start at 6:00 AM Monday through Friday.
- Restructuring of Routes: Routes 10, 31, 32, and 60 changed to increase service to more areas of the city and to better serve residents and commuters who need to travel to and from the Metro Gold Line.
- New Route: The Route 70 connects Southwest Pasadena residents to the Fillmore Gold Line on the weekdays during the morning and afternoon commute hours.
- Increased frequencies on our busiest routes during the weekday mornings and afternoons (i.e., Route 20 Counterclockwise, Route 31 and Route 40).
- Route 60 hours expanded to operate from 6:00 AM to 10:00 AM and from 3:00 PM to 8:00 PM.

Attached for your information and use is a set of new schedules/route maps and a new system map. The new system map is an information piece for use in marketing outreach programs. The front of the information piece has the overall system map while the backside has information on service hours and connections to the Gold Line stations. The map features the Gold Line and the six stations located in Pasadena.

The Department of Transportation is working with a firm to develop a more extensive system map utilizing the base work done for the City's Bike Map. In addition to showing the ARTS routes, this map will include the transit services provided by MTA, Foothill Transit, LADOT, Montebello Bus Lines, Sierra Madre Gateway Coach and the Glendale Bee. It will also have information on how to use the ARTS system, the fares, transfer procedures, as well as other rider tips.

TAC has been a strong supporter of expanding the ARTS and has had a key role identifying how limited resources will be used to provide the highest priority services to the community. TAC has also been involved in identifying marketing promotional strategies to increase the ARTS ridership, including the recommendation of a "first point of contact" promotional program and the development of marketing materials to be posted on ARTS vehicles.

III TAC's Role in Project Review

The Transportation Advisory Commission reviews all draft Environmental Impact Reports (EIR) that are prepared for projects that require an EIR based on significant traffic impacts and that may have community-wide significance, according to the Predevelopment Plan Review Administrative Guidelines threshold, as defined in the Pasadena Municipal Code 17.84. Specifically:

- The development exceeds 50,000 square feet and requires one discretionary action.
- The development contains 50 or more housing units.
- Any projects that the Director of Planning and Development determines to have community-wide significance.

Projects that meet this threshold are presented to TAC during the State required 45-day public-review period. TAC recommendations are then forwarded to the Planning Commission and the City Council.

Additionally, TAC reviews and makes recommendations to the City Council on all transportation related policies in the General Plan, all Specific Plans, and Master Park Plans.

During the 2004 calendar year, 305 projects were submitted to the Planning and Development Department for consideration with one or more discretionary actions. The review is as follows:

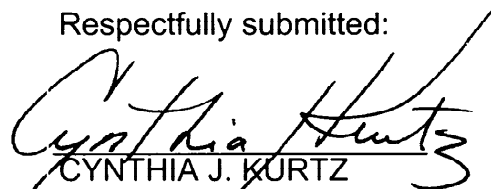
- 253 projects were determined to be categorically or statutorily exempt from environmental reviews.
- 75 projects required Design Commission review.
- 41 projects received initial studies.
- 11 EIRs were initiated.

Of the 41 projects that received initial study, 22 received full traffic studies, five received traffic assessments, and 14 did not require a traffic analysis. Traffic assessments are focused site reviews that analyze auto circulation, parking, transit stops, and pedestrian and bicycle movements. Examples of projects that did not require traffic analysis included single-family hillside homes and projects with no net new trips.

FISCAL IMPACT

There is no fiscal impact. All costs associated with implementation of the programs and policies referenced in this report are approved through annual capital and operating budget processes.

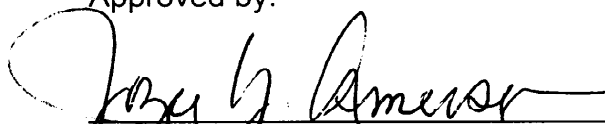
Respectfully submitted:


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Attachment 1

Mobility Element Policy	Implementation Status
Monitor plans to support the San Gabriel Valley Rapid Bus on Colorado Boulevard and Fair Oaks Avenue.	On December 20, 2004, the Los Angeles Metropolitan Transportation Authority (MTA) initiated the Metro Rapid Bus service in the City of Pasadena. This new bus line operates on Colorado Boulevard and serves the communities of Hollywood, West Hollywood, Glendale, and Eagle Rock.
Cooperate with regional agencies on area-wide transportation initiatives, and actively participate in area-wide planning studies and interagency initiatives to improve transportation services.	The Department actively participates on several technical committees at the MTA, Gold Line Construction Authority, San Gabriel Valley Council of Governments, and the Arroyo Verdugo Sub Region. Through these committees staff is kept apprised of state and regional funding opportunities.
Review and evaluate parking needs with the business community.	Staff continues to review and evaluate parking needs with the business community. This includes providing information on available Zoning Parking Credits in the Old Pasadena Parking District, and spaces available in the South Lake Parking Place District. In cooperation with the Old Pasadena Parking Meter District Commission, staff recently completed a pilot study on the use of multi space parking meters.
Complete the Lincoln Avenue Corridor Parking Study.	Staff has assisted the Northwest Programs Division in completing the Lincoln Avenue Parking Study.
Complete the Playhouse District Parking Study.	Staff has been meeting with the Playhouse Parking District Subcommittee and the consultants in completing this study. The Final report was submitted to the Playhouse Subcommittee and is scheduled to be presented to the Playhouse Board in March and then to the City Council in May of 2005.

<p>Implement the South Lake District Parking Study recommendations.</p>	<p>The South Lake District Parking Study is complete. Based on the results, the South Lake Parking Place Commission recommended that the focus be revised from installation of gates and revenue control systems to the installation of multi-space meters in the parking district to best serve the needs of the business community and enhance the existing parking supply.</p>
<p>Monitor MTA, SGVCOG, and Gold Line Construction Authority activities for Phase II of the Gold Line.</p>	<p>Staff actively participates in the monthly technical meetings associated with the Gold Line Phase II – Foothills extension. These meetings include the San Gabriel Valley Council of Governments – Gold Line Construction JPA Technical Advisory Committee and the Gold Line Construction Authority Study Sessions. Staff has also attended and monitored the monthly Board of Directors Meetings for the Gold Line Construction JPA and Gold Line Construction Authority.</p>
<p>Develop local feeder-circulator transit services connecting residential neighborhoods and places of activity with Gold Line Light Rail stations.</p>	<p>Effective February 20, 2005 ARTS weekday service will start at 6:00 a.m. Routes have also been restructured to provide better connections to the Gold Line Stations and previously un-served residential areas. Additional buses were added during peak morning and afternoon hours on the busiest routes and a new route was initiated to provide service to the southwest area of the City.</p>
<p>Participate in the local Transportation Management Association to promote the benefits of ride-sharing and opportunities to use transit.</p>	<p>Staff identifies relevant transportation topics for discussion and develops the materials and presentations for the bi-monthly meeting of the Pasadena Transportation Management Association. At these meetings, transportation coordinators from local businesses and property managers are provided marketing materials, information on reward programs and monetary subsidized incentives to market alternative modes of transportation to their employees. They are also informed of improvements to regional and local transit service.</p>

<p>Meet with representatives of car-share programs to assess opportunities for conducting a demonstration project in Pasadena.</p>	<p>Staff from three City departments are participating in a three month "car share" demonstration program. The Department of Transportation is working with CALSTART and the MTA in implementing the Electric Vehicle Transit Rider Incentive Program (EVTRIP). EVTRIP aims to enhance access to the Gold Line for Pasadena residents through the use of small electric vehicles.</p>
<p>Implement the Neighborhood Traffic Management Program.</p>	<p>Staff has recently completed improvements in four neighborhoods: Paloma/Sunnyslope; Sunset/Hammond; Montana/Navarro; Lincoln/Howard. Staff is currently working on five neighborhoods: South El Molino; North Raymond; Madison Elementary School area; Mountain/Sierra Bonita; and North El Molino/North Marengo. Next fiscal year, four neighborhoods will be recommended for NTMP studies: Daisy/Villa; Los Robles/Mountain; Craig/Casa Grande; WCIU area.</p>
<p>Identify locations for installation of electronic speed signs.</p>	<p>In November 2004 an electronic speed limit sign was installed on South El Molino Avenue between California Boulevard and Cornell Avenue. Since its installation, comments from residents have been very positive. Staff continues to monitor and examine traffic data that is collected by its on-board computer.</p>
<p>Review and assess the Suggested Routes to School Annually.</p>	<p>Two projects were created in the FY 2005 CIP Budget to address pedestrian safety, entitled, "SAFE RIDES AND STRIDES" and "SUGGESTED ROUTES TO SCHOOL". The first project will be focused on non-school related pedestrian and bicycle safety, while the second project will develop Suggested Routes to School maps, and identify deficiencies along the walking routes. For FY 2006, a third project called "SAFE ROUTES TO SCHOOLS (SR2S)" will implement the physical improvements identified in the second project above.</p>

Participate in the Watch the Road safety program	Over the past four months eight Watch the Road Advertisements (four English/ four Spanish) have been installed in bus stop shelters throughout the City. English and Spanish Watch The Road pedestrian and bicycle safety advertisements have been installed inside each ARTS bus.
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