



# Agenda Report

March 16, 2009

**TO:** City Council

**FROM:** Rose Bowl Operating Company (RBOC)

**SUBJECT:** Clean Air Buses and Rose Bowl Shuttle Services.

## **RECOMMENDATION:**

It is recommended that the RBOC recommend that the City Council find that the action proposed herein is exempt from the California Environmental Quality Act pursuant to State CEQA Guidelines Section 15061(b)(3) (general rule), as well as Sections 15307 (actions by regulatory agencies for protection of natural resources) and 15308 (actions by regulatory agencies for protection of environment), and direct the City Attorney to prepare an ordinance amending Pasadena Municipal Code Section 3.32.300(C), to require that the Rose Bowl Operating Company use clean air non-diesel buses for its contracted shuttle services for major, Rose Bowl displacement events, to the maximum extent permitted by law, and to encourage private event sponsors to use clean air non-diesel buses for shuttle to major, Rose Bowl displacement events, where commercially feasible.

## **BACKGROUND:**

The Rose Bowl Operating Company currently operates a shuttle service in order to promote alternative parking outside of the Arroyo Seco on days of major or displacement events.

The Rose Bowl Stadium, Brookside Park and Brookside Golf Course are situated in Pasadena's Arroyo Seco. The Arroyo Seco is accessed by six main roadways. All roads leading into the Arroyo Seco, specifically the Rose Bowl Stadium are through residential areas; hence, ingress and egress traffic related to events or activities in the Arroyo Seco or Rose Bowl Stadium will impact one or more residential areas.

The Rose Bowl Stadium is owned by the City of Pasadena and is managed by the Rose Bowl Operating Company (RBOC). The stadium seats 92,000 fans with approximately 5,000 paved parking spaces with an available 15,000 turf parking spaces on adjacent soccer field (Area H), baseball fields (Jackie Robinson Stadium and Baseball Diamonds 2 & 3 at Brookside Park) and two golf courses (Brookside Golf Course).

The Rose Bowl Stadium has two long term tenants with extended contracts that utilize shuttle services: The Pasadena Tournament of Roses Association (TofR), hosts the annual Rose Bowl Game. The TofR will also host the Bowl Championship Series (BCS) National

Championship Game in January 2010. Attendance for the Rose Bowl Game and the National Championship Game is estimated at 92,000 per game. UCLA Football home games are played at the Rose Bowl Stadium with 6 – 8 games scheduled each year. Attendance for each UCLA Football game is estimated between 60,000 – 70,000, occasionally exceeding those numbers.

By City Ordinance, the Rose Bowl Stadium can host up to 12 events per year, termed major or displacement events, where all activities in the Arroyo Seco may be displaced. Displacement events include The Rose Bowl Game; the National Championship Game; all UCLA Football games; and other events that attract over 20,000 spectators.

Events held at the Rose Bowl that are in excess of 20,000 spectators require the use of all available paved parking and some turf parking. As attendance increases so does the need for parking. Recognizing the traffic impacts on residential areas around the Rose Bowl Stadium, Pasadena Municipal Code, Section 3.32.300, requires the active promotion of alternative parking outside of the Arroyo Seco for major or displacement events with transportation to the Rose Bowl.

Consistent with the requirements for alternative parking outside of the Arroyo Seco and transportation to the Rose Bowl, there has been a shuttle system operated with the goal of off setting 8-10 percent of the spectator attendance parking in the Arroyo Seco to parking lots in Old Pasadena, specifically, at the surface parking lots of the Ralph M. Parsons Company. The shuttle system was designed to be of minimal charge, preferably free for the passengers.

In a cooperative effort with the Pasadena Police, Transportation and Public Works Departments as well as the Rose Bowl staff, the shuttle route has been modified and refined into the primary and alternate routes that exist today.

Events held at the Rose Bowl have employed shuttle bus operations with 24 to 50 buses in rotation that operate about 11 hours per event. Typically, the shuttle operation begins 4 hours prior the start of the event and with continuous operation until 2 hours after the event concludes.

An Ordinance requiring the use of clean air, non diesel buses will serve a number of important public policy objectives.

Over the 25 years the shuttle system has been in operation the diesel exhaust emitted by the buses has been of increased concern to the residents of the neighborhoods through which the buses traverse. The concerns are the excessive exhaust; the noise created by the loud engines; the quantity of the bus trips and the fact that the streets are tree lined canopied with branches of the trees trapping exhaust from quickly escaping – much like a tunnel.

In response to these concerns, the Rose Bowl Stadium developed an operational policy to use clean air buses, specifically natural gas fueled buses, along the shuttle route on displacement events at the Rose Bowl. This did not eliminate the bus trips, but it did provide buses that were quieter and did insure clean air exhaust, with minimal airborne pollutants.

In 1998 the California Air Resources Board (CARB) identified particulates or soot from diesel engines, known as diesel PM, as a Toxic Air Contaminant. Since then both CARB and the South Coast Air Quality Management District (AQMD) have adopted urban bus rules that define a clean air or clean fuel bus as a bus using a non-diesel fuel as an energy source to power the bus.

AQMD RULE 1192 entitled “CLEAN ON-ROAD TRANSIT BUSES” defines a “clean bus” as an “alternative-fuel heavy duty vehicle” using CNG or LNG, electricity fuel cells or other advanced technology that do not rely on “diesel fuel”. In addition, CARB in its Final Regulation Order in Title 13, CCR, Sec 2023.1(a)(4)&(5) requires all urban buses to be on a natural gas fuel or non-diesel path.

Clean air buses under CARB and AQMD standards have two characteristics: They meet both CARB & AQMD lowest grams NOX per brake horsepower hour engine certification standard and their PM is not classified as a Toxic Air Contaminant (TAC). The proposed Ordinance would further the California Air Resources Board’s (CARB), September 15, 2005, resolution supporting the South Coast Air Quality Management District’s (SCAQMD) clean fleet rules and CARB’s actions requiring public agencies to purchase alternative fuel buses in the Southern California air basin.

The Ordinance to be prepared by the City Attorney will require that shuttle buses contracted directly by the Rose Bowl Operating Company meet the current regulatory definition of a “clean air bus”, to the maximum extent permitted by law. Because of the fact that the Federal Transportation Administration both funds and regulates a number of public transportation related programs, the Rose Bowl Operating Company will have to comply with federal law in securing shuttle services, there may be a federal law impediment to the clean air, non-diesel bus requirement. In addition, the RBOC will require event sponsors to use clean air, non-diesel buses in services for which they contract directly, to the extent commercially feasible.

#### **ENVIRONMENTAL:**

The use of clean air buses is exempt from the California Environmental Quality Act pursuant to State CEQA Guidelines Section 15061(b)(3) (general rule), which sets forth the principle that CEQA does not apply to projects where there is no possibility that the activity may have a significant effect on the environment. Here, the purchase of clean air buses will not contribute to air quality contamination in the relevant air basin, and there are no other potential significant effects that may arise from the use of clean air buses. In addition, the purchase of clean air buses is proposed to protect natural air resources and the environment in general, and is also exempt pursuant to Sections 15307 (actions by regulatory agencies for protection of natural resources) and 15308 (actions by regulatory agencies for protection of environment),

**FISCAL IMPACT:**

Requiring the use of clean air buses for Rose Bowl major or displacement events may result in additional cost of transit services.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Paul Arevalo', with a long horizontal flourish extending to the right.

 Paul Arevalo,  
RBOC President