

Agenda Report

March 22, 2010

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: ADOPTION OF A RESOLUTION AUTHORIZING THE CITY MANAGER TO APPLY FOR A CALIFORNIA DEPARTMENT OF TRANSPORTATION COMMUNITY-BASED TRANSPORTATION PLANNING GRANT FOR THE DEVELOPMENT OF NEW STREET DESIGN GUIDELINES AND THE DEVELOPMENT OF WEB-BASED EMPLOYEE TRIP REDUCTION TOOLKIT

RECOMMENDATION:

It is recommended that the City Council:

1. Adopt a resolution authorizing t-he City Manager to apply for a California Department of Transportation Community-Based Transportation Planning Grant and
2. Authorize the City Manager to apply for two California Department of Transportation Community-Based Transportation Planning Grants totaling \$500,000 for the development of new street design guidelines and to create a web-based employee trip reduction toolkit to assist Pasadena employers.

BACKGROUND:

The California Department of Transportation (Caltrans) released grant opportunities to fund Community-Based Transportation Planning projects to any jurisdictions such as metropolitan planning organizations, regional transportation, planning agencies, cities, counties, and transit agencies. Jurisdictions must come up with coordinated transportation and land use planning projects that encourage community involvement and partnership. Projects must support livable/sustainable community concepts with a transportation or mobility objective and promote community identity and quality of life.

Approximately \$3 million will be available statewide for Fiscal Year 2009-10 grant cycle. Caltrans requires that each project sponsor submit a local resolution stating the title of the study and the individual authorized to execute the funding agreement to complete the project. City Staff has reviewed the requirements of the grant and has determined that two projects in line with the goals and objectives are stipulated in the grant requirements.

The first grant application seeks \$180,000 for the development of new street design guidelines. This work supports the efforts currently underway to develop a new street type system that reflects both land use context and multi-modal function of streets as a means to prioritize decision-making about intensity and kind of investment appropriate to each. With regard to context, the City desires a system that is reflective of the type or types, character and intensity of land uses along a street to ensure that future investments and efforts on those streets are appropriate to the primary users of the street – those that live, work or shop there. With regard to the streets themselves, the City seeks a system that differentiates streets by their function, rather than by volume, and treats all modes equally where appropriate and prioritizes modes where appropriate.

The second grant application seeks \$270,000 for the development and operation of a Web-Based Marketing Toolkit for businesses/employers in Pasadena. The City of Pasadena, working with CALSTART, will create an implementation plan for a web-based Marketing Toolkit that will reduce traffic congestion in the City of Pasadena and surrounding cities during peak-hours, as well as reduce greenhouse gas emissions and other environmental pollutants that result from commuters driving to work each day alone. The plan will develop ways to provide assistance and tools to local employers and businesses which are not regulated under the City's Trip Reduction Ordinance or SCAQMD regulations but wish to reduce single occupant vehicle trips to and from their sites.

COUNCIL POLICY CONSIDERATION:

Both grant projects support the General Plan guiding principle, "Pasadena will be a city where people can circulate without a car." Both projects would also directly assist the Department of Transportation in implementing the four major objectives of the Mobility Element:

- Promote a livable community
- Encourage non-auto travel
- Protect neighborhoods by discouraging traffic from intruding into neighborhoods
- Manage multimodal corridors to promote and improve citywide transportation services.

ENVIRONMENTAL ANALYSIS:

The authorization for the two grant applications has been determined to be exempt from CEQA pursuant to Section 15308 and 15061 (b)(3). There is no new development proposed. The application for the first grant seeks funding only, for work that will be completed after the update to the Mobility Element and the resulting environmental study that will support the General Plan update. In that EIR, revisions to the street classifications will be discussed, and any street design guidelines will support and implement such revisions consistent with the analysis in that EIR. The authorization for the second application will result in new policies and programs that are designed to improve the environment.

FISCAL IMPACT:

Each project will require a 10 percent local match. The street design guidelines application is seeking \$180,000 in grant funds with a \$20,000 local match for a total project cost of \$200,000. If awarded grant funds, the \$20,000 local match would come from funds currently budgeted for the update of the Mobility Element. The web-based marketing toolkit application is seeking \$270,000 in grant funds with a \$30,000 local match for a total project cost of \$300,000. If awarded grant funds, the \$30,000 local match for this project would come from AQMD funds currently budgeted to city ridesharing programs.

Respectfully submitted,



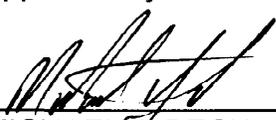
for Frederick C. Dock
Director
Department of Transportation

Prepared by:



Mark Yamarone
Transportation Administrator

Approved by:



MICHAEL J. BECK
City Manager

RESOLUTION NO. _____

ADOPTION OF A RESOLUTION AUTHORIZING CITY MANAGER TO APPLY FOR A CALIFORNIA DEPARTMENT OF TRANSPORTATION COMMUNITY-BASED TRANSPORTATION PLANNING GRANT TO APPROPRIATE UP TO FIVE HUNDRED THOUSAND (\$500,000) FOR THE DEVELOPMENT OF NEW STREET DESIGN GUIDELINES AND THE DEVELOPMENT OF WEB BASED EMPLOYEE TRIP REDUCTION TOOL KIT

WHEREAS, the California Department of Transportation (hereinafter Caltrans) has released grant opportunities inviting applications for Fiscal Year 2009-2010 Community-Based Transportation Planning Grants; and,

WHEREAS, the City of Pasadena recognizes the importance of developing a street type system that reflects both land use context and multi-modal function of streets; and

WHEREAS, the City of Pasadena supports the importance of a street system that differentiates streets by their function, rather than by volume, and treats all modes equally where appropriate and prioritizes modes where appropriate; and

WHEREAS, the City of Pasadena supports the value of reducing traffic congestion in the City of Pasadena and surrounding cities during peak-hours, as well as reducing greenhouse gas emissions and other environmental pollutants that result from commuters driving to work each day alone; and

WHEREAS, for local agencies submitting applications, Caltrans requires that the applicant's governing body to certify, by resolution, the approval of the application to Caltrans; and

WHEREAS, the required 10 percent local match would be available if awarded the grant funds.

THEREFORE BE IT RESOLVED that the Pasadena City Council authorizes City Manager to apply for a California Department of Transportation Community-Based Transportation Planning Grant to appropriate up to five hundred thousand (\$500,000) for the development of new street design guidelines and the development of a web based employee trip reduction tool kit.

Adopted at the regular meeting of the City Council on the _____ day of _____, 2010 by the following votes:

AYES:

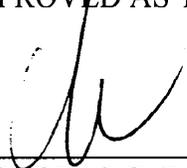
NOES:

ABSENT:

ABSTAIN:

MARK JOMSKY
City Clerk

APPROVED AS TO FORM:

 3/11/10

NICHOLAS G. RODRIGUEZ
Assistant City Attorney