



Agenda Report

November 14, 2011

TO: Honorable Mayor and City Council

THROUGH: Finance Committee (November 14, 2011)

FROM: Department of Transportation

SUBJECT: AUTHORIZE THE CITY MANAGER TO EXECUTE ALL AGREEMENTS WITH THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY AND CALSTART ASSOCIATED WITH THE RECEIPT OF GRANT FUNDING AND THE IMPLEMENTATION AND MANAGEMENT OF THE FOLDING BICYCLE DEMONSTRATION PROGRAM

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061 (b) (3);
2. Authorize the City Manager to execute all agreements with the Los Angeles County Metropolitan Transit Authority (Metro) and CALSTART associated with the receipt of grant funding and the implementation and management of the program respectively;
3. Recognize and approve a journal voucher appropriating the Metro grant for \$259,840 to budget account number 6546-209-774513;
4. Approve a journal voucher amending the Fiscal Year 2012 Operating Budget by recognizing and appropriating \$64,960 from the Air Quality Improvement Fund 216 unencumbered fund balance to budget account number 8114-209-774513.

BACKGROUND:

Through this program the City of Pasadena will implement a folding bike demonstration program entitled "Fold-n-Go Pasadena." The program will provide price discounts to transit riders to purchase selected folding bikes to use in conjunction with bus and/or rail systems in Pasadena. Ideally, the incentives will convert automobile commuters to bike/transit users for their full commute trip during peak hours. The design of the folding bicycle allows users to more easily transport the bike using less space when the bike is folded to a compact size. When using the folding bike on a transit trip, it allows individuals the ability to board transit vehicles and seamlessly complete the first-and-last

mile connections even when the bike rack on the bus is full and/or if there is inadequate storage at the rider's destination.

The City will initiate a Memorandum of Understanding (MOU) with Metro to secure the grant for this program. The Department of Transportation will administer the implementation of Fold-n-Go Pasadena and will contract with CALSTART to manage the day-to-day operation of the program. CALSTART is a Pasadena based non-profit organization that works with the public and private sectors to develop advanced transportation technologies and is dedicated to supporting and accelerating the growth of these technologies.

The Fold-n-Go program will be funded through a \$259,840 grant from the Metro and a local match consisting of \$64,960 from the unencumbered Air Quality Improvement Fund. The program is designed to have at least 600 participants. Each participant will receive a subsidy of approximately \$220 towards the purchase of a folding bicycle through local bike shops. Those who live and/or work in the City of Pasadena will be eligible to participate in the program. CALSTART will develop criteria to identify the best candidates to participate in the program, as well as which collapsible bike is most appropriate for each participant. Additionally, Fold-n-Go Pasadena includes the following elements:

- A validation mechanism to ensure the collapsible bicycle is being used for commuting
- Extensive marketing and outreach
- Comprehensive data collection and evaluation.

This project will leverage the success, knowledge, and experience that CALSTART acquired in working with the City of Pasadena on a similar program in 2007, entitled MyGo-Pasadena. Using Metro grant funds, MyGo-Pasadena subsidized electric bicycles as first-mile transit connectors in lieu of single occupancy vehicles and was funded under an earlier Metro Call for Projects grant.

COUNCIL POLICY CONSIDERATION:

The Folding Bicycle Demonstration Program supports the General Plan guiding principle, "Pasadena will be a city where people can circulate without a car." The Folding Bicycle Demonstration Program will 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 implementation of the Fold-n-Go program is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment.

FISCAL IMPACT:

The majority of the cost of the Fold-n-Go program will be funded through a \$259,840 grant from the Metro to budget account number 6546-209-774513. The City's required match of \$64,960 will come from the unencumbered fund balance of the Air Quality Improvement Fund 216 to budget account number 8114-209-774513. The City will also provide "in-kind" support by providing grant administration, program marketing opportunities, participation in press events, signage and other staff support where appropriate.

Respectfully submitted,



FREDERICK C. DOCK
Director
Department of Transportation

Prepared by:



Mark Yamarone
Transportation Administrator

Approved by:



MICHAEL J. BECK
City Manager