

# Agenda Report

June 18, 2012

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: AUTHORIZE THE CITY MANAGER TO EXECUTE ALL AGREEMENTS WITH THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (METRO) ASSOCIATED WITH THE RECEIPT OF GRANT FUNDING AND THE IMPLEMENTATION AND MANAGEMENT OF THE PASADENA WAYFINDING 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); and
2. Authorize the City Manager to execute all agreements with the Los Angeles County Metropolitan Transportation Authority (Metro) associated with the receipt of grant funding and the implementation of the program.

## **BACKGROUND:**

The Pasadena Wayfinding Program will provide a unified design and implementation of a wayfinding system for the City of Pasadena to enhance the image of Old Pasadena, Civic Center, Playhouse, South Lake and other business district areas. Over 300 new signs will direct visitors to parking and major destinations. The program will also help create a sense of community, improve access and district identification. Pedestrian signs will enhance connectivity to public transit as well as retail and cultural destinations. Signs will identify the different business districts and will promote economic vitality by providing a more convenient way of directing visitors to local shopping areas. The project will include signage that will direct pedestrians and bicyclists to destinations off the main highways and from major transit centers.

The City will initiate a Memorandum of Understanding (MOU) with Metro to secure the grant funds for this program. The Department of Transportation will administer the implementation of wayfinding program. The wayfinding program will be funded through a \$1,685,700 grant from Metro and the local match of \$512,083 will come from Pasadena Economic Development Funds.

**COUNCIL POLICY CONSIDERATION:**

The Pasadena Wayfinding Program supports the City Council strategic goal to support and promote the quality of life and the local economy.

**ENVIRONMENTAL ANALYSIS:**

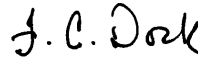
The implementation of the Pasadena Wayfinding Program is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment.

**FISCAL IMPACT:**

The majority of the cost of the Wayfinding Program will be funded through a \$1,685,700 grant from Metro. The City's required match of \$512,083 will come from the Pasadena Wayfinding Program CIP project, Account Number CIP #75044. Ultimately, this project will be funded as follows:

Metro Grant	\$1,685,700
Pasadena Economic Development Funds	\$ 512,083
<b>FISCAL IMPACT TOTAL</b>	<b>\$2,197,783</b>

Respectfully submitted,



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FREDERICK C. DOCK

Director

Department of Transportation

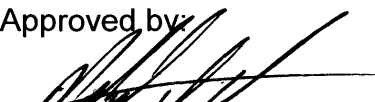
Prepared by:



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Mark Yamarone

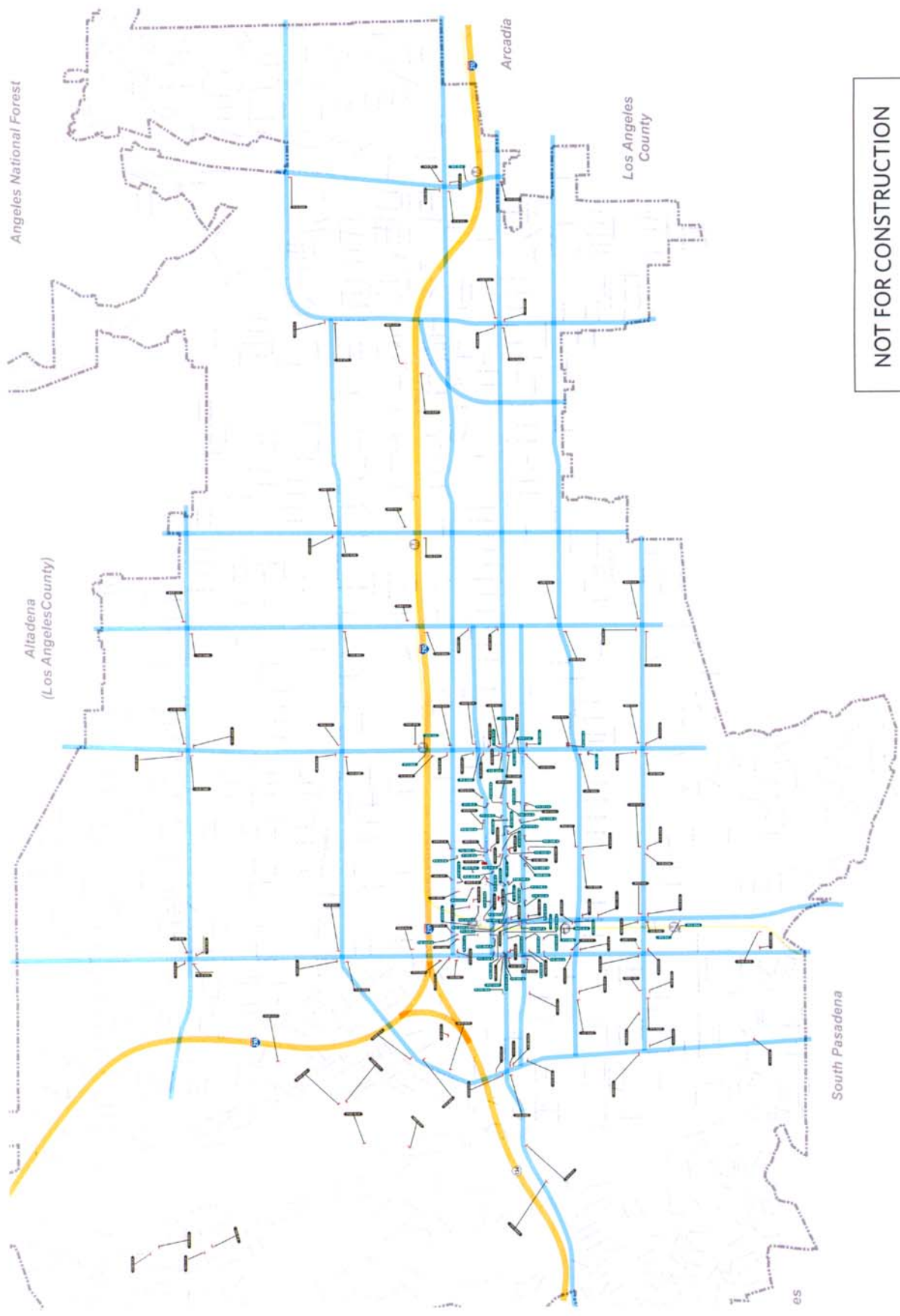
Transportation Administrator

Approved by:



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MICHAEL J. BECK

City Manager



NOT FOR CONSTRUCTION