

## Agenda Report

December 7, 2015

**TO:** Honorable Mayor and City Council

**THROUGH:** Municipal Services Committee (November 17, 2015)

**FROM:** Department of Transportation

**SUBJECT: APPROVE PROPOSED CHANGES TO PASADENA TRANSIT LOCAL TRANSFER PROCEDURES TO USE THE TRANSIT ACCESS PASS (TAP) SYSTEM FOR LOCAL TRANSFERS**

### **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. Approve proposed changes to the Pasadena Transit local transfer procedures that include accepting local transfers on Pasadena Transit buses using Transit Access Pass (TAP) cards in lieu of paper transfers; provide unlimited local transfers between Pasadena Transit routes; and reduce the local transfer window from three hours to two and a half hours.

### **MUNICIPAL SERVICES COMMITTEE RECOMMENDATION:**

On November 7, 2015, the Municipal Services Committee reviewed, discussed and made a motion to approve and support staffs recommendation to change Pasadena Transit's local transfer procedures to use the Transit Access Pass system for local transfers.

### **BACKGROUND:**

The Universal Fare System (UFS)/Transit Access Pass (TAP) is an integrated, regional fare collection system comprised of fareboxes, validators, and other associated equipment. The TAP is a smart card-based system that provides for seamless bus and rail transportation throughout the Los Angeles Region.

The TAP card is currently operational on all Metro buses and rail as well as twenty-four other transit providers within the County, including Pasadena Transit. As of September 2014, Pasadena Transit has been equipped with the TAP validators to receive fare via the TAP system.

Under current transfer procedures, Pasadena Transit customers are allowed, upon paying proper cash fare, to obtain a local transfer free of charge to conduct unlimited transfers from one route to another without boarding the same route within three hours. Customers can also obtain inter-agency transfers, for an additional fee, to Metro buses, the Gold Line, Foothill Transit, and LADOT Commuter Express.

Metro will eliminate paper based inter-agency transfers and accept only TAP-based transfers in Los Angeles County in 2016. If a customer will be making a transfer, they will need to board using a TAP card instead of paying cash. Similar to Metro's elimination of paper based inter-agency transfers, the proposed local transfer procedure changes for Pasadena Transit will eliminate paper based local transfers and accept only TAP-based transfers. If a customer will be making a local transfer between Pasadena Transit routes after the implementation of the proposed local transfer procedure changes, they will need to board using a TAP card instead of paying cash. Paying cash to board the bus will still be permitted for a single trip. In addition to replacing paper transfers with TAP-based transfers, the local transfer window will be shortened from three hours to two and a half hours. Unlimited local transfers will be allowed within the two and a half hour window, regardless of the Pasadena Transit route. The implementation of this change will coincide with Metro's elimination of paper inter-agency transfers and the regional distribution of one million free TAP cards.

The proposed Pasadena Transit procedure changes will have several benefits. By shortening the local transfer window to two and a half hours to be consistent with Metro's inter-agency transfer window, it will be less confusing for riders who use multiple transit systems. The new procedures will expedite the boarding process and decrease dwell time by eliminating the manual transfer transaction between drivers and customers; transfers will no longer need to be presented, reviewed, punched, and issued by drivers. Transfers would happen automatically upon making the transfer boarding. Proof of payment on the transfer boarding is currently provided to customers in the form of paper transfers and presents an opportunity for fraud. Restricting the use of local transfers to TAP cards will link the original fare and transfer to the same fare media, and the system will validate base fare payment before authorizing the transfer.

In Fiscal Year 2015 there were 1.58 million passenger boardings. Based on current ridership analysis, it is estimated that the new procedures may result in an additional 5,400 free annual local transfers (i.e., .3% of the ridership) being made within a two and a half hour window, resulting in a potential annual \$2,300 decrease in fare revenue, which is equal to .3% of the Fiscal Year 2015 annual farebox revenue of \$771,296. It is anticipated that any decrease in revenue due to providing unlimited local transfers will be offset by an increase in total ridership that will result from providing more seamless transfer procedures.

A thirty-day public comment period on these proposed Pasadena Transit local transfer procedure changes was conducted from October 8, 2015 to November 6, 2015. Notices for comments were posted on all Pasadena Transit buses in English, Spanish, Mandarin,

and Armenian. Notices were also posted on the City's website and printed in the newspaper. A public meeting was held on October 14, 2015 but no comments were received.

**COUNCIL POLICY CONSIDERATION:**

The proposed action supports the City Council strategic planning goals to improve mobility and accessibility throughout the City by facilitating a more seamless, coordinated public transit in Pasadena. It also increases conservation and sustainability by eliminating waste from paper transfers.


**ENVIRONMENTAL ANALYSIS:**

The approval of the Pasadena Transit local transfer procedures to use the TAP system for local transfers 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. The proposed action will not result in any new development or physical changes.

**FISCAL IMPACT:**

The proposed Pasadena Transit local transfer procedure changes to accept TAP-based transfers in lieu of paper transfers, provide unlimited transfers between routes, and reduce the local transfer window to two and a half hours will result in negligible fiscal impacts. It is estimated that the new procedures may result in a potential annual \$2,300 decrease in fare revenue, which is projected to be offset by an increase in total ridership that will result from providing more seamless transfer procedures.

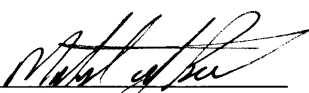
Respectfully submitted,

  
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