

## Jomsky, Mark

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**From:** Greg Gunther <greg.b.gunther@gmail.com>  
**Sent:** Monday, July 24, 2017 9:34 AM  
**To:** Tornek, Terry; Hampton, Tyron; McAustin, Margaret; John Kennedy; Masuda, Gene; De La Cuba, Vannia; Madison, Steve; Wilson, Andy  
**Cc:** Jomsky, Mark; Mermell, Steve; Dock, Fred; Bagheri, Mike  
**Subject:** 7-24-2017 Council Mtg > SUPPORT Item #18 - TRTIF

While I plan to attend tonight's City Council meeting, I am also scrambling to "get outta Dodge" for an extended trip and the flood of last minute details may interfere with my ability to be present in person.

**That said, I want to lend my full support for Staff's Recommendation regarding Item #18 - the Traffic Reduction and Transportation Improvement Fee.**

Please consider these points as you evaluate this proposal:

- **We already have a Transportation Improvement Fee in place, this proposal just makes it FAIR**
  - It addresses meet the infrastructure needs of ALL transportation users - not just automobile drivers
  - Without this adjustment, Pasadena cannot appropriately fund many of the projects that have already been approved in the 2015 General Plan - Mobility Element as well as the CIP
- **The nexus outlined for this proposed fee is thoughtful and well-grounded**
  - This is not arbitrary - the range of fees link tightly to the impact each form of development has on our transportation system
  - These fees will connect directly to evolving needs - any funds to be collected will scale with future development (within the envelope of the General Plan caps)
  - The distinction between 100% funded projects and 8.6% funded projects appropriately (and skillfully) recognizes the actual needs generated by new development
- **Many of the innovative transportation-related changes Council has already approved actually LOWER development costs in Pasadena**
  - Most notably, the change from Level-of-Service (LOS) to Vehicle Miles Traveled (VMT) eliminated the need for many development projects to go through the costly EIR process - saving some projects hundreds of thousands of dollars (\$XXX,XXX) and many months of delay
  - As you'll recall, these EIRs were triggered by a very minimal %-of-change in traffic volumes (5%, if I recall correctly) - so, as a practical matter, a very minor increases of automobile traffic (say on Union Street) would require an EIR despite the fact that projected increase in volumes still left the street well under the engineered capacity for this roadway
- **The TR/TIF is an essential tool - one this is necessary to support our stated policy objective (#2) to "Encourage walking, biking, transit and other alternatives to motor vehicles."**
  - While we have aspirational goals as a City - the actual reality of our streets can be harsh, and dangerous (as reflected by our pedestrian and bicyclist safety record compared to our peers)
  - This proposal takes an *innovative approach* - another distinction that identifies Pasadena as a leader in transportation vision, policy and implementation
  - By approving this proposal, you can ensure that the City's promises are backed up with tangible infrastructure and visible improvements that improve every citizen's experience, and safety, on the street

07/24/2017  
Item 18

Thanks in advance for your consideration -  
// Greg Gunther

700 E. Union Street, #301  
Pasadena, CA 91101



Los Angeles/Ventura Chapter

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July 24, 2017

Mayor Terry Tornek  
Pasadena City Hall  
100 N. Garfield Avenue, Room S228  
P.O. Box 7115  
Pasadena, CA 91109

**RE: City of Pasadena Transportation Improvement Fee**

Dear Mayor Tornek and City Council,

The Los Angeles-Ventura Chapter of the Building Industry Association of Southern California, Inc. (BIA-LAV) is the voice of building and development in Los Angeles and Ventura counties. We represent thousands of men and women and their member companies who design, plan, build, and remodel homes, condominiums, and apartments throughout our region.

As the City of Pasadena moves forward and considers the adoption of the proposed increased Transportation Improvement Fee, we ask that you take our following concerns into consideration prior to adoption.

As you are aware, we are currently facing an unprecedented housing affordability crisis driven mainly by an extreme lack of new housing production. Our high housing costs force many households to make significant trade-offs in their quality of life, and these trade-offs are particularly challenging for working-class households living within the City of Pasadena. Many families now find themselves spending a greater share of their income on housing, postponing, or foregoing homeownership, living in more crowded housing conditions, commuting further to work each day, and in some cases, choosing to work and live elsewhere. Whether buying or renting, the fact is that housing is increasingly unaffordable to families all over Los Angeles County and specifically the City of Pasadena.

It has been proven, for every increase of \$1,000 on the cost of housing, an estimated 15,000 families are pushed out of the housing market. Understanding that cost is the primary driver of affordability, we cannot keep increasing housing fees, especially when the City of Pasadena has



Los Angeles/Ventura Chapter

one of the highest TR/TIF in the area.

After reviewing your study, titled, "Transportation Development Impact Fee Study, originally completed on January 24, 2017 and recently revised on July 20, 2017, we, the Building Industry Association of Los Angeles/Ventura County request that the City of Pasadena continue this public hearing to a later date.

BIA-LAV being the voice of development and representing over 1,100 companies that would be affected by this fee increase, we would request that the City of Pasadena to work with our industry and allow us additional time to fully review this revised study and respond with future recommendations. Together, we can ensure that the new fee is appropriate, that residential development is not stifled, and that homes remain available for all Pasadena residents. Only through thoughtful land use policy and planning will we be able to encourage greater supply and affordability in the City of Pasadena.

Sincerely,

Tim Piasky  
Chief Executive Officer  
BIA-LAV