

Agenda Report

November 15, 2021

TO: Honorable Mayor and City Council

THROUGH: Municipal Services Committee (11/09/2021)

FROM: Department of Transportation

SUBJECT: Pasadena Transit Huntington Library Shuttle Demonstration Program

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review of the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15061(b)(3); and
2. Authorize the City Manager to enter into an Agreement with The Henry E. Huntington Library & Art Gallery (The Huntington) for the City of Pasadena (City) to operate public transit services between the Sierra Madre Villa L (Gold) Line and The Huntington Library for the period January 2, 2022 to June 26, 2022. The Huntington will provide service reimbursements in an amount not to exceed \$87,943, which includes a contingency of \$7,995 (10%).

TRANSPORTATION ADVISORY COMMITTEE RECOMMENDATION:

After reviewing and discussing the proposed The Huntington Library Demonstration project on October 28, 2021, the Transportation Advisory Committee passed the following motion;

- Support staff's recommendation for the proposed The Huntington Library Demonstration project

BACKGROUND:

The Huntington Library (The Huntington) and the Department of Transportation (DOT) are collaborating on a public transit demonstration project to help reduce the number of cars driving through Pasadena and to The Huntington.

The Huntington is a popular regional destination located adjacent to Pasadena in San Marino. The Huntington has limited parking and no ability to expand parking. During popular event weekends, the demand for parking at The Huntington exceeds the supply. As a result, in 2019, The Huntington approached DOT Transit staff to explore The Huntington entering into a contract with the City to have Pasadena Transit operate a route that connects The Huntington to the regional transit network, thereby providing public transit access to The Huntington. Currently, the closest transit stop is located more than one mile away at Del Mar Boulevard and Allen Avenue. The Huntington Library identified Pasadena Transit as the ideal operator of such a service as Pasadena Transit provides an existing network of routes that focus on serving key Pasadena destinations, including the six Metro L Line (Gold) stations in Pasadena, as well as connecting to the regional transit network.

The City and The Huntington staff developed a route that utilizes the designated truck route into The Huntington and launched an initial trial run of the service on February 1 and 2, 2020 in support of The Huntington's Chinese New Year Festival. Ridership for that weekend was over 1,100, comprising approximately over 20% of Pasadena Transit system-wide ridership on each day, and keeping an estimated 200+ cars off the road. Due to the Covid-19 pandemic and the Governor's Stay at Home order, the project was subsequently put on hold. In summer 2021, The Huntington approached City staff to discuss resuming the demonstration project in January 2022.

ROUTE H

The proposed demonstration route, titled "Route H," if approved, will operate Saturdays and Sundays between 9:00 a.m. and 5:45 p.m. beginning January 8, 2022 and operate through June 26, 2022. Route H will operate from the Metro L (Gold) Line Sierra Madre Villa Station in East Pasadena to The Huntington Library. Attachment 1 includes a map of the proposed route. The route will operate every 20 minutes and the ride will be approximately 15 minutes long. Bus stops for Route H will be located at Sierra Madre Villa Station, The Huntington Library and at the intersections of Foothill Blvd. and San Gabriel Blvd. and Colorado Blvd. and Sierra Madre Blvd. This service will be open to the public regardless of origin and destination. This project is fully funded by The Huntington including supporting free fare to any Route H passengers.

PUBLIC OUTREACH AND EVALUATION OF PROGRAM

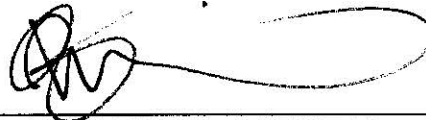
The goal of this demonstration project is to reduce vehicle trips to and from The Huntington. In January 2020, The Huntington initially advised the City of San Marino and residents who live along the proposed route of the launch of the demonstration project and the process to provide feedback. The Huntington sent out another letter in October 2021 in advance of this TAC meeting. The letters from January 2020 and October 2021 are provided in Attachment 2.

At the end of the demonstration period, The Huntington will participate in town hall meetings for neighbors to receive input, analyze the impact the service made in reducing vehicular trips, and determine whether to continue the service.

FISCAL IMPACT:

This demonstration project is funded by The Huntington Library at a maximum obligation of \$87,943, including a contingency of \$7,995 (10%), which fully covers the operating costs of the route. No fare will be charged to offset operating costs per The Huntington. The City's current contract with First Transit, its transit operations contractor, can accommodate the additional hours. The City would pay for printed schedules and temporary bus stop signs.

Respectfully submitted,



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Director
Department of Transportation

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Planner

Approved by:



STEVE MERMELL
City Manager

Attachments: (2)

Attachment A – Route H Map
Attachment B – Evidence of Public Outreach