

Agenda Report

TO: City Council

DATE: March 30, 1998

FROM: City Manager

SUBJECT: Pasadena Senior Center Transportation Plan

RECOMMENDATION:

It is recommended that the City Council approve the Draft Pasadena Senior Center (PSC) Transportation Plan with the proposed amendments.

PROPOSED AMENDMENTS:

The Draft Transportation Plan will be modified to incorporate the following proposed amendments:

1. Parking in the Holly Street parking structure will be provided for free to the PSC for vehicles entering after 6 p.m. on Mondays through Fridays, for a period of six months. On Saturdays and Sundays, free parking will be limited to the hours between 8 a.m. and 5 p.m. for six months. Proof of senior center membership and parking validation from the Center will be required in order to receive free parking.
2. Parking discount of \$3.50 will be provided for single-occupant vehicles parking in the Holly Structure. For carpool vehicles, parking will be provided for free. Proof of senior center membership and parking validation from the Center will be required at the time of exiting the garage, in order to receive the discount or free parking.
3. During the closure of the PSC on-site parking lot as a result of the storm drain construction caused by the City, the City will replace a comparable number of spaces within close proximity to the PSC.
4. Staff will facilitate communications between the PSC and MTA with regard to improving the dirt area along the east side of the PSC and the vacated rail space between PSC and the Holly Street Apartments, for temporary parking.
5. The City will work with the PSC and the local business community to investigate funding to build additional parking facilities.
6. Free parking will be available for lifeline-qualifying senior-placard holders using on-street meters, the PSC on-site lot, or the Holly Street garage.

7. The City will investigate restriping Holly Street to provide angle parking on Holly Street between Garfield Avenue and Fair Oaks Avenue, as appropriate.
8. The City will modify the existing time limit for the metered parking spaces located on the east side of Raymond Avenue between Walnut Street and Holly Street, and the north side of Holly Street between Arroyo Parkway and Raymond Avenue, from 2 hours to 4 hours.
9. The City will modify the proposed number of spaces in the Holly structure for the PSC, from 44 reserved-carpool and 60 unreserved spaces, to 22 reserved-carpool and 82 unreserved spaces available on a first come first serve basis.

BACKGROUND:

The Draft Pasadena Senior Center Transportation Plan was developed with inputs from the Transportation Advisory Commission (TAC), the Old Pasadena Parking Meter Zone Advisory Commission (OPPMZAC), the Senior Task Force, and the Executive Director of the PSC. The Plan is tailored to serve and provide financial incentives to the seniors, not commercial activities occurring at the PSC. A copy of the Draft Plan, which outlines the needs of the Center and recommendations, is attached for your review (Attachment A).

The Draft Transportation Plan was presented to the City Council on November 3, 1997. During this meeting, additional requests were received from the Executive Director of the PSC. A copy of this letter is provided herewith for information (Attachment B). The Council directed staff to work with the Senior Commission and the TAC to address these requests.

On November 11, 1997 and December 9, 1997, the PSC Draft Transportation Plan with proposed modifications was presented to the Senior Commission. The Commission supported the Draft Plan and the proposed modifications, with one exception. Whereas staff's recommendation is to provide a discount of \$3.50 for seniors who solo drive and park in the Holly Structure, the Commission's endorsement includes a discount of \$4.50 per vehicle such that there will be no parking fee regardless of the travel mode (drive alone or carpool).

On January 9, 1998, the Draft Plan with proposed modifications was presented to the TAC. The TAC supported the Draft Plan as well as the proposed amendments, including the \$3.50 discount rather than the \$4.50 that was suggested by the Senior Commission. Discussions and issues regarding this item are summarized below:

- A) The cost of \$1.00 to park is considered a financial burden to the seniors.
- B) Whereas for most senior centers in southern California parking is free or subsidized, it would cost \$1.00 if one drives alone and parks in the structure as opposed to parking on the street or in the on-site parking lot.

- C) The seniors are concerned that they are being used as guinea pigs to see if the \$1.00/vehicle cost would encourage the use of carpooling, and they consider the difference in cost for solo drivers and carpoolers being discriminatory.

The Transportation Plan was developed to provide transportation assistance to the seniors in an urban environment with limited transportation/parking resources. Under this Plan, the seniors generally have the following transportation/parking options at no costs: (1) park in the PSC lot, (2) park on street, (3) carpool and park in the Holly structure, or (4) use the ARTS service. Further, low-income lifeline-qualifying seniors can park in the Holly structure for free regardless of drive alone or carpool. The seniors also have the option of using the DAR service for \$0.50/trip.

In comparison to the PSC, the general public has to pay for on-street as well as off-street parking in the Old Pasadena area. Whereas the cost for on-street parking is \$1.00/hour for the general public, the seniors are permitted to park for a maximum of 4 hours adjacent to the Center, for free. With regard to parking in the Holly Structure, the general public pays a maximum of \$4.50/vehicle. For the PSC, seniors who carpool park for free and seniors who drive alone would pay a maximum of \$1.00/vehicle. Also, non-seniors do not have the privilege of using the DAR service.

Staff has conducted telephone surveys of six other senior centers in southern California, namely Anaheim, Santa Monica, Cerritos, Huntington Beach, Montebello, and La Mirada. For the Santa Monica Senior Center, motorists have to pay for on-street parking or parking in a nearby privately operated structure. The other five centers have sufficient free on-site parking, with on-street parking to accommodate only overflow situations. Also, businesses in the vicinity of these five centers have sufficient free on-street and off-street parking. In the Old Pasadena area, parking is very limited and all businesses are required to pay for parking, whether it is on-street or off-street.

Policy 4.3 of the General Plan states "*Reduce the Level of Vehicular Trips in General, and Specifically the Use of Autos for Drive-Along Trips.*" In accordance with the General Plan, the Draft Transportation Plan places emphasis on transit use and carpooling. It has been proven that free carpool parking is a very effective strategy to encourage mode shifting, when it is accompanied by a parking fee for solo drivers. Disincentives for drive alone and incentives for carpool are currently being practiced through the City's policies for employees and with other city businesses and agencies.

FISCAL IMPACT:

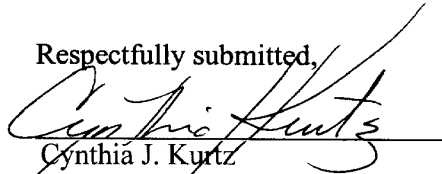
The preliminary cost for implementing the Capital Transportation Plan is the loss of parking revenue. The loss of parking revenue is attributable to providing on-street parking and discounts to seniors parking in the Holly Structure.

The estimated loss in revenue from the free on-street parking for seniors is approximately \$20,000 per year. The loss in revenue for providing discounts for the seniors in the parking structure is approximately \$55,000 per year. In total, the estimated loss of

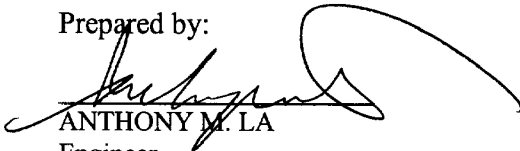
revenue from the on-street parking and parking in the structure represents a \$75,000 per year contribution in support of the Center.

The Senior Commission's recommendation is for free parking to all solo drivers as well as carpool drivers. With no incentive for carpooling the Senior Center parking demand, based on the Transportation Plan, could result in an annual revenue loss of \$170,000. This amount is attributable to revenue loss as a result of displacing paid monthly parkers and transient parkers. In conjunction with the on-street parking spaces, the total contribution to the Senior Center would be \$190,000 annually. The other costs for implementing the Plan includes staff time and striping/meter installation costs for angle parking. For staff time, there is sufficient funds in the FY '98 Operating Budget Account No. 763100 (Traffic Engineering - General Fund), Account No. 763321 (Capital Prideshare) and Capital Account No. 763200 (Off-Street Parking Administration). For the striping/meter installation, the estimated cost is approximately \$3,500. There is sufficient funding in the Capital Old Pasadena Traffic Mitigation Project Account No. 75814.

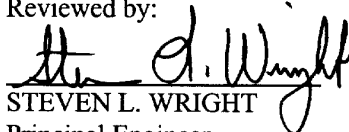
Respectfully submitted,


Cynthia J. Kurtz
Acting City Manager

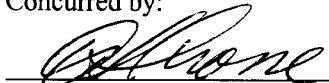
Prepared by:


ANTHONY M. LA
Engineer

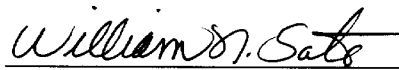
Reviewed by:


STEVEN L. WRIGHT
Principal Engineer

Concurred by:


DAVID H. GROSSE
Transportation Administrator

Approved by:


FOR CYNTHIA J. KURTZ, Assistant City Manager/
Director of Public Works & Transportation