

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF TRANSPORTATION**

DATE: March 28, 2013
TO: Transportation Advisory Commission
FROM: Frederick C. Dock, Director *F.C. Dock*
RE: Staff Activities Update

Council Committee Activity

- Staff presented an information report on a carshare pilot project to the Economic Development and Technology Committee at a special meeting on March 27, 2013 (originally scheduled for April 3, 2013.) The report outlined the steps necessary for implementation and identified 10 potential on-street parking locations that could be incorporated in a pilot program that would locate carshare vehicles in the commercial areas of Pasadena.
- Staff is scheduled to present an update on the Complete Streets Plan to the Municipal Services Committee (MSC) on April 9, 2013. Information to be included is a summary of street types and modal emphasis overlays, updated mapping, brief descriptions of the street plan's relationship to the impact analysis process, design guidance and Complete Streets implementation, as well as a recommendation for the materials to be reviewed by TAC and Planning Commission with the intent of returning to MSC in May with a formal plan document.
- Staff is scheduled to present an update on the transit rebranding effort to the Municipal Services Committee on April 23, 2013.

SR-710 North EIR/EIS

Metro held a TAC meeting on February 13, 2013 to discuss the status of the SR-710 North EIR/EIS. This same information was presented to the Stakeholder Outreach Advisory Committee the following week. Having finally received an electronic copy of the meeting presentation from Metro, staff has posted that presentation along with staff notes to the City's 710 site at <http://cityofpasadena.net/SR710/>. The presentation is now also available on Metro's SR-710 webpage at <http://www.metro.net/projects/sr-710-conversations/sr710-past-meetings/>. Metro has calendared the next TAC meeting for Wednesday, April 24, 2013 at 9:30 AM at Metro headquarters.

Transit Rebranding

The transit branding concepts prepared by the Art Center College of Design students have been winnowed down to a single concept that has been reviewed by Focus Groups and the Transit Brand Panel, which includes Councilmember McAustin, the TAC Chair (Jennifer Higginbotham), representatives from different departments, including the City Manager's office, and current ARTS bus users. The selected concept is "Pasadena Transit" and the theme focuses on connecting the dots with transit. The logo for the concept is not yet final and is the subject of further work with the graphic designer that has been delayed by the need to execute a contract with the designer. The contracting process is near final and the requested adjustments to the graphics are scheduled to be ready in time for the April 23, 2013 MSC meeting. Staff continues to work with Print Services and faculty and staff from the Art Center to finalize the brand materials.

Bikeshare

The Department of Transportation is preparing to release a Request for Qualifications (RFQ) to gather credentials from existing bikeshare vendors and/or operators in an effort to launch a bikeshare program in Pasadena. The RFQ proposes a phased program rollout beginning with a Pilot program focused on Central Pasadena (Old Pasadena to Pasadena City College) and the Gold Line stations which would provide 300 bicycles distributed between 30 bikeshare kiosks. The goal is to provide convenient and affordable non-auto travel options for residents, visitors and workers.

Transportation Impact Studies

In response to recommendations from the Economic Development Task Force, the process for preparing transportation impact studies (TIS) is being modified to allow project applicants to retain consultants directly. Consultants will continue to be required to follow the City's *Guidelines for Transportation Impact Review* and will be monitored by Transportation staff throughout the development review process. This change is expected to allow project applicants to engage consultants earlier in the development review process and with less overall delay. TIS findings will continue to be subject to review and acceptance by Transportation staff.

Parking Management System

Staff from Transportation, Finance and Information Technology are midway through the implementation of a new web-based management system for parking permits and citations. The system will streamline the current paper-based processes for parking permits and citation processing.

Presentations

- Staff was invited to present on the topic of *Coordinated Mobility Planning in Pasadena* at the UCLA Complete Streets Conference 2013. A copy of the slides has been posted to the TAC web site.
- Staff has been invited to present at the National Association of Environmental Professionals (NAEP) annual meeting on the topic of multi-modal impact analysis. The session is scheduled for 8:00 to 9:30 AM on April 3, 2013 in Los Angeles.