

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

DATE: May 23, 2013
TO: Transportation Advisory Commission
FROM: Frederick C. Dock, Director
RE: Staff Update

A. Council Committee Activity

The rebranding of ARTS to Pasadena Transit was presented to the Municipal Services Committee on May 14, 2013. The Committee directed staff to bring this item to Design Commission and to City Council for information before proceeding to implement the new brand.

B. SR-710 North EIR/EIS

Metro's Technical Advisory Committee (TAC) for SR-710 EIR/EIS met on April 24, 2013.

The next meeting is scheduled for July 2013. The purpose of the TAC is to inform affected agencies and/or jurisdictions about the progress of the State Route 710 EIR/EIS contract and key milestones, and to solicit input on a wide range of planning and technical issues that may arise during the development of the EIR/EIS. Staff will post presentation materials along with staff notes to the City's 710 site at <http://cityofpasadena.net/SR710/> when they are provided by Metro. The meeting presentation materials are also posted on Metro's SR-710 webpage at <http://www.metro.net/projects/sr-710-conversations/sr710-past-meetings/> sometime after the TAC meeting.

C. Environmental Studies Look-Ahead

Address	Project Description
1336 & 1347 E Colorado Boulevard	Two parcels- a 300-room and 10K sq. Ft ground floor commercial on the north parcel, and a 100-room hotel or 45 to 75 residential units at the south parcel.
100 W Walnut Street	980K SF of mixed-use development- no demolition of the existing buildings- potential uses are office, retail, residential

D. Presentations

- Staff presented on the topic of performance monitoring at the Orange County Traffic Engineering Conference on April 25, 2013. A copy of the slides has been posted to the TAC web site under Item 10D.

E. Awards

- Metro has awarded the Blue Diamond award for 2012 to Pasadena's Prideshare employee ridesharing program. The award recognizes the outstanding achievements in reducing employee commute trips.
- The Institute of Transportation Engineers (ITE) notified the authors (Fred Dock, Mark Yamarone, Ellen Greenberg) that their technical article "Multi-Modal and Complete Streets Performance Measures in Pasadena" in the January 2012 *ITE Journal* was selected to receive the Wayne T. Van Wagoner Award for best technical paper in 2012 at the Western District Annual Meeting in July 2013. The ITE Western District represents the 13 western states from the Rocky Mountains to the Pacific Coast.

F. Bike Week Pasadena

- The 7th Annual Bike Week Pasadena took place on May 13th through May 18th offering group rides, fix-it clinics and bicycle education to promote bicycling as a safe and sustainable mode of transportation. Each event featured special deals from local restaurants and businesses, and giveaways. Bike Week Pasadena continues to gain popularity each year with several of the events showing strong attendance ranging from 100 to 200 participants.