

Staff Update (Items 4B & 6B)

Transportation Advisory Commission
September 22, 2016

Department of Transportation





Messaging & Brand Management

Department of Transportation

The goal is to develop a robust public communication strategy to convey DOT's vision of improving people's lives providing a safe and efficient transportation system for those who live in, work in, and visit Pasadena.

- Phase 1- Research and Foundation.
 - > This first phase consists of conducting key stakeholder interviews, understanding brand architecture, developing a touch point matrix, refining positioning, and developing strategic messaging points.



2004 General Plan Traffic Impact Fee

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Following the adoption of the General Plan Update in 2004 the Department of Transportation prepared a nexus study to support an update to the New Development Impact Fee. The City Council adopted the Traffic Reduction and Transportation Improvement Fee in July 2006.

Current fees are:

Land Use	Fee
Residential	\$2,747.20 per unit
Retail	\$9.53 per sq. ft.
Office	\$4.11 per sq. ft.
Industrial	\$3.43 per sq. ft.



Traffic Impact Fee Nexus Study

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- Consultant has been selected
- Staff is currently working with the consultant on preparing a needs and cost estimates associated with the City's GP and Mobility element updates.
 - > Bike Improvements
 - > Pedestrian Improvement
 - > Transit
 - > Parking
 - > Intelligent Transportation System (ITS)
 - > Caltrans- I210 connected Corridor
- Expected to go to Council in 4-6 months



Questions

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