

OFFICE OF THE CITY MANAGER

June 13, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Improvements in the Development Review Process:**

Recently, Matrix Consulting Group completed an independent assessment of the City's development review process. The resulting report provides nearly 300 recommendations aimed at improving the City's processes. On June 5th Director of Planning and Community Development, Vince Bertoni, outlined the key findings and recommendations of the report to the Economic Development and Technology Committee. The attached memorandum from Mr. Bertoni outlines the next steps in the process which includes formulating a cross-departmental implementation team and presenting the report to various commissions and ultimately the full City Council.

2. **Pasadena's Consumer Confidence Report on Water Quality is Available Now:**

Pasadena Water and Power ("PWP") is pleased to present the 2012 Consumer Confidence Report on Water Quality ("Report"). The Report contains important information about the source and quality of your drinking water. Phyllis E. Currie, General Manager is proud to announce that once again, Pasadena's tap water met all drinking water quality standards set by the U.S. Environmental Protection Agency and the California Department of Public Health.

Unlike in previous years, the Report will not be mailed citywide. Instead, PWP customers will receive bill inserts, notifying them that the Report is available for electronic viewing at www.PWPweb.com/CCR2012. Hard copies of the Report will be available at various public locations and mailed to customers by request.

By doing an electronic delivery of the Report, PWP aims to cut cost, help the environment and improve customer readership. Any questions about the Report or requests for hardcopy should be directed to PWP at (626) 744-4409. For more information about PWP's water quality, and copies of prior Reports, please visit www.PWPweb.com/WaterQuality.

3. Transportation Department is Recipient of Wayne T. Van Wagoner Award:

Fred Dock, Director of Transportation, along with Mark Yamarone and city consultant Ellen Greenberg were recently notified that their technical paper won the ITE Western District's Wayne T. Van Wagoner Award. I have attached their article titled "Multimodal and Complete Streets Performance Measures in Pasadena, California" which appeared in the January 2012 journal. This award recognizes the author(s) of a paper to be the best of those published by a Western District member in the ITE Journal during the previous calendar year. Prior to 1987 the award was for the best article in either ITE Journal or WesternITE. In 1987 the award was endowed by the Van Wagoner family in honor of Wayne Van Wagoner, a Western District member who successfully served Western District and was editor of WesternITE between 1980 and 1984. Please join me in congratulating our staff on this recognition.

4. Dog Licensing Services – Adjustment for FY 2014:

State law and the Pasadena Municipal Code require owners to license and vaccinate dogs against rabies at the age of four months. Dog licensing has many benefits to owners and dogs including reunification of lost dogs with their owners, avoiding unnecessary and potentially traumatic impounding of lost dogs at the shelter, and augmentation of public health through the tracking of rabies vaccinations. Dogs can contract serious illnesses from other animals. Rabies is usually fatal for dogs and can be transmitted to humans.

To achieve a robust dog licensing program, on September 10, 2012, the City Council authorized the City Manager to amend the provisions of the contract with the Pasadena Humane Society & SPCA (PHS) for Poundmaster Services to include the administration of the City's dog licensing program. Effective July 1, 2013, PHS will assume responsibility for all facets of dog licensing with the City of Pasadena including selling licenses, license renewals, canvassing services, and license compliance monitoring. I have attached a memorandum from Siobhan Foster, Director of Public Works which provides additional detailed information on the adjustments to the dog licensing program.

5. Human Services and Recreation Summer 2013 Recreation Guide Now Available:

Mercy Santoro, Director of Human Services and Recreation is pleased to announce the release of the new Summer 2013 Recreation Guide. This edition at 52 pages is a comprehensive catalog of upcoming summer activities offered citywide and features extensive outreach and marketing on behalf of the Department's community partners.

Every Pasadena household will receive an announcement postcard with easy instructions about how to access the Recreation Guide online at www.cityofpasadena.net/reserve. In addition to the online version, 5,000 brochures will be printed and distributed to all the City recreation centers, library branches and the information kiosk at City Hall.

Highlights of the Recreation Guide include the cover being designed by teens enrolled in programs at the La Pintaresca Teen Education Center, a detailed flyer regarding the *Parks After Dark Program*, summer day camps and aquatics, and the Levitt Pavilion summer concert series. For more information, please call Kenny James at (626) 744-7509.

6. Putting Pedestrians First, the Leading Pedestrian Interval:

As part of the City's ongoing efforts to enhance pedestrian safety and mobility, the Transportation Department has begun implementation of the leading pedestrian interval (LPI) at intersections controlled by traffic signals with high pedestrian volumes. At various intersections in Old Pasadena, the Civic Center and near Pasadena City College, the pedestrian "WALK" indication will come up first, 3-5 seconds before the associated vehicle green indication. This allows pedestrians to get a head start crossing the street before vehicles get the parallel green indication. By putting pedestrians first, motorists turning right or left have better visibility of the pedestrian in the crosswalk. I have attached a memorandum from Fred Dock, Director of Transportation which provides additional information on many pedestrian safety projects being implemented Citywide.

7. Meet & Greet Your Public Safety Officers:

We often think that we are prepared for whatever type of emergency befalls us, but are we truly? Do we know what to do when faced with a calamity, catastrophe, or disaster? No? Then join staff from Libraries and Information Services for a wonderful opportunity to meet your Public Safety Officers on Tuesday, June 18 from 2 to 5 p.m. at Pasadena Public Library's Hastings Branch, 3325 E. Orange Grove Blvd. You'll learn what you can do in event of a disaster and how to prepare your family for the eventuality of one.

According to Jan Sanders, Director, Libraries and Information Services, Pasadena Public Library's Hastings Branch will host representatives from the City of Pasadena Police, Fire, Public Health, Water and Power Departments and Huntington Hospital Disaster Team who will share disaster preparation tips and advice, answer questions and display their vehicles and equipment. There will be food, music, games and stories too! The attached flyer provided additional information or you can call (626) 744-7262.

8. La Loma Bridge Rehabilitation & Seismic Retrofit Project – Update:

On June 5, 2013, the California Department of Transportation (Caltrans) notified the Department of Public Works that it is programming the additional \$5.33 million in federal funds needed for construction of La Loma Bridge Rehabilitation & Seismic Retrofit Project. The total cost of the project is approximately \$16.8 million. The City has secured more than \$14.7 million in federal Highway Bridge Program (HBP) and High Priority Demonstration funds. These funds require a local match, totaling \$2.1 million. The attached memorandum from Siobhan Foster, Director of Public Works provides additional detailed information on the rehabilitation & seismic retrofit project.

9. Folding Bicycle Incentive Program:

Pasadena's folding bicycle Incentive program has generated much discussion and interest in the FoldnGo Pasadena program. According to Fred Dock, Director of Transportation, FoldnGo Pasadena is a program developed by the Department of Transportation and funded primarily through a grant from the Los Angeles County Metropolitan Transportation Authority (Metro). FoldnGo Pasadena was launched in October 2012 to encourage commuters to use folding bikes for short commutes to their neighborhood bus stop or Gold Line stations.

The program which is administered by the City's contractor, Calstart, provides a subsidy of \$220 towards a purchase of Dahon folding bicycle from exclusive local retailer Incycle. To qualify for the program, commuters must live, work, or study at a college in Pasadena and pledge to use their folding bike for at least two days per week to commute to or from a bus or Metro station. The attached memorandum from Fred Dock, Director of Transportation provides additional detailed information and a recent article from *Atlantic Cities* about Pasadena's folding bicycle incentive program.

10. 2013 Summer Reading Club – "Reading is Sooooo Delicious"

Pasadena Public Library's 2013 Summer Reading Club kicked off Saturday, June 8th and according to Jan Sanders, Director of Libraries and Information Services has been receiving a great response from area children and teens. Participation in a summer reading program has been shown to generate interest in reading and books, encourages reluctant readers to participate through fun shows and activities, and inspires lifelong learning. The program runs through August 4. This year's theme "Reading is Sooooo Delicious" features a variety of free shows, storytimes and activities for children and free programs and activities for teens. The attached memorandum from Jan Sanders, Director of Libraries and Information Services provides additional detailed information on the 2013 Summer Reading Club.

11. 100 Citizens Diabetes Prevention Program:

California State University Northridge Department of Kinesiology students held registration screenings on Friday, June 7th and Monday, June 10th, for community residents at the Robinson Park Center. According to Mercy Santoro, Director of Human Services and Recreation, a total of 14 participants signed up and will be starting the **FREE** 12-week "Diabetes Prevention Exercise Program," at Robinson Park Center, beginning June 17 through September 6, 2013, Mondays, Wednesdays and Fridays from 8:00 a.m. – 9:00 a.m.

The Diabetes Prevention Program will continue to remain open for registration until June 28th for eligible adults 18 to 80 years of age, with a body mass index (BMI) greater than 30. The Program's goal is a 5% to 7% weight loss for each participant. For more information contact Jamie Phillips at (310) 625-4765 or Maricela Galvez (626) 744-7304.

12. 2013 Levitt Pavilion Summer Concert Series:

Mercy Santoro, Director Human Services and Recreation Department, wants to remind the community that the 2013 Levitt Pavilion Summer Concert Series starts this Sunday, June 16, at 7:00 p.m. in Memorial Park in the Levitt Pavilion. The Levitt Pavilion is located at 85 East Holly Street in Pasadena. These concerts are free and offer a wide range of musical selections including Jazz/Blues, Latin, Americana, and Children's concerts. Wednesdays are reserved for Children's programs. Thursday, Friday, and Saturday evenings concerts are for all ages and begin at 8:00 p.m. The Wednesday and Sunday concerts begin at 7:00 p.m. The program runs from June 16th through August 24th, 2013, for a total of 50 concerts.

Nightly highlights feature a food court, vendors and kid-friendly activities. Artists scheduled include Grammy winning artists to up and coming performers. Don't miss one on this free community event. For more information about the Levitt Pavilion Concert Series please visit www.levittpavilionpasadena.org.

13. Rose Bowl Renovation Project Weekly Update:

Attached is the most current schedule for the Rose Bowl Renovation Project as provided by Darryl Dunn, General Manager of the Rose Bowl.

Respectfully submitted,



STEVE MERMELL
Assistant City Manager

/attachment



MEMORANDUM

TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development

DATE: June 13, 2013

SUBJECT: City Manager Newsletter: Matrix Management Study

A handwritten signature in black ink, appearing to be "VB", located to the right of the "FROM:" line.

BACKGROUND:

Matrix Consulting Group was contracted by the City of Pasadena to conduct an independent assessment of the City's development review process. Matrix specializes in providing extensive assessments of development review processes. They have conducted studies at the local, county and state levels across the Country. Matrix was selected based on their extensive experience and ability to provide a comprehensive, independent analysis of issues. The resulting report prepared for the City of Pasadena provides a wide spectrum of 278 different recommendations and includes all departments that are part of the development review process.

Matrix conducted a series of focus groups and interviewed the Mayor, City Council members, Commissioners, residents, applicants and development professionals who have worked in the City. The Matrix Group examined procedures, staffing levels and service levels to develop an understanding of current conditions. These conditions were then compared to best practices among other government agencies to identify possible impediments and improvements to the development review process. A series of recommendations were compiled for consideration by the City which, if implemented would result in a: a) streamlined development review process, Commission reviews and internal structures, b) enhanced customer service in the Permit Center, c) expanded use of new technologies and d) clearer long range planning efforts.

An Interdepartmental Review Team (IRT) comprised of Senior staff from affected Departments will review the Matrix Report and create a Strategic Plan. The Plan will include selected recommendations and a suggested schedule for implementation. The process is seen as multi-year effort to reach full implementation of the recommendations. Staff will implement recommendations related to process and procedures. The City Council will review changes that require amendments to the municipal code, changes to Commissions and those requiring budget approvals.

A goal statement was developed to assist in the selection of recommendations that will become part of the Strategic Plan for implementing change:

Advance the City of Pasadena's reputation of being a model of best practices in the permitting process by promoting a culture of service and being a leader in innovation.

ANALYSIS:

The results of the analysis comprise the Matrix Management Study. The study provides 278 recommendations for improvements to several different divisions of the department. The Study also includes recommendations on how to better utilize technology and an analysis of commissions involved in the development review process.

Key Improvements

Based upon focus group comments and the analysis of the current processes, the following key improvements will be made to the City's development review process:

- Concierge Service for entitlement applications
- New expedited "same day" plan review service at the Permit Center
- Creation of a virtual Permit Center
- Use of wireless technology for field based positions
- New department website
- New automated permit system
- Introduction of a consolidated inspection program

The recommendations selected to achieve these changes will be focused into four initiative areas: Policy/Process, Technology/Information, Staff Deployment/Training and Administration. Most of these recommendations will be implemented by staff through the Strategic Plan. Some examples include:

Policy/Process: Improve customer service and communication by providing a Concierge Service for entitlement applications from submittal through building permit issuance, introduction of the expedited "same day" plan review service at the Permit Center, creating an interdepartmental team to review applications early in the process and consolidating inspections where possible, particularly for restaurants.

Technology/Information: Expand services to customers by establishing a virtual Permit Center, creating on-line permit and plan check submittals, replacing the Tidemark permit system and the introduction of wireless technology for field positions to reduce wait time for inspections.

Staff Deployment/Training: Creation of a Permit Technician position to expand services in the Permit Center, relocating staff from Public Works, Health, Fire and other departments to the Permit Center to offer permit related services in one convenient location, creating an Urban Designer position to ensure the City's Design goals are implemented and to improve the staff/applicant relationship through the Design Review process and improving Code Compliance response by relocating officers into the Building and Safety and Planning Divisions.

Administration: These recommendations increase staff accountability and efficiency by establishing cycle time objectives for the development review process, establishing goals and performance measures and conducting assessments in areas such as fees, technology needs and training.

Changes for City Council Consideration

In addition to the changes that will be implemented by management staff, there are recommendations that will require City Council consideration. The City Council will review changes that require Municipal Code amendments and/or budget approvals. An analysis was conducted of the current commissions that participate in the development review process. A number of the focus group responses were directly related to the role of the commissions in this process. The Study recommends the following changes to Commissions:

Board of Zoning Appeals (BZA): Change the appeals process by eliminating the Board of Zoning Appeals. This commission meets monthly and is comprised of five members of the Planning Commission. Appeals of Hearing Officer or Planning Director decisions would be heard by the Planning Commission directly.

Environmental Advisory Commission (EAC): The EAC is comprised of nine members and the primary responsibility is to make policy recommendations related to the goals and objectives of the Green City Action Plan. The Study states that commission does not typically have enough items to meet monthly and often the agenda items are related to Water and Power initiatives. Further, many times the EAC will review items to make a recommendation to the Planning Commission. The Study recommends that this commission should be eliminated and responsibilities of the commission assigned to the Planning Commission.

Design Commission: The majority of focus group comments were related to the Design Review process and the role of the Design Commission in this process. There are a number of recommendations in the report that respond to comments that the process has too many steps, delays unnecessarily the overall development review process, and that projects are redesigned by the Commission rather than the focus being whether or not the project meets the Design Guidelines.

The commission is comprised of nine members. The Mayor nominates five members from the recommendations of the seven council members. In addition, four are appointed by other commissions; one from Arts and Culture, one from the Transportation Advisory Commission, one from the Historic Preservation Commission and one member of the Planning Commission. The Study recommends a reduction to five members, and requiring not less than three to be licensed architects. The other two members are recommended to be in a related field such as landscape architecture or Urban Planning. In addition to the commission makeup there are changes recommended to the current process:

Design Review Process: The Study recommends the adoption of Citywide Design Guidelines prepared by an architectural/planning consultant. Once the guidelines are adopted, the Study recommends that the Development Review process be streamlined. The current four-step process (preliminary, concept, 50% design and final) would be reduced to a two-step process of a conceptual and final design review. Changes are also suggested to the thresholds for Design Review.

Minor Entitlement Permits: The Study recommends that the decision making authority for certain types of minor land use permits should be delegated from the Hearing Officer to the Planning Director level. This could include applications such as Minor Use Permits, Minor Variances, Tentative Parcel Maps, Sign Exceptions etc. The ability to refer these cases to the Hearing Officer if necessary is recommended.

Reduction in types of Entitlement Permits: There are certain types of permits that the Study recommends be eliminated to streamline the permit process and reduce costs and confusion for applicants. For example, the Expressive Use Permit can become a Conditional Use Permit, an Adjustment Permit a Minor Variance and a Sign Exception a Minor Variance.

NEXT STEPS:

The completion of this work is a high priority for the Department of Planning and Community Development. Management staff will begin working on the Strategic Plan and Planning and Community Development staff will begin presenting the Matrix findings to the Commissions and community. The changes will occur in phases. Some changes such as relocating staff to the Permit Center and the Code Compliance Division reorganization are presently occurring. Other changes will take an estimated six to 24 months to reach full implementation. Staff will be presenting changes to the City Council and Commissions during the various phases. The next steps in the process include:

Tentative Public Release Schedule

- Economic Development Technology Committee June 5

- Matrix Report presentations to Commissions June through August
 - Design Commission
 - Historic Preservation Commission
 - Planning Commission
 - Environmental Advisory Commission
 - Code Enforcement Commission

- Economic Development Technology Committee September
follow up

- Presentations to community groups, BIDS, September/October
Chamber of Commerce.

The Matrix Management Study is available to the public on the City of Pasadena Planning and Community Development Department webpage (entitled *Pasadena Development Review Study*) at <http://cityofpasadena.net/PlanningandDevelopment/>

Multimodal and Complete Streets Performance Measures in Pasadena, California

To achieve livability and sustainability goals, the transportation professional must look beyond the efficiency of the network for vehicles as the primary metric of performance and use new metrics that recognize the level of complexity in urban land use and transportation systems.

Introduction

As California cities move into the second decade of the 21st century, they are responding to a series of state mandates that have been adopted in the past several years to address climate change. The greenhouse gas (GHG) reductions mandated by Assembly Bill 32 and the regional targets for GHG reductions inherent in Senate Bill 375 have introduced new dimensions into the realm of transportation management. Similarly, California's adoption of a statewide Complete Streets policy¹ and its new requirement for cities and counties to modify the Circulation Elements of their General Plans to meet the needs of all transportation network users have underpinned the movement toward more walkable, bike-friendly cities. In addition to the state requirements, Pasadena, along with many other cities, adopted the Urban Environmental Accords² and the U.S. Council of Mayors Climate Protection Agreement³ to further a sustainable future.

The net effect of these sustainability goals on the transportation system is to change the perspective from which the system performance is viewed. To achieve the sustainability goals, the transportation professional must look beyond individual intersection operations as the primary metric of performance. New metrics that reflect the sustainability goals are needed and must be balanced across modes. The number and average length of vehicle trips become important measures in relation to GHG production. The condition of the pedestrian and bicycle networks becomes a factor in the performance of a multimodal system. The availability and connectivity of transit service increases in importance, as does the physical proxim-

ity of trip origins and destinations. All of these metrics introduce new levels of complexity into the development and measurement of urban transportation strategies that go far beyond the Level of Service (LOS) metric that we are familiar with and use to address performance. Furthermore, these new metrics reflecting livability and sustainability concerns need to co-exist with metrics reflecting the concerns of local residents about mobility in their community.

Pasadena's Department of Transportation has turned increasingly to strategies that manage traffic in the city and has developed programs to protect neighborhoods, manage travel demand, and implement Intelligent Transportation Systems (ITS) capabilities. However, Pasadena has used an approach to assessing transportation impacts for development review and for adopting long-range plans that evaluates two criteria: intersection LOS and changes in traffic volume on street segments. These metrics are largely insensitive to the goals that drive system management activities and have resulted in outcomes that are now increasingly inconsistent with the city's Complete Streets vision. The city's past practice of using LOS encouraged widening of streets and increasing traffic speeds, which has impacted pedestrians and bicyclists. The change in traffic volume criteria highlights increases in traffic on streets as consequences of proposed development and tends to work against infill development, which negates the potential travel and sustainability benefits of allowing new uses to locate in areas well served by non-auto modes.

Having realized that different measures are needed, Pasadena has been redefining the metrics that the city uses to assess transportation performance. This effort

**BY FREDERICK C. DOCK, P.E., PTOE, AICP,
ELLEN GREENBERG, AICP, AND MARK YAMARONE**

has included identifying appropriate metrics, working with those metrics to understand how they might be used to address an expanded set of goals for the transportation system that embrace livability and sustainability objectives, and undertaking the efforts necessary to have these new metrics adopted as city standards.

New Metrics

Taking advantage of a citywide General (Comprehensive) Plan update, Pasadena has reevaluated current transportation performance measures in the context of how well each helps the city meet its transportation and mobility objectives. With an expanded emphasis on sustainability and public health and a continued focus on livability, the performance measures were also evaluated for their ability to help determine how to balance trade-offs among travel modes and among the mobility needs of different members of the community.

In addition to reflecting new city values and requirements, metrics must be relevant to the set of options actually available. In Pasadena, because of the constraints on the physical roadway network, this means less emphasis on identifying needs for capacity increases or for reducing individual intersection delay through widening roadways. Reflecting the range of options available, the new metrics that the city considered have laid the foundation for a city transportation system with increased emphasis on the following considerations:

- Network performance for travel time reliability, speed management, and queue management;
- Improved transit services;
- Complete Streets that attract walking and bike use; and
- System management that supports multimodal operations.

The city's General Plan establishes the city's commitment to emphasizing quality of travel experience for travelers using all modes while elevating the importance of safety, livability, and sustainability. As the plan covers the full range of issues relating to development and transportation in the city, its performance measures should also reflect interactions among land use, com-

The city's General Plan establishes the city's commitment to emphasizing quality of travel experience for travelers using all modes while elevating the importance of safety, livability, and sustainability.

munity character, and the multimodal transportation system. To achieve this alignment, the following four categories of measures were considered: accessibility, sustainability, livability, and user experience. Through the process of selecting the new metrics, a strategy was adopted that retains some present measures to provide continuity and adds metrics that respond to community expectations, while also expanding the scope of performance measurement.

Accessibility, or the ability to reach desired goods or services, is often confused with the transportation metric of mobility, which is much more a measure of physical movement. Enhancing mobility is a purely transportation-related exercise and generally involves the supply side of transportation (e.g., road widening leads to better auto mobility and better LOS). Because the physical network in areas like Pasadena is constrained, supply-side changes often involve trade-offs between modes. Often, better mobility equals better accessibility, but not always.

Cities with high levels of congestion and poor vehicle mobility are often very successful places because of excellent accessibility. Enhancing accessibility involves a multidimensional approach that addresses both transportation and land

use. Since accessibility is about connecting people to activities, not just about the trip inherent in that connection, each accessibility question can be answered with a land use solution in addition to a transportation solution. For example, rather than building new street capacity to better connect residents to shopping centers, clustering shops and housing around a transit stop can also achieve better accessibility. Rather than building a new transit line, re-routing an existing transit line to better serve popular destinations can also achieve better accessibility.

Sustainability metrics report on the effectiveness of the city's transportation system for reducing transportation's climate and environmental impacts. Sustainability definitions are generally about long-term actions that preserve the environment for future generations and involve a variety of approaches to transportation that mix elements that are not necessarily within the city's influence (vehicle technology) with those that are (vehicle operating conditions). Sustainability also generally includes an equity component that is often expressed in a triple bottom-line approach (i.e., environment, economy, and equity). Performance measures for sustainability include vehicle miles traveled (VMT) expressed as per household, per employee, or per capita, and indices like the Housing + Transportation Affordability Index.⁴

Livability, while the subject of many different definitions, generally attempts to measure quality of life and opportunities. In that context, livability metrics measure the availability of opportunities for all residents, workers, and visitors. Health and safety measures are typically found in livability metrics. A review of national best practices shows the City and County of San Francisco as being in the forefront of the measurement of livability in urban areas with the Healthy Development Measurement Tool (HDMT), which considers health needs in urban land use plans. The HDMT includes transportation-related metrics such as the Pedestrian Environmental Quality Index (PEQI) and the Bicycle Environmental Quality Index (BEQI), which evaluate the transportation network in terms of design characteristics, volumes, and safety that most affect pedestrian and bicycle travel.

User experience metrics measure how drivers, transit riders, bicyclists, and pedestrians experience the street system. For drivers in urban networks, these include intersection LOS but need to add attributes that reflect people's experiences of the system or network and move attention away from individual intersections and toward corridors. Measures that achieve this shift in focus include driver travel time, average travel speed, reliability of travel time, and safety (collisions).

As user experience metrics move beyond drivers, they need to decrease the emphasis on the efficiency of auto travel relative to other modes to address the manner in which people use and experience the transportation system as a whole from a Complete Streets perspective. The Multi-Modal Level of Service (MMLOS) metrics from NCHRP 616⁵ (incorporated in the 2010 *Highway Capacity Manual*) that emphasize quality of travel experience by walk, bike, transit, and car is one method for addressing a more complete user experience perspective. The MMLOS calculation for each mode is based on each mode's users' perceptions of level of service and factors that influence their perceptions.

Pasadena's Approach

In exploring the potential metrics that come from the previously mentioned four areas, the city focused on three areas: (1) development of an accessibility tool/metric, (2) refinement of the existing metric of VMT per household/employee, and (3) integration of the MMLOS approach with the existing intersection LOS and street segment volume metrics. The accessibility and sustainability metrics, because of their scale and the complexity of calculating, were designed to be used as part of the decision-making process for the General Plan. The user experience metric is designed to be used primarily for impact analysis at the project level. In the process of designing the metrics, it became apparent that the livability measures in use elsewhere contained many of the elements necessary to quantify nonmotorized user experience. Rather than define a separate livability metric, the city's approach incorporates livability criteria into the user experience metrics.

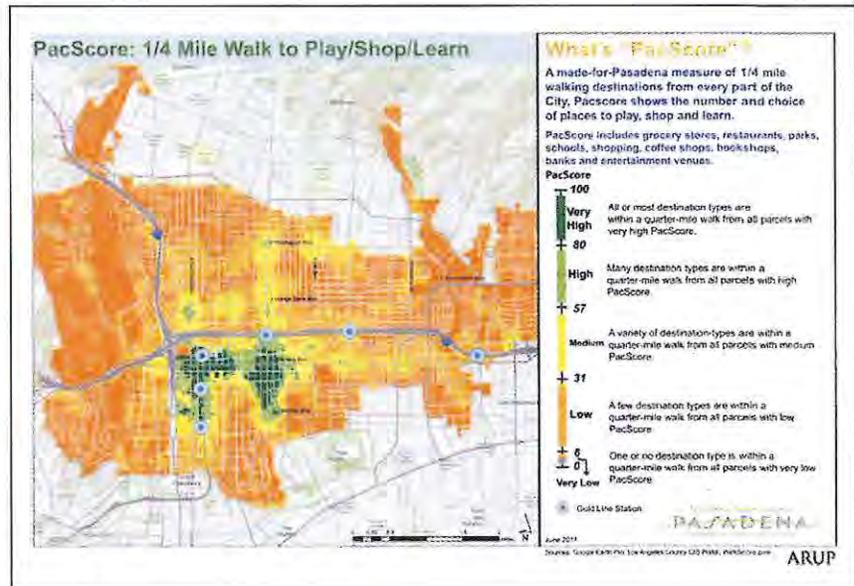


Figure 1. Example of PacScore Results

Accessibility

The city's approach to accessibility draws from the current set of online spatial analysis tools that allow users to identify the accessibility of a location based on its proximity to destinations. Inspired by these tools, the City of Pasadena and its consultant team created its own made-for-Pasadena measure of walk access to places to work, shop, learn, and play. The measure, known as "PacScore" (Pasadena Accessibility Score), incorporates accurate network walk measurements, a rich palette of destinations, and the ability to vary weighting of destination groups and to introduce livability factors such as street trees. These techniques help assess accessibility for different population groups, such as seniors, youth, and low-income or minority populations, and allow for comparisons among parts of a city or region.

PacScore operates on the city's geographic information system (GIS) and draws its destinations from the land use layers. Since it operates at a parcel level, results can be disaggregated to the parcel level or aggregated for larger areas (census blocks/tracts, neighborhoods, other district boundaries) that allow for comparison with other metrics that exist only at the larger scale. The city uses a quarter-mile distance as a surrogate for a 5-minute walk. The primary accessibility metric in PacScore is the number of

destinations, weighted by type, that are within a 5-minute walk from a parcel. Pasadena's GIS data includes such attributes as sidewalk presence and width, presence of street trees, and street width. PacScore is designed to recognize these and other attributes and incorporate them into a subjective quality-of-walk metric that is used to modify the distance-based portion of the metric. This is based on the concept that a poor walking environment is equivalent to lengthening the distance walked.

Figure 1 shows a citywide thermal map of accessibility and the PacScore low-medium-high walkability scale.

During the public outreach phase of the General Plan process, PacScore maps were used to convey to residents the accessibility of all existing land uses. The PacScore maps were well received by the public and were easily understood. The maps revealed for residents that existing land uses of varying types and intensities provided similar accessibility. By analyzing the existing familiar land uses, PacScore demonstrated to those participating in the General Plan process the significance of both the density and mix of land use in producing accessible neighborhoods and commercial districts. This concept was critical to helping the community develop future land use alternatives that could achieve high levels of accessibility at densities that were considered compatible

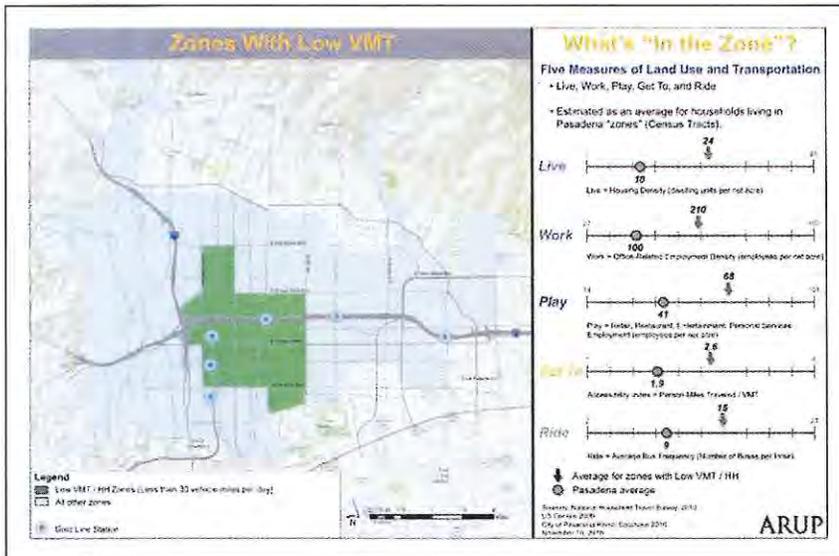


Figure 2. Example of Attributes Linked to VMT Data

Table 1. Expanded Methods for Transportation Impact Analysis					
Impact Measure	Current Method of Measurement	Proposed Method of Measurement			
		Auto	Pedestrian	Bicycle	Transit
Intersections	Change in volume to capacity ratio (ICU)	Change in volume to capacity ratio (ICU)	Change in MMLOS at intersections	(addressed in Auto measure)	(Addressed in Auto and Pedestrian measures)
Street Segments	Percentage change in daily and peak traffic volume	Change in MMLOS (Autos)	Change in MMLOS (Pedestrians)	Change in MMLOS (Bicycles)	Change in MMLOS (Transit)

and appropriate in the areas where future growth and land use intensification were being considered.

Sustainability

The city's approach to sustainability focused on VMT per household or per employee. This measure is difficult to forecast in the absence of sophisticated models. The metric operates at a district scale, which is useful for measuring the General Plan performance, but may mask individual project-level impacts. Figure 2 highlights the relationship between land use mix and travel behavior in one part of the city.

Although lower VMT per household supports the sustainability goals through reduced GHG production throughout the day, the reduction in auto trips inherent in reduced VMT per household may not necessarily coincide with a reduction

in traffic congestion, particularly if the reduced trips occur outside the peak congestion period on the roadway network. Thus, VMT data alone cannot indicate if overall system goals are being achieved, but it is a strong indicator for the long-term sustainability metric of GHG production. VMT data is also useful as an information tool, illustrating the different travel characteristics of different parts of the city.

As a tool in the General Plan process, graphics like Figure 2 were used to build an understanding of how different mix and development density choices may influence sustainability outcomes. When accessibility and sustainability are combined, greater accessibility through land use planning and coordination of transportation leads to fewer auto trips, reduced per capita vehicle miles traveled, reduced GHG emissions, and lower

household transportation costs. Use of the VMT graphics in conjunction with the PacScore maps produced a deeper understanding of the land use-transportation interaction at the city's citizen workshops.

User Experience

As Pasadena researched possible approaches for the user experience metric, it became evident that incorporating the MMLOS approach into the city's current approach, rather than replacing the current approach, would be the most productive. To that end, the city's guidelines for impact analysis are now being updated to reflect the addition of MMLOS components to balance the intersection LOS (ICU) and traffic volume metrics currently used, as shown in Table 1.

The city worked through a series of parallel case studies that used San Francisco's PEQI as a measurement tool and looked at MMLOS under different scenarios. Although both PEQI and MMLOS delivered usable results, the selected approach draws from the MMLOS techniques. The information required in both methods is similar, and although the PEQI technique appears to provide a more rigorous evaluation of existing conditions, the MMLOS technique focuses on a subset of conditions that are applicable in both a measured condition as well as a forecast condition, which was important for evaluating future development at the project level. This latter factor was the deciding one in choosing to incorporate the MMLOS techniques. Many of the livability elements in PEQI and BEQI are incorporated in the MMLOS analyses for pedestrians and bicycles, which allows the user experience metrics to include livability aspects.

While evaluating the continued use of intersection volume to capacity/LOS, the city explored corridor metrics that would communicate information about travel time reliability. The goal was to develop a new measure that would decrease the emphasis on additional vehicle capacity and on reducing individual intersection delay in favor of one that would increase the emphasis on network management and travel time reliability. To achieve this shift in emphasis, the metric must shift in scale, away from individual location-specific

measures to corridor measures. This effort ultimately was shelved, because travel time and travel time reliability are things that can be measured but are extremely difficult to forecast. The city continues to include travel time reliability as one of the metrics used to monitor system operation and guide strategy development for both system speed management and queue management at congested locations. To that end, Pasadena has a pilot project in place for corridor monitoring technology that captures near real-time corridor travel time/speed and queue data.

To achieve a more balanced outcome while continuing to use intersection LOS as a metric, the city elected to introduce a pedestrian intersection LOS measure, again drawing from the MMLOS techniques. By combining the two metrics at a single location, the effects of intersection widening/LOS improvement strategies can be evaluated in the context of their effects on pedestrians at the intersection. Although this strategy does not achieve the goal of moderating the focus on individual intersections during development review, it does create a dynamic in which both pedestrian and vehicle impacts are weighed together.

Conclusions And Next Steps

The use to date of the new metrics, both as part of the city's General Plan Update process and in comparative analyses of improvement projects and proposed developments, is encouraging. The PacScore accessibility metric and the VMT sustainability metric have been used to evaluate the General Plan Land Use alternatives to illustrate the relative merits of different patterns and locations of intensity and mixes of land uses in the city. These two metrics illustrate relative differences and are not being used for impact analysis. The intent is to continue to use these two metrics to provide a broad review of changes in land use and intensity at the specific plan and major project levels. Interest in a broader use of the accessibility metric has been seen from infill developers and neighborhood associations. The user experience metrics (ICU and MMLOS) are being used for assessment of impact of specific projects and plans. However, the new metrics have been used only in

comparison with the currently adopted measures. The comparisons show that the proposed measures are effectively addressing the more complex attributes needed for assessing the performance of Complete Streets. Staff is now engaged in a series of parametric evaluations to determine the recommended significance thresholds for the metrics to be used in review of projects and in the environmental impact analysis for the General Plan. Under California statutes, the city council adopts the impact measures and sets the thresholds for significant impact for use in environmental impact analyses.

Acknowledgments

The initiatives described in this paper are the combined work of the many individuals, both in the Pasadena Department of Transportation (PasDOT) and with our consultants. The authors wish to particularly thank Mike Bagheri and Jenny Cristales of PasDOT and Michael Iswalt and Maulik Vaishnav of ARUP for their invaluable assistance and original work in developing these initiatives, as well as travel behavior analyst Nancy McGuckin, who guided the interaction with larger area data sets. Dowling Associates' assistance in the application of the MMLOS techniques to Pasadena was invaluable and is greatly appreciated. ■

References

1. As of January 2011, California cities and counties are required to modify the circulation elements of their general plans to include "a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways, defined to include motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation, in a manner that is suitable to the rural, suburban, or urban context of the general plan."
2. See www.sfenvironment.org/downloads/library/accords.pdf
3. See www.usmayors.org/climateprotection/agreement.htm
4. See <http://htaindex.org/>
5. Dowling R. et al. *National Highway Cooperative Research Program Report 616: Multimodal Level of Service Analysis for Urban Streets*. Washington, DC: Transportation Research Board, 2008.



FREDERICK C. DOCK, P.E., PTOE, AICP, directs the Department of Transportation for the City of Pasadena, California. He is a contributing author for several books, including *ITE's Recommended Practice Designing Walkable Urban Thoroughfares: A Context Sensitive Approach*, *Urban Land Institute's Developing Around Transit*, and *Sustainable Urbanism*. He has bachelor's and master's degrees in civil engineering from the University of California Berkeley, is a member of the American Institute of Certified Planners, and a fellow of ITE.



ELLEN GREENBERG, AICP is associate principal at Arup in San Francisco, California, where she leads an integrated urban planning practice that includes the transportation planning discipline. Ms. Greenberg works with local governments, regional agencies, and national organizations that share her commitment to improving cities and towns through innovative land use and transportation planning. Ms. Greenberg has been advising the City of Pasadena on its Comprehensive Plan Mobility Update since 2009. She has a bachelor's degree in geography and a dual master's degree in transportation planning and city planning from the University of California Berkeley and is a member of the American Institute of Certified Planners.



MARK YAMARONE, transportation administrator for the city of Pasadena Department of Transportation, serves as the lead staff representative on all regional transportation planning activities. He is currently leading the department's efforts to update the Mobility Element of the General Plan. He led the development of the city's transportation impact fee and is an expert in the area of transportation demand management. Mr. Yamarone has more than twenty years of transportation planning experience and has also worked for the California cities of Santa Clarita and Burbank. He has a bachelor's degree in economics from the University of California Irvine and a master's degree in urban planning from the University of California Los Angeles.

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS**

DATE: June 13, 2013
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Dog Licensing Services – Adjustment for FY 2014

State law and the Pasadena Municipal Code require owners to license and vaccinate dogs against rabies at the age of four months. Dog licensing has many benefits to owners and dogs including reunification of lost dogs with their owners, avoiding unnecessary and potentially traumatic impounding of lost dogs at the shelter, and augmentation of public health through the tracking of rabies vaccinations. Dogs can contract serious illnesses from other animals. Rabies is usually fatal for dogs and can be transmitted to humans.

Table 1 contains City of Pasadena 2014 Dog License Fees. Dogs, which are spayed or neutered, have a reduced license fee.

Table 1 - 2014 Dog License Fees

Description	Annual Fee
Spayed or neutered	\$16.07
Not spayed or neutered	\$31.11

To achieve a robust dog licensing program, on September 10, 2012, the City Council authorized the City Manager to amend the provisions of the contract with the Pasadena Humane Society & SPCA (PHS) for Poundmaster Services to include the administration of the City's dog licensing program. Effective July 1, 2013, PHS will assume responsibility for all facets of dog licensing with the City of Pasadena including selling licenses, license renewals, canvassing services, and license compliance monitoring.

Two of the most noticeable adjustments for our residents will be: 1) where to purchase licenses; and 2) addition of canvassing services.

Effective July 1, 2013, residents can purchase dog licenses at PHS located at 361 S. Raymond Avenue. Business hours are:

- 9:00 a.m. to 6:00 p.m. Tuesday through Friday
- 9:00 a.m. to 5:00 p.m. Saturday
- 11:00 a.m. to 5:00 p.m. Sunday

Please call (626) 792-7151 extension 115 or e-mail licensing@phsspca.org if you have any questions. Additionally PHS licensing officers are available at PHS during the

following times:

- 2:00 p.m. to 6:00 p.m., Tuesday through Friday
- 2:00 p.m. to 5:00 p.m., Saturday

A drop box for license processing will be available in the Municipal Services Payment Center at City Hall, located at 100 North Garfield Avenue, Room N106. PHS will mail renewal notices to the owners of existing licensed dogs in July 2013. Residents will be able to renew licenses via mail, at PHS, or using the drop box at City Hall. PHS is currently developing on-line payment options.

In September 2013, PHS licensing officers will begin canvassing Pasadena neighborhoods to verify that dog owners have licensed and vaccinated their dogs for rabies. The licensing officers will contact dog owners directly, provide information regarding licensing and vaccination requirements, as well as low-cost vaccination clinics and spay/neuter services.

PHS and the City of Pasadena Public Information Office have planned the following outreach efforts to inform residents of the adjustments to the dog licensing program:

Table 2 – Outreach Schedule

Item	Date
Initial announcement on City & PHS websites	June 17
Joint City/PHS news release on licensing	June 17
Re-distribution of news release by Neighborhood Connections	June 18
Joint Social Media campaign on licensing	June 17-July 31
Field Rep briefing by PW & PHS	June 27
Informational flyer available for distribution via Community Centers	July 1
Dog license renewal notices mailed	July 1
Begin selling licenses at PHS	July 1
Dog license drop box available in Municipal Services Payment Center at City Hall	July 1
Post card-style notice in Municipal Services Office & Rotunda Info Booth directing dog license payment to PHS	July 1
Pasadena In Focus article	Week of July 8
Neighborhood Connections re-distribution of flyer or other materials	July 8
Development of next news release, Social Media messages, KPAS PSA for TV/web stream & website messages on door-to-door canvassing	Month of July
PHS development of door hanger for use in Pasadena canvassing	Month of July
Roll out of multi-platform messages on canvassing	Month of August
Canvassing begins	September 1

On July 1, 2013 and concurrently with the adjustments to the dog licensing program, contract management responsibility for the City's contract with PHS for Poundmaster Services will transition from the Finance and Public Health Departments to the Department of Public Works. During the transition period, please contact Brenda Harvey-Williams, Finance and Management Services Administrator at extension 3718 or me at extension 4233 with any questions.

MEMORANDUM - CITY OF PASADENA
DEPARTMENT of TRANSPORTATION

DATE: June 12, 2013

TO: Michael J. Beck, City Manager

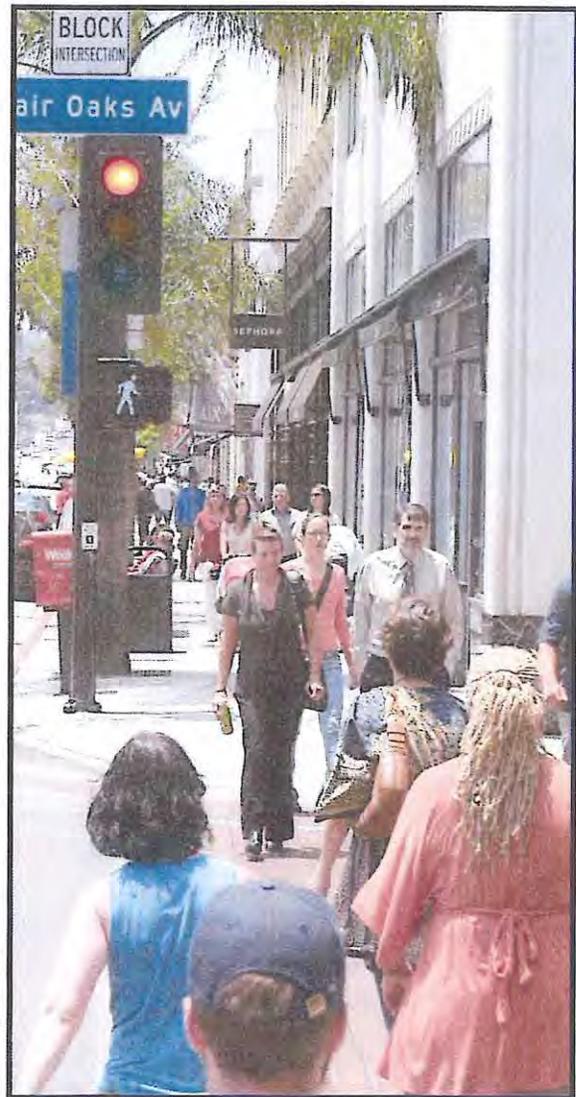
FROM: Frederick C. Dock, Director

F.C. Dock

SUBJECT: City Manager's Weekly Newsletter – Putting Pedestrians First, the Leading Pedestrian Interval

As part of the City's ongoing efforts to enhance pedestrian safety and mobility, the Transportation Department has begun implementation of the leading pedestrian interval (LPI) at intersections controlled by traffic signals with high pedestrian volumes. At various intersections in Old Pasadena, the Civic Center and near Pasadena City College, the pedestrian "WALK" indication will come up first, 3-5 seconds before the associated vehicle green indication. This allows pedestrians to get a head start crossing the street before vehicles get the parallel green indication. By putting pedestrians first, motorists turning right or left have better visibility of the pedestrian in the crosswalk.

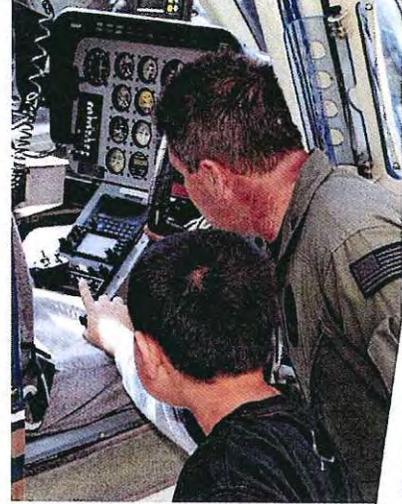
The leading pedestrian interval is just one component of the City's Complete Streets focus that balances the needs of pedestrians, bicyclists and motorists on the urban roadway network. Additional signal timing enhancements to the pedestrian environment include providing longer flashing "DON'T WALK" (pedestrian clearance) time to accommodate for slower pedestrians to cross the street. In addition, countdown timers for the flashing "DON'T WALK" (pedestrian clearance) time have been installed citywide on all traffic signals maintained by the City. These are just a handful of the many pedestrian safety projects being implemented Citywide to promote the Transportation Department's mission of maintaining a livable community in which cars are not necessary to travel within the City.





PASADENA
PUBLIC
LIBRARY

COMMUNITY • *Tradition* • Innovation



Meet & Greet your Public Safety Officers

Tuesday, June 18

2 – 5 p.m.

Calamity, catastrophe, disaster, wherever name it goes by, are you prepared for one? No? Then join us and learn what you can do in event of a disaster and how to prepare your family for the eventuality of one.

Meet Public Safety representatives from the City of Pasadena Police • Fire • Public Health • Water and Power Departments and Huntington Hospital Disaster Team who will share disaster preparation tips and advice, answer questions and display their vehicles and equipment.

**Safety Tips • Information • Food
Music • Games • Stories**

Join us for this fun and educational event!

Hastings Branch Library
3325 E. Orange Grove Blvd.
(626) 744-7262

<https://www.facebook.com/hastingsbranch>



MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: June 11, 2013

TO: Michael J. Beck, City Manager

FROM: Siobhan Foster, Director

RE: La Loma Bridge Rehabilitation & Seismic Retrofit Project – Update

On June 5, 2013, the California Department of Transportation (Caltrans) notified the Department of Public Works that it is programming the additional \$5.33 million in federal funds needed for construction of La Loma Bridge Rehabilitation & Seismic Retrofit Project. The total cost of the project is approximately \$16.8 million. The City has secured more than \$14.7 million in federal Highway Bridge Program (HBP) and High Priority Demonstration funds. These funds require a local match, totaling \$2.1 million.

The La Loma Bridge has spanned the lower Arroyo Seco for almost 96 years, and is in need of repair to meet current seismic standards. The Department of Public Works, in cooperation with Caltrans and the Federal Highway Administration (FHWA), is proposing to rehabilitate the existing structure to meet current seismic codes to protect this historic resource.

In January 2010, per City Council direction, the Department of Public Works formed the La Loma Bridge Advisory Group (LLBAG) to provide input to City staff and to the consultant in the design of the project. The team developed a new design strategy to address a previously unknown earthquake fault running under the bridge. This design strategy preserves the historic fabric of the bridge, minimizes the visual impacts to the bridge, and effectively addresses the seismic loads.

City staff, with the assistance of LLBAG committee, has also recently completed the revalidation of Environmental Impact Report/Environmental Assessment (EIR/EA) document, and anticipates substantially completing the Engineering design by the end of the month (June 2013.) The Department of Public Works expects to receive Caltrans approval of the Plans, Specifications and Estimate (PS&E) in Fall 2013. Contingent upon the above approval by Caltrans, the scheduled start date for construction is early-Spring 2014, with project completion by Fall 2015.

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF TRANSPORTATION

DATE: June 12, 2013
TO: Michael J. Beck, City Manager
FROM: Frederick C. Dock, Director *Frederick C. Dock*
SUBJECT: City Manager's Weekly Newsletter - Folding Bicycle Incentive Program

The attached article from *Atlantic Cities* about Pasadena's folding bicycle Incentive program has generated much discussion and interest in the FoldnGo Pasadena program. FoldnGo Pasadena is a program developed by the Department of Transportation and funded primarily through a grant from the Los Angeles County Metropolitan Transportation Authority (Metro). FoldnGo Pasadena was launched in October 2012 to encourage commuters to use folding bikes for short commutes to their neighborhood bus stop or Gold Line stations.

The program which is administered by the City's contractor, Calstart, provides a subsidy of \$220 towards a purchase of Dahon folding bicycle from exclusive local retailer Incycle. To qualify for the program, commuters must live, work, or study at a college in Pasadena and pledge to use their folding bike for at least two days per week to commute to or from a bus or Metro station.

The FoldnGo program was off to a fast start and continues to hold steady numbers. In the first month of operation, more than 162 participants have signed up to receive the voucher for discounted folding bike under the program. To date, 227 folding bicycles have been purchased. The program has funding to subsidize 600 bikes.

Pasadena City College (PCC) and CalTech, two major employers in the city, are working with Calstart to promote the program. Both students and employees of the educational institutions have expressed a high level of interest in the program. PCC is offering an additional discount on the bikes to the first 100 students who sign up for the program.

The program is being marketed through several different avenues. The most popular being social media, printed ads in local newspapers, Pasadena In Focus and rideshare fair events. A specific FoldnGo Facebook page was created to encourage check-ins from riders. The Facebook page has received 217 "likes" which is almost equivalent to the number of participants that have redeemed a voucher. The program has received significant amount of media attention.

Attachments:

Attachment 1 - "The Atlantic Cities"
Attachment 2 - "Pasadena Business Now"



THE BIG FIX

A Foldable Fix to Public Transit's Peskiest Problem

SARAH GOODYEAR 6:00 AM ET 6 COMMENTS



How to get from the transit station to work or home: this perennial transportation challenge is known as "the last mile." And it is a real obstacle to getting people out of their cars and onto trains and buses.

In Pasadena, California, they're now trying to solve that puzzle with folding bikes, and a little assist from social media.

The city's new [FoldnGo](#) program offers people who live, work, or go to school in the Southern California City \$220 off the price of a folding bike. To hold up their end of the deal, program participants are supposed to ride transit with their folders at least twice a week, and are encouraged to check in with pictures on Facebook to prove it.

As last-mile solutions go, folding bikes have a lot of advantages, according to Fred Silver, vice president of Calstart, a consortium promoting clean transportation technologies that is implementing the program for Pasadena. "Folding bikes are less intrusive than regular bikes on trains during peak hours," says Silver, who says that folding bike technology has advanced a lot in recent years, making them easier to fold and more like conventional bikes in their ride. "You can bring them on the bus, which you can't do with a regular bike. You can bring them to your cubicle. And they're getting to be like luggage – you can drag them behind you now."

Silver says that the folders provide a "triple bottom line" – good for the environment, good for people's health, and good for the finances of transit agencies, which typically have to pay about \$25,000 to build each parking spot at a transit station – if the land is even available.

Altogether the program will hand out 600 vouchers for the purchase of folding bikes from Dahon, which is partnering in the effort. Depending on the model the recipient chooses, the final cost will be anywhere from \$214 to \$258. Pasadena City College students can get another \$80 knocked off the price.

Silver says that Calstart hopes to create programs like Pasadena's elsewhere in the sprawling region covered by the Los Angeles County Metropolitan Transportation Authority, and has published a "Folding Bike Implementation Plan" to assist interested municipalities [PDF]. He says subsidies on folding bikes could represent a meaningful part of the solution to many of the transit problems in the region and around the country. "It's a win, win, win situation."

Keywords: Southern California, Transportation, public transit, folding bicycle, Bicycles



Sarah Goodyear has written about cities for a variety of publications, including *Grist* and *Streetsblog*. She lives in Brooklyn. All posts »

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New Pasadena "Folding Bike" Program Makes Using Transit Much More Convenient

Posted By [faithfernandez](#) On November 19, 2012 @ 1:10 pm In [Business Top Story](#), [The City Green](#) | [Comments Disabled](#)



[1]

Folding Bikes photo by [FoldNGoBike.com](#)

A new program has been launched here aimed at taking advantage of advances in "folding bike" technology to make transit much more convenient and time efficient. The group managing the program is hoping the Pasadena project will become a model to boost transit ridership throughout the region.

"Everyone hates traffic congestion, but many won't use transit because their home or office is too far from a transit station. Folding bikes are a great solution for many. With advances in product design, lightweight folding bikes can be easily carried onto a train or bus and unpacked in less than a minute. These bikes then make it super easy for people to get to and from most transit stations," said Whitney Pitkanen, Director of the new program, FoldNGo Pasadena.

FoldNGo Pasadena (www.foldngobike.com ^[2]) administered by CALSTART, was launched in October to encourage Pasadena commuters to use folding bikes for short commutes to their neighborhood public transit stations. To qualify for the program, commuters must live, work, or study at a college in Pasadena and pledge to use their folding bike for at least two days per week to commute to or from a bus or Metro station. Funding for the FoldNGo program is provided by Los Angeles County Metropolitan Transportation Authority TDM Multi-Mobility Program under the Call for Projects and the City of Pasadena.

"We are excited about the FoldNGo program because it supports the City's efforts to make commuting on the bus or the Metro Gold Line more convenient," said Mark Yamarone, City of Pasadena, Department of Transportation.

Eligible riders apply online at www.foldngobike.com ^[2], commit to connecting to transit twice a week with their new bike, and redeem their voucher for \$220 off the purchase of a Dahon folding bicycle from exclusive local retailer, Incycle. A folding bike can easily and quickly be folded into a carrying package for storage under bus or train seats, and can fit into a locker or under a desk at work.

"With gas prices on what feels like an endless rollercoaster ride, a FoldNGo member could save as much as \$750/month by shifting to this new travel option," said Pitkanen.

“This is yet another way of getting people out of their cars, staying healthy and onto public transportation,” said Rufina Juarez, Metro TDM Modal lead.

The FoldNGo program is off to a fast start. In the first month of operation, more than 162 participants have signed up to receive a discounted folding bike under the program. The program has funding for a total of 600 bikes. To learn more about the program, prospective participants should visit: www.foldngobike.com ^[2]

Pasadena City College (PCC) and Cal Tech, two major employers in the city, are working with CALSTART to promote the program. Both students and employees of the educational institutions are expressing a high level of interest in the program. PCC is offering an additional discount on the bikes to its students who sign up for the program.

“FoldNGo is going to make a real difference in people’s lives. I can’t say enough about the joy I felt riding around on the first bicycle I’ve ever owned. I look forward to encouraging as many PCC students as I can to take advantage of the FoldNGo program,” said the first FoldNGo rider, Juan Diego Ashton, Vice President for Sustainability, Associated Students of PPC.

About CALSTART

Headquartered in Pasadena, CALSTART is a non-profit organization that works nationally to foster the rapid growth of the clean transportation technology industry. The organization supports industry growth by providing valuable information and analysis, fostering strategic partnerships, supporting smart public policies, and managing high-impact technology commercialization programs. CALSTART also works with local governments and entrepreneurs on innovative mobility systems. For more information visit www.calstart.org ^[3].

Article printed from Pasadena Now: <http://www.pasadenanow.com/main>

URL to article: <http://www.pasadenanow.com/main/new-pasadena-folding-bike-program-makes-using-transit-much-more-convenient>

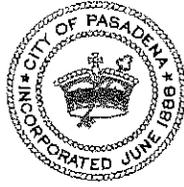
URLs in this post:

[1] Image: <http://www.pasadenanow.com/main/new-pasadena-folding-bike-program-makes-using-transit-much-more-convenient/foldngo>

[2] www.foldngobike.com: <http://www.foldngobike.com/>

[3] www.calstart.org: <http://www.calstart.org/Homepage.aspx>

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MEMORANDUM
LIBRARIES & INFORMATION SERVICES DEPARTMENT

Date: June 12, 2013

TO: Michael Beck, City Manager

FROM: Jan Sanders, Director, Libraries and Information Services

A handwritten signature in black ink, appearing to read "Jan Sanders".

RE: 2013 Summer Reading Club – *“Reading is Soooo Delicious”*

Pasadena Public Library’s 2013 Summer Reading Club kicked off Saturday, June 8th and we’ve been having great response from area children and teens. Participation in a summer reading program has been shown to generate interest in reading and books, encourages reluctant readers to participate through fun shows and activities, and inspires lifelong learning. The program runs through August 4. This year’s theme “Reading is Sooooo Delicious” features a variety of free shows, storytimes and activities for children and free programs and activities for teens.

Children 12 and younger receive a free summer reading starter kit complete with reading log, bookmark and book bag when they sign up for the Summer Reading Club. By using the reading log to record the books they read or that were read to them throughout the summer they receive reading incentives; stickers for each library visit and a special prize on their 3rd and 5th visits (while supplies last).

Children are also encouraged to draw a picture or write about the book they’ve read. Exceptional entries will be posted on the library’s digital photo frames. For more information visit http://www.cityofpasadena.net/library/kids/events_and_programs/2013_summer_reading_club

Teens in grades 7 to 12 can win prizes this summer at the library just by reading a book, magazine, graphic novel, or audio book then filling out a prize entry slip at any Pasadena Public Library site. If the teen’s name is pulled in the weekly drawing, they win a prize! Drawings begin June 17. All entries are automatically entered in the end-of-summer drawing for a Nook Color!

Free teen programs and activities featuring Cooking Workshops, Jewelry Making, Magic, Origami, Beading, Anime, Magna Drawing, Monopoly Tournament and more are offered all summer long. Class size is limited and registration may be required to participate. For program listings check http://cityofpasadena.net/library/teens/events_and_programs/2013_summer_reading

The 2013 Summer Reading Club is sponsored by The Friends of the Pasadena Public Library and offered at all Pasadena Public Library sites. For library locations and hours visit http://www.cityofpasadena.net/library/about_the_library/locations_and_hours. For more information on the Summer Reading Club program call (626) 744-4045.

PROJECT PLANNING SCHEDULE

6/10/2013

June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1												1	2	3
2	3	4	5	6	7	8		1	2	3	4	5	6	4	5	6	7	8	9	10
9	10	11	12	13	14	15	7	8	9	10	11	12	13	11	12	13	14	15	16	17
16	17	18	19	20	21	22	14	15	16	17	18	19	20	18	19	20	21	22	23	24
23	24	25	26	27	28	29	21	22	23	24	25	26	27	25	26	27	28	29	30	31
30							28	29	30	31										

- June 10, 2013: Weekly Update Meeting (11am/ Conference Room)
- June 11, 2013: Police Driver's Training Course (7am-4pm/ South Lot F)
- **June 11, 2013: Stadium Lighting Control Walkthrough (Noon/ Admin)**
- June 11, 2013: July 4 Planning Meeting (2pm/ Conference Room)
- June 11, 2013: UCLA "Meet the Coaches" Event (Field)
- June 12, 2013: Safety Committee Meeting (Noon/ Admin)
- June 12, 2013: Planning Commission for Legacy Projects (6:30pm)
- June 13, 2013: Neighborhood Meeting (7:30am/ Brookside)
- June 14, 2013: Business Plan Luncheon (Noon/ Brookside)
- June 15, 2013: Run. Yoga. Give. (5pm/ Field and Court of Champions)
- June 17, 2013: Weekly Update Meeting (11am/ Conference Room)
- June 20, 2013: Tours- Media Day
- June 21-22, 2013: Household Hazardous Waste Pickup (Lot K)
- June 22, 2013: Padres 5K Load in
- June 22, 2013: Tours Begin
- June 23, 2013: Padres 5K