

Progress on Implementation of the Mobility Study

As of February 12, 2013

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 1

| Policy # | Policy Recommendation in the Mobility Study | Timeline for Implementation | Task not started | Task Initiated | Task Completed | Notes on Implementation Progress |
|------------------------------------|--|-----------------------------|------------------|----------------|----------------|--|
| Chapter 2 - Street Typology | | | | | | |
| 2.1a | Support and promote programs and projects that enhance Downtown's access via regional transit. | Immediate - Within 1 Year | | X | | The City of Glendale has received a grant from the Southern California Association of Governments that will explore the possibility of potential bus rapid transit/light-rail service on the east-west corridor. |
| 2.1b | Implement program for adjusting local/ regional transit services to meet performance criteria for the Primary Transit Network. | Immediate - Within 1 Year | | | X | Dan Boyle and Associates selected in Fall 2008 to assess transit service. Report was completed in Fall 2009 with recommendations presented to the Transportation and Parking Commission (TPC) and Council. Route revisions were approved in 2011, with implementation of revised routes complete in January 2012. |
| 2.2 | Create a Downtown Streetscape Plan consistent with the Downtown Mobility Study to guide improvements such as enhanced lighting, street landscaping, crosswalks, and signage. | Short Term - Within 5 Years | | X | | Streetscape improvements consistent with the Downtown Mobility Study have occurred through individual development projects within the Downtown Specific Plan Area as well as improvements to Colorado Street. Improvements to streetscape are currently in progress on Central Avenue. |
| 2.3 | Adopt the recommended Downtown Street Typology to provide clearer policy guidance for future decisions on street design and operation. | Immediate - Within 1 Year | | | X | Since adoption of the Mobility Study in 2007, downtown developments and street improvement projects have followed plan recommendations on street typology. In November 2011, Council adopted an amendment to the Circulation Element to incorporate street typology discussed in the Mobility Study into the General Plan. |
| 2.4a | Use auto performance measures as a guide for Downtown streets to focus on optimizing the person-carrying capacity of streets rather than vehicle-carrying capacity. | Immediate - Within 1 Year | X | | | *Alternative Level-of-Service measures have not been discussed or adopted in Glendale at this time but will consider per Council direction. |
| 2.4b | Use transit performance measures as a guide for Downtown streets, with new indicator: Transit Quality and Level of Service. | Immediate - Within 1 Year | X | | | *See note 2.4a. |
| 2.4c | Use pedestrian and bicycle performance measures as a guide for the design and operation of Downtown streets. | Immediate - Within 1 Year | | | X | Council adopted the Safe and Healthy Streets plan in April 2011, which supports the use of bicycle and pedestrian performance measures to determine the design and operation of City streets. In addition, bicycle and pedestrian counts were conducted Citywide in 2009 and 2010 with another count planned for 2013. |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 2

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| Chapter 3 - Street Capacity Enhancements | | | | | | |
| 3.1a | Develop and submit to Council a plan to implement the street capacity enhancement improvements not requiring the acquisition of rights-of-way identified in Appendix A of the DSP no later than July 1, 2007. | Immediate - Within 1 Year | | X - Central Avenue | X - Colorado Street | Colorado Street Widening project from Brand Boulevard to Glendale Avenue completed in November 2009. Central Avenue Rehabilitation Project currently under construction, project anticipated for completion by early 2014. |
| 3.1b & 3.1c | Implement a street capacity enhancement and freeway access improvement program. | Short Term - Within 5 Years | | X | | SCAG Compass Blueprint Grant awarded to the City of Glendale to study the feasibility of transit and access improvements along the 134 Freeway. Presentation of vision and conceptual alternatives to be presented at a City Council Study Session on March 12, 2013. |
| Chapter 4- Transit Service | | | | | | |
| 4.1 | Market the transit resources in Glendale as a single system. | Immediate - Within 1 Year | | | X | All Beeline route schedules display Metro and Beeline routes, stops and transfer points between systems. Beeline and Metro System maps show both services. Beeline and Metro call centers and online trip planners provide "one stop" service information for both systems. |
| 4.2a & 4.3 | Create a free downtown shuttle; should connect regional transit and key downtown destinations. Begin service within existing resources. Operate shuttle as frequently as possible with unique and attractive vehicle. | Immediate - Within 1 Year | | | X | The 2009 Beeline Line-by-Line Analysis determined that a downtown shuttle is unfeasible given low ridership demand and high cost of specialty service. Beeline service levels in downtown has been maintained at 20 minute service despite service reductions on other higher ridership routes. Privately operated free downtown trolley with 10 minute headways was provided during summer of 2010 with limited success. |
| 4.2b & 4.2c | Change downtown shuttle to a hybrid or other unique vehicle, implement a new technology for a shuttle (or streetcar) and other lines. | Medium/Long term Actions - (by 2020/2030) | | | X | See trolley comment in 4.1. Streetcar study conducted - it determined that capital costs to install system are upwards of \$50 million dollars. While financially infeasible at this time, may be a potential option once other transportation methods are implemented or funding opportunities arise. |
| 4.4 | Implement recommendations of the Short Range Transit Plan including service and capital improvements that affect downtown. | Immediate - Within 1 Year | | X | | Service structure update is complete. Grant funding for a \$12 million dollar Glendale Beeline bus maintenance facility has been secured. Project slated for construction approval in FY 2014. |
| 4.5 | Bring transit fares closer together: ≥ \$0.50 on Beeline. Negotiate with MTA for a local Glendale fare. | Short Term - Within 5 Years | | | X | A Beeline multiyear fare structure was approved in 2011. Cash fare for Glendale Beeline is \$1.00 and for Metro is \$1.50. Both systems offer an interagency transfer for \$0.50. Work continues on developing a countywide fare media. |
| 4.6 | Consolidate high frequency services transit on a limited number of transit priority streets; optimize these for transit operation. | Immediate - Within 1 Year | | | X | Route recommendations per the Glendale Beeline Line-by-Line Analysis were incorporated into all existing Beeline bus routes by January 2012. |
| 4.7 | Create signal priority and operational enhancements on streets with 10 minute frequency at peak periods. | Short Term - Within 5 Years | | X | | May consider signal priority if funding becomes available. In the meantime, City has improved signal synchronization on major corridors and is continuing to improve signal communications to improve vehicle flow. |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 3

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| 4.8 | Work with MTA for an "east-west" connector service with convenient connections to a downtown shuttle. | Short Term - Within 5 Years | | X | | An East-West Corridor Study is included in the 2013-2014 Bus Rapid Transit program at Metro. The City has also received a SCAG Compass Blueprint Grant to investigate transit connections along this corridor, with analysis starting in Summer 2012. |
| 4.9 | Create amenity standards for downtown transit stops. Maximize amenities including signage and other amenities along the shuttle route and other transit priority streets. | Immediate - Within 1 Year | | | X | Bus Shelters installed along Brand Boulevard in July 2008. Next bus equipment operational along Brand Boulevard bus shelters since 2009. |
| 4.10 | Incorporate real time information in all high amenity bus shelters using Next Bus technology. | Short Term - Within 5 Years | | | X | Next bus information incorporated into all recently installed Brand Boulevard bus shelters in 2009. Next bus information for Glendale Beeline routes also available online and via Smartphone. |
| 4.11 | Consider utilizing new parking revenue to enhance shuttle and other transit services. | Immediate - Within 1 Year | | | X | Council adopted an ordinance in March 2011 that includes provisions to allow developers to pay a fee in-lieu of providing required parking. This fee may be used to pay for a variety of mobility improvements, which includes shuttle and transit services. |
| 4.12 | Provide Universal Transit Passes to residents of all new downtown development. | Short Term - Within 5 Years | | X | | One of the programs offered by the recently enhanced TDM Ordinance to reduce required parking for incoming developments. A strengthened TDM ordinance and programs in the Downtown Specific Plan area was adopted by Council in March 2011. |
| 4.13 | Develop performance standards for transit streets that incorporate transit quality of service, and go beyond auto level of service. | Immediate - Within 1 Year | X | | | Alternative Level-of-Service measures have not been discussed or adopted in Glendale at this time but will consider per Council direction. |

Chapter 5 - Parking Management

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|-----|---|---------------------------|--|---|---|--|
| 5.1 | Create a "Park Once" district in Downtown Glendale by managing public parking as an integrated system. | Immediate - Within 1 Year | | X | | Parking rates and hours adjusted downtown in November 2008. Downtown Wayfinding Program launched in October 2009, with approval of the parking wayfinding concept in 2011. Implementation of parking signs to occur 2013-2014 pending available grant funding from Metro. |
| 5.2 | Implement coordinated parking management policies for on- and off-street parking using demand-responsive pricing to promote parking goals of 85% occupancy and turnover of short term spaces. | Immediate - Within 1 Year | | | X | Pay-by-Space Parking Meters on Brand Boulevard purchased by the City in July 2008. Meters installed in October 2008, have been operational since November 2008. Parking Pricing System implemented downtown on November 2008. Time limits for Parking Lot 6 revised on July 2009. Bids to automate parking structures released in February 2012, which includes funding for real-time "spaces available" sign equipment. |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 4

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| 5.3 | Implement parking pricing system for the Glendale Transportation Center (train riders park free all day, all others pay). | Short Term - Within 5 Years | | | X | Parking pricing system for the GTC introduced to City Council on December 2007. City Council approved and the parking pricing system has been implemented. |
| 5.4 | Implement a multi-modal transportation and parking wayfinding system, including information on parking locations, pricing, and real-time parking occupancy. | Immediate - Within 1 Year | | X | | Consultant selected to design updated parking and wayfinding signs downtown October 2009. Metro Call for Projects Grant awarded for Digital Wayfinding Signs Fall 2009. Concept and implementation approved by Council in 2011. Implementation of signs to occur in 2013-2014 pending receipt of Metro Call for Projects Grant. |
| 5.5 | Install networked multi-space pay stations and occupancy sensors. | Immediate - Within 1 Year | | | X | Pay-by-Space Parking Meters on Brand Boulevard purchased by the City in July 2008. Meters installed in October 2008, have been operational since November 2008. Meters have also been installed in most downtown public parking lots as of March 2012. |
| 5.6 | Continue protocols that dedicate adequate parking spaces throughout downtown for loading zones, taxi stands, and ADA-accessible parking. | Short Term - Within 5 Years | | | X | Parking spaces throughout downtown have been dedicated for loading zones, taxi stands and ADA-accessible parking since approval of the Downtown Specific Plan and the Downtown Mobility Study in 2007. |
| 5.7a | Create a Downtown Transportation and Parking Management District managed by the Traffic and Transportation Administrator or their delegate in a newly-hired Downtown Mobility Coordinator position. | Immediate - Within 1 Year | | X | | Recommended as a potential policy solution requiring major changes from existing policy at a December 2009 TPC hearing on Multi-Family Parking Issues. |
| 5.7b | Dedicate all parking revenue to a Downtown Transportation Fund to be invested in transportation and streetscape improvements. | Immediate - Within 1 Year | | | X | Council approved an ordinance that includes an in-lieu fee option in March 2011. These funds can be used for a variety of transportation and streetscape improvements. In addition, TDM requirements in the ordinance support pedestrian infrastructure. Staff is currently pursuing grant opportunities to fund streetscape improvements in downtown Glendale. |
| 5.8 | Authorize the Traffic and Transportation Administrator to adjust parking rates, hours, and time limits over time to achieve 85% occupancy. | Short Term - Within 5 Years | | | X | Parking rates and time limits have been adjusted and are monitored on a regular basis to achieve 85% occupancy. Updated wayfinding to parking resources will enhance the capability to manage parking, anticipated to be implemented in 2012-2013. |
| 5.9 | Pursue study of single valet parking operator for all of downtown valet parking events. | Short Term - Within 5 Years | | X | | Traffic and Transportation is currently analyzing the feasibility of a single valet parking operator in downtown Glendale. |
| 5.10, 5.11 | Require as a condition of approval for new development, parking in new development to be available for public parking when not in use and to be shared amongst uses with different demands. | Immediate - Within 1 Year | | | X | Council approved an ordinance in March 2011 that includes provisions to allow developers to share parking amongst different uses. |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 5

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| 5.12 | Consider implementing a traffic congestion development impact fee based on estimated number of PM peak hour auto trips. | Immediate - Within 1 Year | | X | | Introduced as a potential financing mechanism to fund Mobility Projects in the March 2010 Mobility Study Implementation presentation to City Council. |
| 5.13 | Allow new downtown development to reduce its "parking footprint" by legalizing more efficient parking arrangements in order to facilitate better ground-floor urban design. | Immediate - Within 1 Year | | | X | Council approved an ordinance in March 2011 that includes provisions to allow developers and change of use tenants to design more efficient parking arrangements through allowance of in-lieu fees, tandem and valet parking configurations. |
| 5.14 | Expand existing provisions in the zoning code that allow new development to go below existing parking minimums, under very specific conditions. | Immediate - Within 1 Year | | | X | Council approved an ordinance in March 2011 that includes provisions to allow developers and change of use tenants to go under parking minimums by participating in TDM programs within the Downtown Specific Plan area. |
| 5.15 | Prevent spillover parking as needed, reforming the existing Parking Preferential Program and converting into Residential Parking Benefit Districts. | Immediate - Within 1 Year | | X | | Recommended as a policy solution at the December 2009 TPC hearing. Studies on the feasibility of district-based parking districts completed Fall 2010. Council initiated code changes to create preferential parking districts in the South Brand neighborhood in December 2011. Draft ordinance presented to TPC in August 2012 and February 2013, with TPC recommending Council adoption. Ordinance to be presented to Council in Spring 2013 for adoption. |
| 5.16 | If and when total demand cannot be met with existing supply, build new public shared parking. | Medium term Actions - by 2020 | X | | | Currently, parking supply in downtown is sufficient to meet demand. |

Chapter 6 - Transportation Demand Management

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|------|--|-----------------------------|--|---|---|--|
| 6.1 | Adopt a new strengthened Transportation Demand Management (TDM) ordinance including mandatory Transportation Management Association (TMA) membership and TDM programs. | Immediate - Within 1 Year | | | X | Council approved a strengthened TDM ordinance in March 2011. This ordinance requires new businesses and residential developments over a certain size to join a TMA, as well as includes parking incentives to reduce parking through conducting TDM measures and involvement in a TMA. |
| 6.2a | Create a Universal Transit Pass Program for the Glendale Beeline by negotiating a deep bulk discount for both residents and employees. | Short Term - Within 5 Years | | X | | **One of the potential programs that can be funded by the recently adopted TDM Ordinance. A strengthened TDM ordinance and programs in the Downtown Specific Plan area have been adopted by City Council in March 2011. |
| 6.2b | Require employers to provide Beeline passes to all new and existing downtown employees as part of TMA membership. | Short Term - Within 5 Years | | X | | **See note on 6.2a |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 6

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| 6.2c | Require providing Beeline passes to all residents in new downtown developments as a condition of approval for new development, allocating funds through condominium fees and rents. | Short Term - Within 5 Years | | X | | **See note on 6.2a |
| 6.2d | Negotiate with the MTA for a deeper discount on universal transit pass cost. Require MTA passes to be provided to all downtown employees and residents, funded by the same mechanisms described above for Beeline passes. | Short Term - Within 5 Years | | X | | **See note on 6.2a |
| 6.3a | Begin an education/ enforcement program for the existing state parking cash-out law. | Short Term - Within 5 Years | | X | | **See note on 6.2a |
| 6.3b | Adopt an expanded parking cash-out law for all downtown employers. | Short Term - Within 5 Years | | X | | **See note on 6.2a |
| 6.3c | Formalize annual compliance reporting, monitoring, and enforcement program for local cash-out requirements. | Short Term - Within 5 Years | | X | | **See note on 6.2a |
| 6.4 | Revise development standards to include bicycle facility requirements for new downtown development. | Short Term - Within 5 Years | | | X | Bicycle Parking requirements in the Downtown Specific Plan area adopted by City Council in March 2011. |
| 6.5 | Encourage car-sharing by converting the city fleet to a car-sharing program and/or directly subsidize start-up costs of an existing car share provider. | Short Term - Within 5 Years | | X | | Traffic and Transportation and the Community Development Department are studying the feasibility of launching a car-share program in the City of Glendale. |
| 6.6 | Establish a Downtown Transportation Resource Center managed by Traffic and Transportation or their delegate. | Short Term - Within 5 Years | | X | | **See note on 6.2a |
| 6.7 | Strengthen the existing Glendale Transportation Management Associates (TMA) and define roles and responsibilities between the TMA and the City. | Immediate - Within 1 Year | | | X | In March 2011, City Council approved a strengthened TDM ordinance requiring new businesses and residential developments over a certain size to join a TMA. This will likely increase TMA membership, dues generated for the TMA, and programs the TMA can administer. |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 7

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| 6.8 | Monitor effectiveness of existing and new TDM programs; implement new measures as needed. | Medium term Actions - by 2020 | | | X | A strengthened TDM ordinance was adopted by Council in March 2011, which includes annual performance monitoring on TDM programs, incentives and requirements. |
| Chapter 7 - Funding and Financing | | | | | | |
| 7.1a | Maximize utilization of new parking revenue to fund Downtown Mobility Study recommendations by broadening eligible uses of parking funds to include a range of Downtown Mobility Study recommendations. | Immediate - Within 1 Year | | X | | Introduced the Downtown Mobility Fund policy concept to Council in October 2008. The concept of a Mobility Fund was also discussed at outreach meetings with local organizations in Fall 2008 through Winter 2009. It was recommended as a potential policy solution requiring moderate changes from existing policy at the December 2009 TPC hearing on Multi-Family Parking Issues. |
| 7.1b | Work to make Mobility Study projects a priority in the next update of the Regional Transportation Plan. | Immediate - Within 1 Year | | X | | The Traffic and Transportation Division commented on SCAG's Draft Regional Transportation Plan and presented their comments to City Council in February 2012, which includes requests for additional funding on transit and bicycle projects. |
| 7.2 | Dedicate Redevelopment Agency downtown tax increment revenue to implement Mobility Study projects. | Short Term - Within 5 Years | | | X | The Redevelopment Agency appropriated funding for the design of wayfinding signs (design approved for implementation 2011), research in reducing parking standards downtown (ordinance approved by Council March 2011) and outreach/research for district-based preferential parking (Council initiated code changes December 2011). Funding for future projects from Redevelopment/ Economic Development revenue uncertain per AB 26. |
| 7.3 | Pursue implementation of a gross receipts parking tax on commercial parking. | Short Term - Within 5 Years | X | | | Task to start if Council has an interest in implementing a gross receipts parking tax as part of the funding and financing strategy to implement Mobility-related projects. |
| 7.4a | Work with downtown stakeholders to investigate formation of a downtown Business Improvement District (BID) or a Mello-Roos District. | Immediate - Within 1 Year | | | X | Study to form a Downtown Business Improvement District presented to Council and approved by Council in October 2009. Formation of a downtown Glendale BID was enabled on July 31, 2012. |
| 7.4b | Implement a Business Improvement District (BID) or Mello-Roos District. Once implemented, work with the District to advance public/private funding of significant streetscape capital projects or long-term transit capital projects. | Short Term - Within 5 Years | | X | | The City fully intends to work with the recently formed downtown Glendale BID on capital projects. |
| 7.5a | Initiate a transportation impact fee nexus study to mitigate auto trips and congestion impacts of new development. | Immediate - Within 1 Year | X | | | Task to start if Council has an interest in implementing a transporatation impact fee as part of the funding and financing strategy to implement Mobility-related projects. |

Implementation Items as outlined in Chapter 8 of the Downtown Mobility Study - Page 8

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| 7.5b | If traffic impact fee nexus study finds a nexus, (per Rec. 7.5a), implement an impact fee for new downtown development. Dedicate fee revenues to a Downtown Transportation Fund. | Short Term - Within 5 Years | X | | | Task to start if Council has interest in implementing a transportation impact fee as part of the funding and financing strategy to implement Mobility-related projects. |
| 7.6 | Increase transit service to schools via a cost-share arrangement between City and School District and/or a Universal School Transit Pass program. | Short Term - Within 5 Years | X | | | *See Recommendation 6.2a |
| 7.7 | Position new projects to receive federal, state, and regional grant funds and change budget process to recognize grant funds as revenue. | Short Term - Within 5 Years | | | X | Received the following grants since adoption of the Mobility Study - (1) Metro Call for Projects - Digital Wayfinding Grant (2) New buses for the Beeline System (3) Public-Private Partnership for constructing/operating a Compressed Natural Gas Fueling Facility (4) Safe Routes to School (5) Economic Stimulus Projects to incorporate bike/pedestrian elements Citywide (6) Compass Blueprint Grant to study the 134 Corridor (7) Metro Transit-Oriented Development Planning Grant. The City will continue to pursue grants to fund Mobility projects in fiscal year 2013-2014. |
| 7.8 | Work with local and regional transportation leaders to position transportation projects recommended by the Downtown Mobility Study to be eligible for funding under the state transportation bond package. | Immediate - Within 1 Year | | | X | The Traffic and Transportation Division commented on SCAG's Draft Regional Transportation Plan and presented their comments to City Council in February 2012, which includes requests for additional funding on transit and bicycle projects. |
| 7.9 | Apply for state grants like Safe Routes to Schools. | Short Term - Within 5 Years | | | X | Received Safe Routes to School Grants starting in August 2009. The Traffic/Transportation Division is currently working with Ryan Snyder and Associates to implement the grant. At this point time, approximately twelve schools in the Glendale Unified School District have received Safe Routes to School grant funding. |
| 7.10 | Work with local and regional transportation leaders to make sure that Downtown Mobility Study projects are included in the next update of the Regional Transportation Plan. | Medium term Actions - by 2020 | | | X | The Traffic and Transportation Division commented on SCAG's Draft Regional Transportation Plan and presented their comments to City Council in February 2012, which includes requests for additional funding on transit and bicycle projects. |
| 7.11 | Work with the Congressional delegation to secure federal funding for large-scale capital projects in the next transportation bill. | Short Term - Within 5 Years | | X | | The Traffic and Transportation Division continually works with federal, state and local agencies to seek funding for transit, bicycle and pedestrian projects in the Downtown Specific Plan area as well as Citywide. To secure federal and state funding for bicycle infrastructure, the City is currently working on a comprehensive update of the Bicycle Transportation Plan. |