

**City of Culver City, California
Agenda Item Report**

Meeting Date: 11/8/10		Item Number: <u>PH-1</u>	
CITY COUNCIL AGENDA ITEM: PUBLIC HEARING – Approval of Proposed Service Changes to Line Seven of the Culver CityBus Public Transportation System.			
Contact Person/Dept.: Samantha M. Blackshire/Transportation		Phone Number: (310) 253-6535	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☒		Action Item: ☐ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (11/03/10); (E-Mail) Ongoing Topics – Culver CityBus (11/03/10); (Published) Culver City News (9/30/10); (Published) Culver City Observer (10/7/10); (USPS) Stakeholders (9/17/10); Two (2) Public Meetings (10/20/10); Culver CityBus website.			
Department Approval: Art Ida (10/25/10)		City Attorney Approval: Carol Schwab (by H. Baker) (11/03/10)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (11/03/10)		City Manager Approval: John M. Nachbar (11/03/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve service changes to Line 7 (effective January 3, 2011). <u>PROCEDURE:</u> 1. Mayor seeks motion from the City Council to receive and file the affidavits of publication and posting of notices, and correspondence received in response to the public hearing notices; and, 2. Mayor calls for a staff report and the City Council Members may pose questions to staff as desired; and, 3. Mayor seeks motion to open the public hearing; and, 4. Mayor seeks motion to close the public hearing after all public testimony has been presented; and, 5. City Council discusses the item and arrives at its decision.			

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BACKGROUND:

The City operates seven routes, serving approximately 6.1 million riders annually. The Culver CityBus service area encompasses 25.5 square miles, including the following Westside communities: Venice, Westchester, Westwood, West Los Angeles, Palms, Marina Del Rey, Rancho Park, Mar Vista, Century City, and Culver City.

Line 7

The City Council approved the creation of Line 7 in 2006, which was once a portion of Metro's Line 220. Line 220 had a history of extremely low ridership. The City agreed to adopt a portion of Line 220, and both Metro and the City agreed to decrease headways from 60 minutes to 40 minutes. At the time, Culver CityBus's base fare was \$0.25 less than Metro's base fare.

By offering greater frequency and a reduced fare, staff hoped ridership would increase. However, this has not been the case. Line 7 runs along Culver Boulevard from Fisherman's Village in Marina Del Rey to Venice Boulevard / Culver Boulevard. Metro's Line 220 extends from Venice Boulevard / Culver Boulevard into West Hollywood. Both Culver CityBus and Metro service runs Monday through Saturday.

Due to the current economic climate, other transit agencies have been forced to make difficult decisions regarding fares and service levels. Specifically, Metro previously increased Line 220 headways to 60 minutes in 2009. Subsequent to that change, staff implemented the September 2009 Line 7 service change, which allowed for a smooth connection to Line 220. Recently, staff received notice that Metro proposed to discontinue Line 220 service entirely. After Metro's public hearing process, Metro's board resolved to discontinue Saturday Line 220 service, but maintain weekday Line 220 hourly service effective December 12, 2010.

DISCUSSION:

Public Notification

In compliance with Federal Transit Administration (FTA) requirements, the City published a public notice in the Culver City News and the Culver City Observer on September 30, 2010. Furthermore, to comply with Metro's notification policy, staff sent letters describing the proposed service changes to stakeholders, which include the Culver City Unified School District and other affected local schools and universities, Metro and other transit agencies, and regional hospitals on September 17, 2010.

Staff posted English and Spanish versions of notices via placards and take-one flyers in buses and at businesses where Culver CityBus schedule holders are

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located; provided several means to accept customer response, which included US Mail, E-mail and voicemail. Staff also posted notification about the proposed changes on the Culver CityBus website. In addition, two (2) public outreach meetings were held on October 20, 2010.

Staff received communication from eight (8) unique community members and had a total turnout of four (4) community members and two (2) reporters at the public outreach meetings.

Proposed Changes in Service to Line 7

The City strives to facilitate efficient connections for riders and provide good public transportation for the community. Staff does not propose to discontinue Line 7 service entirely as it runs through the heart of Culver City, and there is potential for increased ridership after the inception of the Expo Rail service in 2012. Staff *initially* proposed to eliminate weekend service and limit weekday service to peak hours.

Based on community feedback and the outcome of Metro's public hearing process, Staff modified the initial Line 7 service change proposal. *Staff proposes to discontinue Line 7 Saturday service and make no major schedule changes to Line 7's weekday hourly service.* Staff will continue to monitor the ridership of Line 7 and hope that the ridership will increase with the introduction of the Expo Rail Line.

FISCAL ANALYSIS:

There is no fiscal impact to the General Fund. There will be a cost savings in the amount of approximately \$80,000 to the Transportation Fund.

ATTACHMENTS:

None.

MOTION:

That the City Council:

Approve service changes to Culver CityBus Line 7 as proposed effective at 2:00 AM on January 3, 2011.