

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

Meeting Date: <u> 6/11/12 </u>		Item Number: <u> A-1 </u>
CITY COUNCIL AGENDA ITEM: Declaration of June 20, 2012 as a “Free Fare Day” on Culver CityBus Lines 1 and 7 as Part of the City’s Welcoming of the Exposition Light Rail Line to Culver City and the Grand Opening of the Culver City Station		
Contact Person/Dept.: Samantha M. Blackshire		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: Meetings and Agendas – City Council (06/08/12)		
Department Approval: Art Ida (5/22/12)	City Attorney Approval: Carol Schwab (by H. Baker) (06/06/12)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/07/12)	City Manager Approval: John M. Nachbar (06/07/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council declare June 20, 2012 as “Free Fare Day” on Lines 1 and 7 to commemorate the official opening of the Culver City Expo Light Rail Station. <u>BACKGROUND / DISCUSSION:</u> On April 27, 2012 Metro held a grand opening ceremony for the Expo Light Rail with the exception of the Culver City and Farmdale Stations. On June 20, 2012 Metro will hold its opening ceremony for the Culver City Expo Light Rail Station (located at the intersection of Venice Boulevard and National Boulevard). In an effort to encourage potential passengers to ride Culver CityBus to and from the Culver City Expo Light Rail Station, staff would like to offer free bus fares on the first full day in which the station is open. The proposal to declare a free fare day is only one small part of the planning for the June 20, 2012 grand opening of the Culver City Station. Staff will provide the City Council and community with some additional information on these plans during this staff report. <u>FISCAL ANALYSIS:</u> There will be a fiscal impact of approximately \$2,500 of fare revenues which represents one day of fare receipts on these lines.		

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MOTION:

That the City Council:

Declare June 20, 2012 as "Free Fare Day" on Culver CityBus Lines 1 and 7 to commemorate the opening of the Culver City Expo Light Rail Station.