

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

Meeting Date: 05-11-2015		Item Number: <u>C-11</u>	
<b>CITY COUNCIL AGENDA ITEM: Authorization of Free Fare Days for Culver CityBus in Association with (1) Bike to Work Day 2015 (May 14, 2015) and (2) National Dump the Pump Day 2015 (June 18, 2015).</b>			
Contact Person/Dept.: Art Ida / Transportation		Phone Number: (310) 253-6545	
Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Public Hearing: <input type="checkbox"/>		Action Item: <input type="checkbox"/>	Attachments: <input type="checkbox"/>
Commission Action Required: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		Date: _____	
Public Notification: Agenda and Meetings – City Council (05/06/15)			
Department Approval: Art Ida (04/20/15)		City Attorney Approval: Carol Schwab (by H. Baker) (05/05/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/05/15)		City Manager Approval: John M. Nachbar (05/06/15)	
<p><b><u>RECOMMENDATION:</u></b></p> <p>Staff recommends the City Council: (1) authorize a free fare day for passengers boarding Culver CityBus with a bike or bike helmet on the Los Angeles area Bike to Work Day, May 14, 2015, and (2) authorize a free fare day for all passengers boarding Culver CityBus on National Dump the Pump Day, June 18, 2015.</p> <p><b><u>BACKGROUND:</u></b></p> <p>Culver CityBus provides public transit services to over 6 million passengers per year and interfaces with other transit agencies while providing these services throughout the western area of Los Angeles.</p> <p>May is National Bike Month and Monday, May 11 through Sunday, May 17, 2015 is the League of American Bicyclists' National Bike to Work Week. Bike to Work Day on May 14<sup>th</sup> is just one element of Bike Week L.A., an annual week of community events sponsored by Los Angeles County Metro to promote bicycling as a sustainable and practical transportation mode. Transit agencies nationwide participate by offering free fares to those riders who board the bus, train, and light rail systems with bicycles and/or with a bike helmet to encourage this alternative mode of transportation. Further, on April 27, 2015, the City Council issued a Proclamation designating May as Bike Month.</p>			

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The first National Dump the Pump Day was organized in June 2006 after gas reached \$3 a gallon -- a price considered astonishingly high at the time. Public transit systems and other organizations across the country continue to participate in National Dump the Pump Day to encourage the public to try out public transit -- if only for a day -- to help reduce commute expenses, protect air quality and reduce congestion. This year, Thursday June 18th is designated as National Dump the Pump Day. Culver CityBus is proposing to participate by offering free rides to all passengers who board the bus that day.

### **DISCUSSION:**

Culver CityBus partners with other transit agencies in the region by participating in a free fare structure on Bike to Work Day, including Santa Monica's Big Blue Bus, Torrance Transit, Norwalk Transit, the City of Commerce, Beach Cities Transit, Long Beach Transit, and L.A. Metro.

By acknowledging Bike to Work Day through free fares to riders who are also using their bikes to commute and travel throughout the area and by recognizing National Dump the Pump Day through free fares for all riders, Culver CityBus is encouraging people to utilize public transit. When people try transit during days when incentives are provided, there is a greater likelihood that they will become long-term transit users. With these efforts, Culver CityBus continues to do its share for clean air and reduce traffic congestion in our region.

### **FISCAL ANALYSIS:**

Revenue impacts on Bike to Work Day are projected to equal approximately \$700. Revenue impacts on Dump the Pump Day are projected to equal approximately \$14,500. No General Fund dollars are impacted by these reduced fares.

### **ATTACHMENTS:**

None.

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**MOTION:**

That the City Council:

1. Authorize Culver CityBus to offer free fares to riders with a bicycle and/or bike helmet on Bike to Work Day, May 14, 2015; and,
2. Authorize Culver CityBus to offer free fares to all riders on National Dump the Pump Day, June 18, 2015.