

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

Meeting Date: 05-12-2014		Item Number: A-3	
CITY COUNCIL AGENDA ITEM: Authorization for the Transportation Department to Initiate Free Fare Days for Culver CityBus in Association with Bike to Work Day 2014 and National Dump the Pump Day 2014			
Contact Person/Dept.: Art Ida / Transportation		Phone Number: (310) 253-6545	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Agenda and Meetings – City Council (05/06/14)			
Department Approval: Art Ida (04/30/14)		City Attorney Approval: Carol Schwab (by H. Baker) (05/06/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/06/14)		City Manager Approval: John M. Nachbar (05/06/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council authorize a free fare day (1) for passengers boarding Culver CityBus with a bike or bike helmet on the Los Angeles Area Bike to Work Day (May 15, 2014), and (2) for all passengers boarding Culver CityBus on National Dump the Pump Day (June 19, 2014). <u>BACKGROUND:</u> <u>Bike to Work Day 2014</u> May is National Bike Month and Monday, May 12 through Sunday, May 18, 2014 is the League of American Bicyclists' National Bike to Work Week. Bike to Work Day on May 15th is just one element of Bike Week L.A., an annual week of community events sponsored by 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. <u>National Dump the Pump Day</u> The first National Dump the Pump Day was organized in June 2006 after gasoline reached \$3 a gallon -- a price considered astonishingly high (at least at that time).			

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Public transit systems and other organizations across the country continue to participate in National Dump the Pump Day to encourage the public to utilize public transit -- if only for a day -- to help reduce commute expenses, protect air quality, and reduce congestion. This year, Thursday June 19th is designated as National Dump the Pump Day. The Transportation Department is proposing to participate by offering free rides to all passengers who board the bus that day, system wide.

DISCUSSION:

Culver CityBus is proposing to partner 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 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 City is encouraging people to utilize public transit. When people try transit during days when incentives are in place, there is a greater likelihood that they will become long-term transit users. With these efforts, Culver City continues to do its share for clean air and reduce traffic congestion in our region.

Should the City Council approve this proposal, the Transportation Department would advertise the availability of the Free Fare Days in the local papers, send out e-mail notifications, and partner with others (like Metro) to advertise and promote these events.

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 the proposal for these free fare days.

ATTACHMENTS:

None.

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MOTION:

That the City Council:

1. Authorize the City Manager to offer free fares to riders with a bicycle and/or bike helmet on Bike to Work Day, May 15, 2014; and,
2. Authorize the City Manager to offer free fares to all riders on National Dump the Pump Day, June 19, 2014.