



City of Culver City

Staff Report Details (With Text)

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On agenda: 12/9/2019 **Final action:**

Title: Consideration of Authorizing Free Fare Days for Culver CityBus in Association with (1) Elections and (2) Bike to Work Day 2020 (May 14, 2020).

Sponsors:

Indexes:

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Attachments:

Date	Ver.	Action By	Action	Result
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Consideration of Authorizing Free Fare Days for Culver CityBus in Association with (1) Elections and (2) Bike to Work Day 2020 (May 14, 2020).

Meeting Date: December 9, 2019

Contact Person/Dept: Dia Turner/Transportation

Phone Number: (310) 253-6540

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 (12/03/19)

Department Approval: Rolando Cruz, Chief Transportation Officer (11/21/19)

RECOMMENDATION

Staff recommends the City Council: (1) authorize free fares to all riders for Statewide elections (every 2 years), Presidential elections (every 4 years) and Statewide primaries (every 4 years) beginning Tuesday, March 3, 2020, and (2) 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, 2020.

BACKGROUND/DISCUSSION

Culver CityBus provides public transit services to over 5 million passengers per year and interfaces with other transit agencies while providing these services throughout the western area of Los Angeles.

In an effort to boost Los Angeles County's historically poor voter turnout, Los Angeles County Metropolitan Transportation Authority ("LA Metro") officials have agreed to offer free fares on the sprawling bus and rail system on election day.

Beginning with the primary on Tuesday, March 3, 2020, LA Metro has committed to provide free public transportation (bus, train and bikes) for:

1. Statewide elections (every 2 years)
2. Presidential elections (every 4 years)
3. Statewide primaries (every 4 years)

March 3, 2020 also marks the 92nd anniversary of Culver CityBus. Culver CityBus has provided continuous fixed route bus service for the past 92 years, making it the second oldest municipally owned bus line in the state of California. For 92 years, riders have turned to Culver CityBus to get them where they've needed to go. The anniversary provides a chance to not only look back at the proud history, but also to look ahead to the improvements and investments Culver CityBus is making to serve customers for another 92 years.

An essential component to providing public transit service to people who live and work in and around Culver City, Culver CityBus contributes to the reduction of traffic congestion, improving air quality and improving quality of life by moving our riders to, through and from our City.

May is National Bike Month and Monday, May 11 through Friday, May 17, 2020 is the League of American Bicyclists' National Bike to Work Week. Bike to Work Day on May 16th is just one element of Bike Week L.A., an annual week of community events sponsored by LA 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.

A Massachusetts Institute of Technology survey of 10,200 voters in the 50 states and Washington, D.C., found that access to transportation was one reason that 31% of registered voters did not go to the polls in 2016. In California, the figure was higher, at 51%.

The free fare policy for elections will bring Los Angeles County into step with other major U.S. metropolitan areas, including Houston, Dallas, Minneapolis and Kansas City. Culver CityBus wishes to join forces with LA Metro and other transit agencies to provide free transit in hopes of raising the number of voters.

The 2020 election cycle will actually be eleven (11) full days, with March 3, 2020 being the last day of voting. This day is also our 92nd anniversary and the launch of our new Next CC Bus system.

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 LA 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 offering a Free Fare Day on March 3 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 the March 3, 2020 Free Fare Day are projected to equal approximately \$9,890.

No General Fund dollars are impacted by these reduced fares.

ATTACHMENTS

None

MOTION

That the City Council:

1. Authorize Culver CityBus to offer free fares to all riders for Statewide elections (every 2 years), Presidential elections (every 4 years) and Statewide primaries (every 4 years) beginning Tuesday, March 3, 2020; and
2. Authorize Culver CityBus to offer free fares to riders with a bicycle and/or bike helmet on Bike to Work Day, Thursday, May 14, 2020.