



City of Culver City

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Staff Report Details (With Text)

File #: 24-670 **Version:** 1 **Name:** Update on Free Fares
Type: Minute Order **Status:** Action Item
File created: 1/19/2024 **In control:** Mobility, Traffic & Parking Subcommittee
On agenda: 1/25/2024 **Final action:**
Title: MTP - ACTION ITEM - (1) Receive Presentation Regarding Free Fare Days for Culver CityBus in Association with Bike-to-Work-Day (Friday, May 17, 2024), Clean Air Day 2024 (Wednesday, October 2, 2024), Election Day (Tuesday, November 5, 2024), and New Year's Eve (December 31, 2024); and (2) Discuss and Provide Direction to Staff.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Meeting Date: January 25, 2023

Contact Person/Dept.: Dia Turner/Management Analyst (Community Engagement), Transportation

Phone Number: (310) 253-6540

Fiscal Impact: Yes ☒ No ☐ **General Fund:** Yes ☐ No ☒

Attachments: Yes ☐ No ☒

Public Notification: E-Mail via GovDelivery (01/19/2024): Meetings and Agendas - Mobility, Traffic & Parking Subcommittee; Notify Me - Construction, Street Maintenance and Closures; Stay Informed - Bicycle & Pedestrian / Culver CityBus / Construction, Street Maintenance and Closures

Department Approval: Diana Chang, Chief Transportation Officer (01/19/2024)

BACKGROUND/DESCRIPTION

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.

An essential component to providing public transit service to people who live and work in and around Culver City, CityBus contributes to the reduction of traffic congestion, improving air quality and getting riders where they need to go.

May is National Bike Month and Monday, May 13 through Friday, May 17, 2024 is the League of American Bicyclists' National Bike to Work Week. Bike-to-Work-Day on May 17th 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.

California Clean Air Day is a multifaceted program built on the idea that shared experiences unite people to action to improve our community health. This statewide effort allows individuals and communities throughout California to participate in ways that make sense for them. Clean Air Day is a project of the Coalition for Clean Air ("CCA"). The CCA is a California nonprofit corporation dedicated to the protection of the environment and public health with an emphasis on air quality. CCA states that it is committed to the advancement of technology, laws and environmental practices that will help promote clean and healthy air for all of California. Culver CityBus partners with other transit agencies in the region acknowledging Clean Air Day through free fares to riders on Wednesday, October 2nd.

In 2019, City Council directed Culver CityBus to join with LA Metro and other local transit agencies to offer free fares on Statewide elections every two years in an effort to boost poor voter turnout. There is a California Statewide Election on Tuesday, November 5, 2024.

In 2024, Culver CityBus will join local transit agencies including the Los Angeles County Metropolitan Transportation Authority (Metro), and Big Blue Bus to offer free service between 9:00 PM and 1:30 AM on New Year's Eve to help everyone travel safely during the holidays.

Culver CityBus partners with other transit agencies in the region by participating in a free fare structure on Bike-to-Work-Day, Clean Air Day, Election Day, and New Year's Eve. By participating in regional efforts, Culver CityBus is encouraging people to be more sustainable, exercise their right to vote, and 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.

ATTACHMENTS

None.

FISCAL IMPACT

Revenue Impacts

- Revenue impacts on Bike-to-Work-Day are projected to equal approximately \$4,221.
- Revenue impacts on Clean Air Day are projected to equal approximately \$4,363.
- Revenue impacts on the November 5 Election Free Fare Day are projected to equal approximately \$4,221.
- Revenue impacts on New Year's Eve are projected to equal approximately \$450.

No General Fund dollars are impacted by these reduced fares.