



City of Culver City

Staff Report Details (With Text)

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File created: 9/21/2020 **In control:** City Council Meeting Agenda
On agenda: 9/29/2020 **Final action:**
Title: CC - Authorization of Free Fare Days for Culver CityBus in Association with Clean Air Day on Wednesday, October 7, 2020

Sponsors:

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Attachments:

Date	Ver.	Action By	Action	Result
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CC - Authorization of Free Fare Days for Culver CityBus in Association with Clean Air Day on Wednesday, October 7, 2020

Meeting Date: September 29, 2020

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 (09/23/2020)

Department Approval: Rolando Cruz, Chief Transportation Officer (09/21/2020)

RECOMMENDATION

Staff recommends the City Council authorize a free fare day for passengers boarding Culver CityBus on Clean Air Day or provide alternate direction as deemed appropriate.

BACKGROUND/DISCUSSION

On September 14, 2020, the City Council adopted a Resolution supporting and declaring Clean Air

Day on October 7, 2020. At that time, Culver CityBus committed to a social media campaign and other support for the day. City Council directed staff to explore the opportunity to offer free fare in addition to the other ways Culver City will recognize this day.

Culver CityBus usually partners with other transit agencies in the region when observing a free fare structure such as Clean Air Day. Due to COVID-19 challenges, other regional transit agencies will participate in virtual and social media options and will not offer free fare on this day.

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. The City Council proclaimed Clean Air Day in Culver City in 2018 and 2019. CCA is promoting Clean Air Day in 2020 by pointing out that the actions we take right from our living room make a huge difference in creating clean air in our communities. California Clean Air Day is designed to allow every Californian to participate from where they are, even during a time of social distancing. There are also resources to connect employees, customers and stakeholders together to help create a community through shared - virtual - action. The 2020 CA Clean Air Day pledge has 19 options, of which 15 can be done alone or within a person’s household. Individuals and organizations are encouraged to take the Clean Air Day Pledge by visiting www.cleanairday.org. Opportunities for City Participation in Clean Air Day City staff has evaluated potential low or no-cost ways to commemorate Clean Air Day on October 7, 2020.

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, 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.

By acknowledging Clean Air Day through free fares to 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 Clean Air Day are difficult to determine due to the lack of fare collection comparables during the free fare offered during COVID-19, but estimated to equal approximately \$3,654.

No General Fund dollars are impacted by these reduced fares.

ATTACHMENTS

None

MOTION

That the City Council:

Authorize Culver CityBus to offer free fares to all riders on Clean Air Day, Wednesday, October 7, 2020 or provide alternate direction as deemed appropriate.