



City of Culver City

Staff Report Details (With Text)

File #: 18-0608 **Version:** 1 **Name:** Free Fare Days 2018
Type: Minute Order **Status:** Consent Agenda
File created: 12/7/2017 **In control:** City Council Meeting Agenda
On agenda: 1/22/2018 **Final action:**
Title: CC - Authorization of Free Fare Days for Culver CityBus in Association with (1) Culver CityBus 90th Anniversary and (2) Bike to Work Day 2018 (May 18, 2018)
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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CC - Authorization of Free Fare Days for Culver CityBus in Association with (1) Culver CityBus 90th Anniversary and (2) Bike to Work Day 2018 (May 18, 2018)

Meeting Date: January 22, 2018

Contact Person/Dept: Art Ida/Transportation Department

Phone Number: (310) 253-6500

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 (01/17/18);

Department Approval: Art Ida, Transportation Director (12/07/17)

RECOMMENDATION

Staff recommends the City Council: (1) authorize a free fare day for all passengers boarding Culver CityBus on Friday, March 2, 2018, 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 18, 2018.

BACKGROUND

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.

March 3, 2018 marks the 90th anniversary of Culver CityBus. This agency has provided continuous bus service for the past 90 years, making it the second oldest municipally owned bus line in the state of California. For 90 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 90 years.

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. In recognition of the loyal riders who make Culver CityBus such an integral part of the transit landscape, Culver CityBus would like to declare Friday, March 2, 2018 as a "Free Fare Day" to thank them for their patronage and encourage others to try transit as a viable option.

May is National Bike Month and Monday, May 14 through Friday, May 18, 2018 is the League of American Bicyclists' National Bike to Work Week. Bike to Work Day on May 18th 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.

DISCUSSION

Culver CityBus partners with other transit agencies in the region be 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 offering a Free Fare Day on March 2 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 anniversary Free Fare Day are projected to equal approximately \$10,500. No General Fund dollars are impacted by these reduced fares.

ATTACHMENTS

None.

RECOMMENDED MOTIONS

That the City Council:

1. Authorize Culver CityBus to offer free fares to all riders in honor of the 90th Anniversary on Friday, March 2, 2018; and,
2. Authorize Culver CityBus to offer free fares to riders with a bicycle and/or bike helmet on Bike to Work Day, Friday, May 18, 2017.