



City of Culver City

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Staff Report Details (With Text)

File #: 22-860 **Version:** 1 **Name:** Receive a Presentation on the CityRide Senior Mobility Service Focus Groups
Type: Presentation **Status:** Action Item
File created: 3/16/2022 **In control:** Mobility, Traffic & Parking Subcommittee
On agenda: 3/29/2022 **Final action:**
Title: MTP - ACTION ITEM - (1) Receive a Presentation on the CityRide Senior Mobility Services; and (2) Provide Direction to Staff.
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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MTP - ACTION ITEM - (1) Receive a Presentation on the CityRide Senior Mobility Services; and (2) Provide Direction to Staff.

Meeting Date: March 29, 2022

Contact /Dept: Ken Bales, Transit Operations Management Analyst, Transportation Department
(310) 253-6586

Action Item: Yes ☒ No ☐ **Attachments:** Yes ☐ No ☒

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

Public Notice: E-Mail via GovDelivery: (03/28/2022)
Meetings and Agendas - Mobility, Traffic & Parking Subcommittee
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Street Maintenance and Closures

Dept Approval: Rolando Cruz, Chief Transportation Officer (03/18/2022)

BACKGROUND/DISCUSSION

Culver City Transportation offers multiple transportation options for Senior and Disabled residents. Federal requirements are met by providing paratransit service-a curb-to-curb public transportation service provided through Access services for those residents with disabilities who are unable to use "fixed route" forms of public transportation. This service operates throughout LA County.

In 1974, Culver City started providing a local branded "Dial-A-Ride" service to improve the mobility of

our seniors and then supplemented the services with a Taxi Coupon Program. For an array of reasons such as regulatory program restrictions, higher costs per passenger, and over 80% loss in ridership, the Transportation Department with the assistance of the Parks, Recreation & Community Services Department would like to re-imagine Senior Mobility Services. The goals are to simplify the program and eligibility requirements, lower the overall costs per passenger, and improve the overall mobility services for our Senior residents.

Staff has hired a consultant to assist with the evaluation of the existing program and consider changes in comparison to the industry, evolving technology, and regulatory requirements. The consultant has vast experience and has worked with the Senior Community for over 25+ years and recently coordinated a revamping of the LA County Paratransit services with Access. Staff and the consultant have conducted interviews, surveys, and two days of focus groups. Staff has gained valuable insights on how best to improve service and make it easier and faster for passengers to get around Culver City in a safe, reliable, and courteous manner.

Staff would like to present some of the findings and recommendations for consideration and input from the Mobility Task Force as we reimagine the program.

FISCAL ANALYSIS

There are no additional cost impacts at this time.

ATTACHMENTS

None.

RECOMMENDED MOTIONS

That the Mobility, Traffic and Parking Subcommittee:

1. Receive a presentation on the CityRide Senior Mobility Services; and
2. Provide direction to Staff.