



City of Culver City

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Staff Report Details (With Text)

File #: 22-1040 **Version:** 1 **Name:** Receive a Presentation on the MOVE Culver City - Downtown Circulator Update
Type: Minute Order **Status:** Action Item
File created: 5/5/2022 **In control:** Mobility, Traffic & Parking Subcommittee
On agenda: 5/10/2022 **Final action:**
Title: MTP - ACTION ITEM - (1) Receive a Presentation on the MOVE Culver City - Downtown Circulator Update; 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 MOVE Culver City - Downtown Circulator Update; and (2) Provide Direction to Staff.

Meeting Date: May 10, 2022

Contact/Dept: Ali Showkatian, Transit Operations Manager / Transportation
(310) 253-6507

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

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

Public Notice: E-Mail via GovDelivery: (05/05/2022): Meetings and Agendas - Mobility, Traffic & Parking Subcommittee / Parks, Recreation, and Community Services Commission; Notify Me - Construction, Street Maintenance and Closures; Stay Informed - Bicycle & Pedestrian / Culver CityBus / Construction Street Maintenance and Closures

Dept Approval: Rolando Cruz, Chief Transportation Officer (05/05/2022)

BACKGROUND/DISCUSSION

Culver City Transportation offers multiple transportation options for its residents. In November 2021, Culver City implemented the Culver City Downtown Circulator - 1C1. The circulator is a free fixed route first / last mile service that connects riders between Expo E Line - Culver City Station, Arts District, and Culver City Hall. The service supports customers of local businesses, employee mobility, and offers residents a local mobility option. The service operates seven days a week and offers 10-to-15-minute frequencies varied by time of day. Culver City Transportation purchased the nation's first

of its kind, three, electric mini shuttle fleet for the circulator service.

Since implementation of the service, we have struggled with reliability due to a labor shortage and ongoing mechanical issues with the pilot vehicle, the first electric mini shuttle in the country. Our ridership has steadily increased month over month for the third quarter of the fiscal year with 405 monthly passengers in January 2022 to 672 passengers in March. Staff has established a “tiger team” to improve reliability, ensure 10-minute frequency during peak hours, and to improve our communication and promotion of the program, with an intent to increase ridership. Staff is now seeking feedback for the next steps of the pilot program.

FISCAL ANALYSIS

There are no additional cost impacts at this time for Downtown Circulator.

ATTACHMENTS

None.

RECOMMENDATION

That the Mobility, Traffic and Parking Subcommittee:

1. Receive a presentation on the MOVE Culver City - Downtown Circulator update; and
2. Provide direction to Staff.