



City of Culver City

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Staff Report Details (With Text)

File #: 24-771 **Version:** 1 **Name:** Authorization of Free Fare Days for Culver CityBus in Association with (1) Bike to Work Day (Friday, May 17, 2024), (2) Clean Air Day 2024 (Wednesday, October 2, 2024) (3) Election Day (Tuesday, November 5, 2024) and (4) New Year's Eve (December 31, 2024)

Type: Minute Order **Status:** Consent Agenda

File created: 2/19/2024 **In control:** City Council Meeting Agenda

On agenda: 3/11/2024 **Final action:**

Title: CC - CONSENT ITEM: Authorization of Free Fare Days for Culver CityBus in Association with (1) Bike to Work Day (Friday, May 17, 2024), (2) Clean Air Day 2024 (Wednesday, October 2, 2024) (3) Election Day (Tuesday, November 5, 2024) and (4) New Year's Eve (December 31, 2024)

Sponsors:

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Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Meeting Date: March 11, 2024

Contact Person/Dept: Dia Turner/ Transportation Department

Phone Number: (310) 253-6540

Fiscal Impact: Yes No

General Fund: Yes No

Attachments: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (03/05/2024)

Department Approval: Diana Chang, Chief Transportation Officer (02/19/2024)

RECOMMENDATION

Staff recommends the City Council authorize free fares for (1) passengers boarding Culver

CityBus with a bike or bike helmet on the Los Angeles area Bike to Work Day, Friday, May 17, 2024, (2) passengers boarding Culver CityBus on Clean Air Day, Wednesday, October 2, 2024, and (3) all riders on the day of the California Statewide election on Tuesday, November 5, 2024, and (4) all riders between 9:00 PM and 1:00 AM New Year's Eve (December 31, 2024).

BACKGROUND

Each year, 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, and Election Day.

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.

DISCUSSION

In 2024, Culver CityBus will continue to partner with other transit agencies in the region by providing free fares through participating in a free fare structure on Bike to Work Day, Clean Air Day, Election Day, and New Year's Eve. Participating transit agencies include Santa Monica's Big Blue Bus, Torrance Transit, Norwalk Transit, the City of Commerce, Beach Cities Transit, Long Beach Transit, L.A. Metro and others. A policy that allows free fares for days that coincide with days approved by the Metro Board and other regional partners will provide seamless travel and coordination between transit agencies.

By participating in regional efforts through free fares to riders who are also using their bikes to commute and travel throughout the area and by offering Free Fare Days on Clean Air Day, Election Day and New Year's Eve for all riders, 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.

FISCAL ANALYSIS

Revenue impacts on Bike to Work Day are projected to equal an approximately \$4,221 reduction. Revenue impacts on Clean Air Day are projected to equal an approximately \$4,363 reduction. Revenue impacts on the November 5 Election Free Fare Day are projected to equal an approximately \$4,221 decrease.

Revenue impacts on New Year's Eve are projected to equal an approximately \$450 decrease.

The total projected revenue decrease is approximately \$13,255.

No General Fund dollars are impacted by these reduced fares.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Authorize Culver CityBus to offer free fares to riders with a bicycle and/or bike helmet on Bike to Work Day, Friday, May 17, 2024, and,
2. Authorize Culver CityBus to offer free fares to all riders on Clean Air Day, Wednesday, October 2, 2024, and,
3. Authorize Culver CityBus to offer free fares to all riders on Election Day, Tuesday, November 5, 2024, and,
4. Authorize Culver CityBus to offer free fares to all riders between 9:00 PM and 1:00 AM on New Year's Eve, Tuesday, December 31, 2024;

or

5. Provide alternate direction as deemed appropriate.