



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 22-716, **Version:** 1

Item #: C-7.

CC - Authorization of Free Fare Days for Culver CityBus in Association with (1) Bike to Work Day (Friday, May 20, 2022), (2) Clean Air Day 2022 (Wednesday, October 5, 2022) and (3) Election Day (Tuesday, November 8, 2022)

Meeting Date: February 14, 2022

Contact Person/Dept: Rolando Cruz / 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 (02/09/2022)

Department Approval: Rolando Cruz, Chief Transportation Officer (02/01/2022)

RECOMMENDATION

Staff recommends the City Council (1) authorize a free fare day for passengers boarding Culver CityBus with a bike on the Los Angeles area Bike to Work Day, Friday, May 20, 2022; (2) authorize a free fare day for passengers boarding Culver CityBus on Clean Air Day, Wednesday, October 5, 2022; and (3) authorize free fares to all riders for the California Statewide election on Tuesday, November 8, 2022.

BACKGROUND

Culver CityBus provided public transit services to approximately 1,692,993 passengers in 2021 and interfaces with other transit agencies while providing these services throughout the western area of Los Angeles. Due to the COVID-19 pandemic, we are seeing a 50% drop in ridership. Free fare programs remind people of public transportation as an alternative form of mobility.

Culver CityBus is an essential component to providing public transit service to people who live and work in and around Culver City, by contributing to the reduction of traffic congestion, improving air quality and getting riders where they need to go.

Bike to Work Day

May is National Bike Month and Monday, May 15 through Friday, May 20, 2022 is the League of American Bicyclists' National Bike to Work Week. Bike to Work Day on May 20th 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.

Clean Air 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.

Culver CityBus usually partners with other transit agencies in the region when observing a free fare structure such as Clean Air Day. By acknowledging Clean Air Day through free fares to riders, Culver CityBus is encouraging people to utilize public transit.

Election Day

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 voter turnout. There is a California Statewide Election on Tuesday, November 8, 2022.

DISCUSSION

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, including 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.

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 and Election Day 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 approximately \$1,407. Revenue impacts on Clean Air Day are projected to equal approximately \$4,363. Revenue impacts on the November 8 Election Free Fare Day are projected to equal approximately \$4,221.

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 20, 2022, and,
2. Authorize Culver CityBus to offer free fares to all riders on Clean Air Day, Wednesday, October 5, 2022, and,
3. Authorize Culver CityBus to offer free fares to all riders on Election Day, Tuesday, November 8, 2022.