



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report

File #: 22-1034, **Version:** 1

Item #: A-4.

MTP - ACTION ITEM - (1) Receive a Presentation on the Culver City Employee Rideshare Program; and (2) Provide Direction to Staff.

Meeting Date: May 10, 2022

Contact/Dept: Ryan Hund, Management Analyst / Transportation
(310) 253-6506

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

Per the South Coast Air Quality Management District (AQMD) Rule 2202, worksites with 250 or more employees must implement an Employee Commute Reduction Program (ECRP), also known as a rideshare program. The purpose of Rule 2202 is to provide employers with a menu of options to reduce emissions generated from employee commutes and to comply with federal and state Clean Air Act requirements. Transportation Department is responsible for creating, implementing, monitoring and reporting on the Culver City efforts. This program is designed to meet ambient air quality standards mandated by the Federal Clean Air Act. As an indirect mobile source emission control strategy, it is intended to reduce vehicle miles traveled and increase the average vehicle ridership (AVR) of work-related trips at subject worksites.

In FY 2022, Transportation Department conducted analyses of City's existing rideshare program, researched the best practices, and re-designed the program to include creative and robust strategies to manage City employees' transportation demands and reduce single-occupancy vehicle trips. The goal is to: 1). Significantly increase City staff's use of alternative mobility choices; and 2). Create a model program that can be showcased in City's future TDM Program.

On April 1, 2022, the new Rideshare pilot program was re-introduced to all City employees, with the

goal to monitor and evaluate the pilot performance in FY2023 and recommend a permanent program in FY2024.

FISCAL ANALYSIS

There are no cost impacts at this time.

ATTACHMENTS

None.

RECOMMENDATION

That the Mobility, Traffic and Parking Subcommittee:

1. Receive a presentation on the Culver City Employee Rideshare Program; and
2. Provide direction to Staff.