



City of Culver City

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

Staff Report

File #: 23-612, **Version:** 1

Item #: C-6.

CC - CONSENT ITEM: Authorization of Free Fare Days for Culver CityBus in Association with (1) The 95th Anniversary of Culver CityBus (Friday, March 3, 2023), (2) Bike to Work Day (Friday, May 19, 2023), (3) Clean Air Day 2023 (Wednesday, October 4, 2023) and (4) Election Day (Tuesday, November 7, 2023)

Meeting Date: February 13, 2023

Contact Person/Dept: Diana Chang / Transportation

Phone Number: (310) 253-6540

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☐ No ☒

Attachments: Yes ☐ No ☒

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (02/08/2023)

Department Approval: Diana Chang, Transportation Planning Manager (02/01/2023)

RECOMMENDATION

Staff recommends the City Council authorize a free fare day for the following: (1) all passengers boarding Culver CityBus for the 95th Anniversary on Friday, March 3, 2023; (2) all passengers boarding Culver CityBus with a bike or bike helmet on the Los Angeles area Bike to Work Day, Friday, May 19, 2023; (3) all passengers boarding Culver CityBus on Clean Air Day, Wednesday, October 4, 2023; and (4) all passengers boarding Culver CityBus for the California Statewide election on Tuesday, November 7, 2023.

BACKGROUND

Culver CityBus (CityBus) provides public transit services to over 5 million passengers per year (pre-pandemic) and interfaces with other transit agencies to provide these services throughout the western area of Los Angeles.

While CityBus provides public transit service to people who live and work in and around Culver

City, CityBus also contributes to the reduction of traffic congestion, improves air quality, and connects people to the region. CityBus mobility services support the growth and vitality of the Culver City community.

Friday, March 3, 2023, marks the 95th anniversary of CityBus. CityBus has provided continuous bus service for the past 95 years, making it the second oldest municipally owned bus line in the state of California. For 95 years, riders have turned to CityBus to get them where they've needed to go. The anniversary provides a chance to not only look back at the proud history, but also to look ahead to the improvements and investments CityBus is making to serve customers for another 95 years. It is also an opportunity to thank the customers.

May is National Bike Month and Monday, May 15 through Friday, May 19, 2023 is the League of American Bicyclists' National Bike to Work Week. Bike to Work Day on May 19th 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.

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, CityBus is encouraging people to utilize public transit.

In 2019, the City Council directed 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 7, 2023.

DISCUSSION

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. A policy that allows free fares for days that coincide with days approved by the Metro Board 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 and Election Day for all riders, 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. Offering a Free Fare Day on the March 3rd Anniversary allows the City to share its history and thank the riders. With these efforts, CityBus continues to do its share for clean air and reduce traffic congestion in the region.

FISCAL ANALYSIS

The following are the projected revenue impacts from each of the events:

- 95th anniversary - approximately \$4,827;
- Bike to Work Day - approximately \$5,308;
- Clean Air Day - approximately \$9,402; and
- November 8 Election Free Fare Day - approximately \$8,440.

The loss in fare revenue will not significantly impact transit operations. 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 all riders on the 95th Anniversary of Culver CityBus (Friday, March 3, 2023), and,
2. Authorize Culver CityBus to offer free fares to riders with a bicycle and/or bike helmet on Bike to Work Day, Friday, May 19, 2023, and,
3. Authorize Culver CityBus to offer free fares to all riders on Clean Air Day, Wednesday, October 4, 2023, and,
4. Authorize Culver CityBus to offer free fares to all riders on Election Day, Tuesday, November 7, 2023, or
5. Provide alternate direction as deemed appropriate.