

# 2024 Free Fare Days for Culver CityBus

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Community Engagement  
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# City of Culver City

## “Heart of Screenland”

Westside of Los Angeles County

Area: 5 square miles

Population: 40,779 (2020)

Employment: 57,952 (2019)

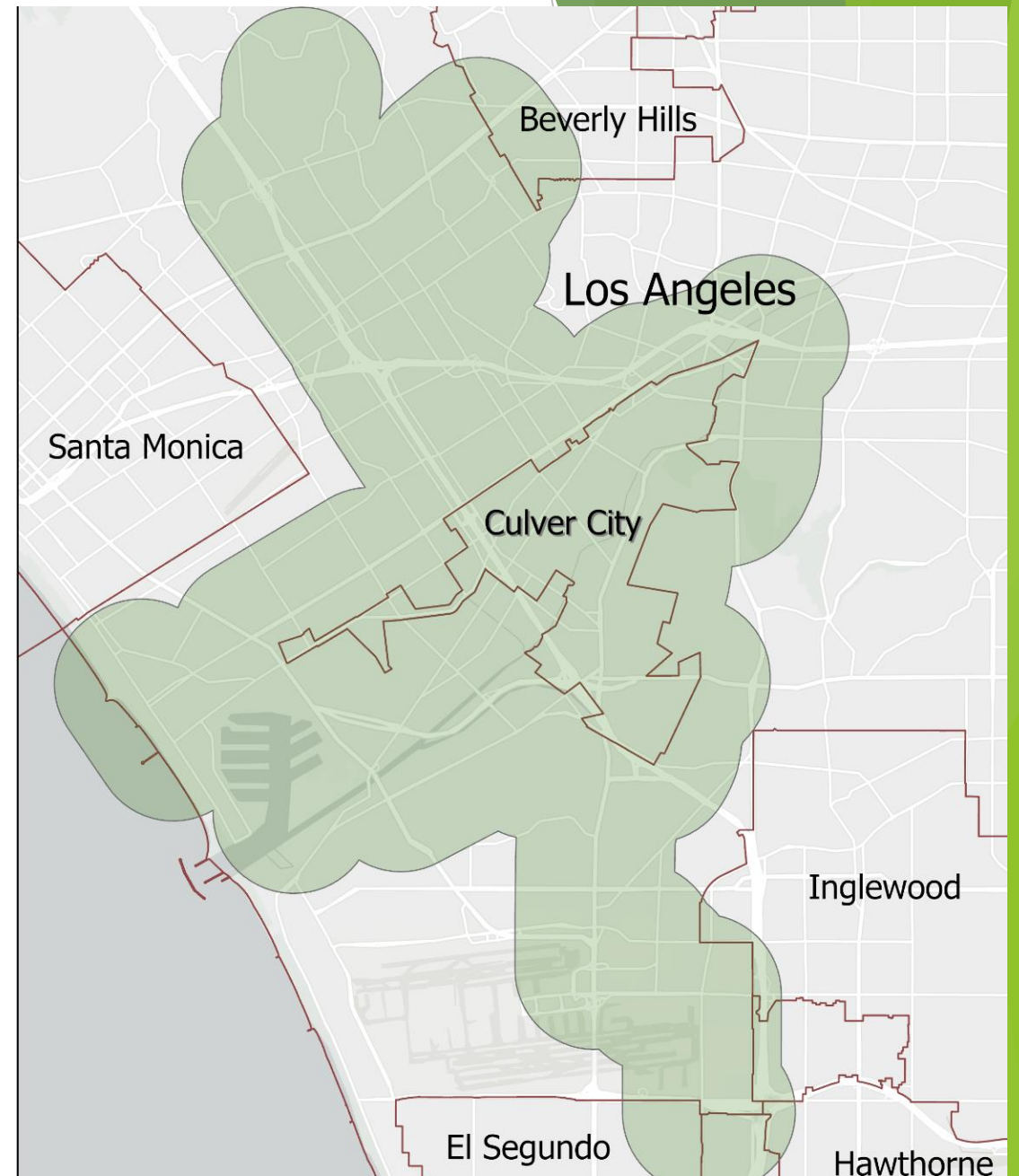
Growing high-tech and creative economies

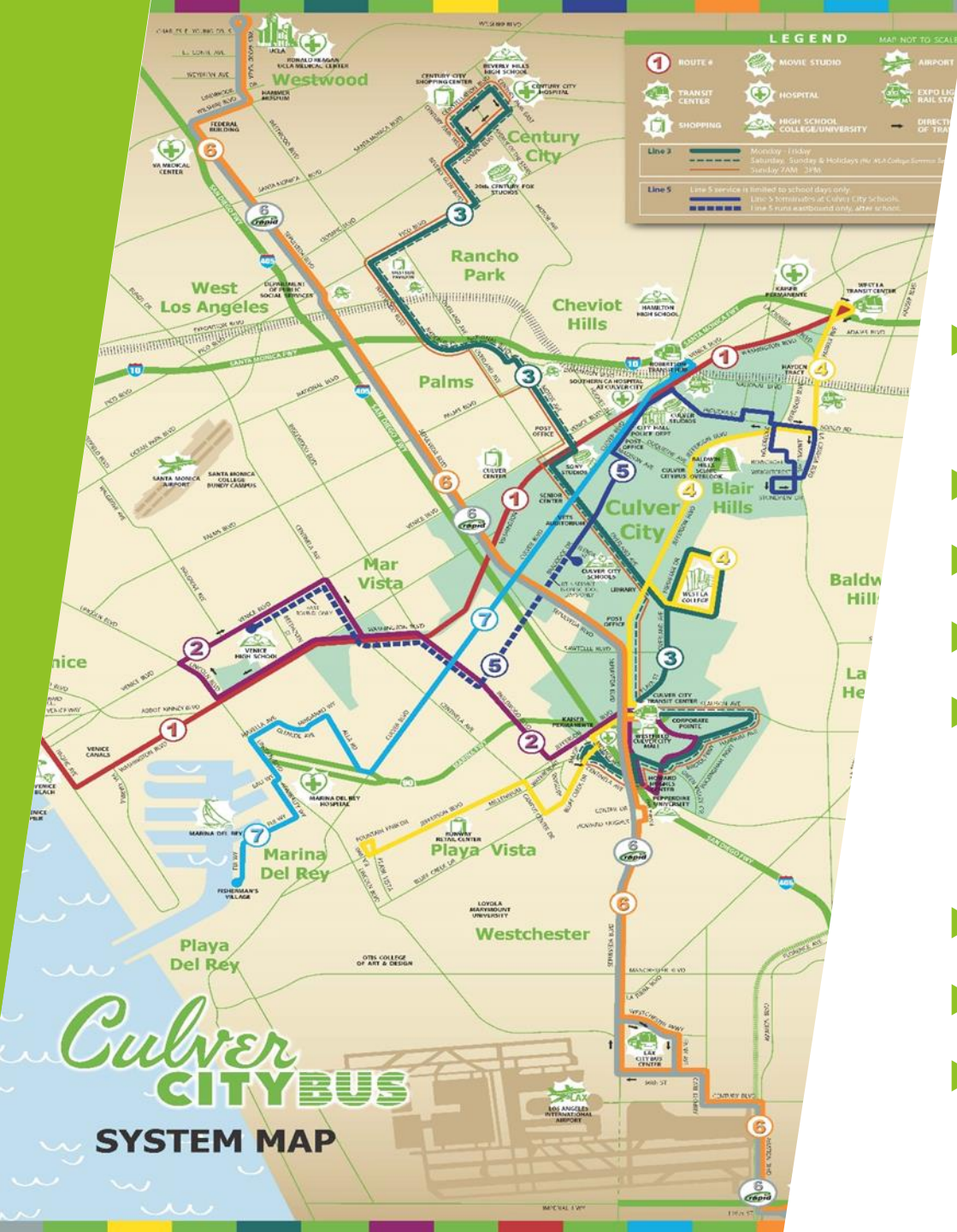
Large Employers and Developments

Sony, Apple, Amazon Prime, HBO, Tik Tok

Transit services

Culver CityBus, LA Metro E Line (Expo), Metro Bus,  
Santa Monica Big Blue Bus, LADOT





## CityBus & CityRide Fixed Routes

7 Lines of Service - serving about 4.5 million riders annually (Pre-Covid)

- ▶ Line 1 - Washington Blvd
  - ▶ *Line 1C1 - Downtown Circulator*
- ▶ Line 2 - Inglewood Blvd
- ▶ Line 3 - Crosstown
- ▶ Line 4 - Jefferson Blvd
- ▶ Line 5 - Braddock Drive
  - ▶ *Line 5C1 - Arts District School*
  - ▶ *Line 5C2 - Fox Hills School*
- ▶ Line 6 - Sepulveda Blvd
- ▶ Rapid 6 - Sepulveda Blvd Rapid
- ▶ Line 7 - Culver Blvd

# Regional Fares

- Culver CityBus Accepts TAP
  - Free 2 Hour Transfers
  - Balance Protection
  - Ride seamlessly across LA (26 transit agencies)
- Culver CityBus Base Fare \$1
- LA Metro Base Fare \$1.75
- Big Blue Bus Base Fare \$1.10
- Seniors 62+ / Medicare / Disabled 35¢
- Low Income (LIFE)
  - Need to qualify
  - Free 90 Day Pass
  - 20 free rides
- Students at participating GoPass schools ride for FREE (CCUSD, LAUSD, Jr. Colleges, etc.)



# Regional Collaboration

Culver CityBus partners with other transit agencies in the region to offer free fare on designated days

- ▶ Regional Free fare days allow seamless travel and coordination between transit agencies
- ▶ By participating Culver CityBus
  - ▶ Encourages sustainability
  - ▶ Attracts new riders
  - ▶ Reduces traffic congestion in our region
  - ▶ Do our share for clean air

When people try transit during days when incentives are provided, there is a greater likelihood that they will become long-term transit users.



# Regional Collaboration (Equity)

- ▶ Offering Free Fare Days on dates not in line with regional efforts
  - ▶ Costs the transit dependent rider MORE in the long run
  - ▶ Base fare Culver CityBus \$1 (2 hour free transfer when using TAP)
  - ▶ Base fare for LA Metro \$1.75
  - ▶ Base fare for Big Blue Bus \$1.10



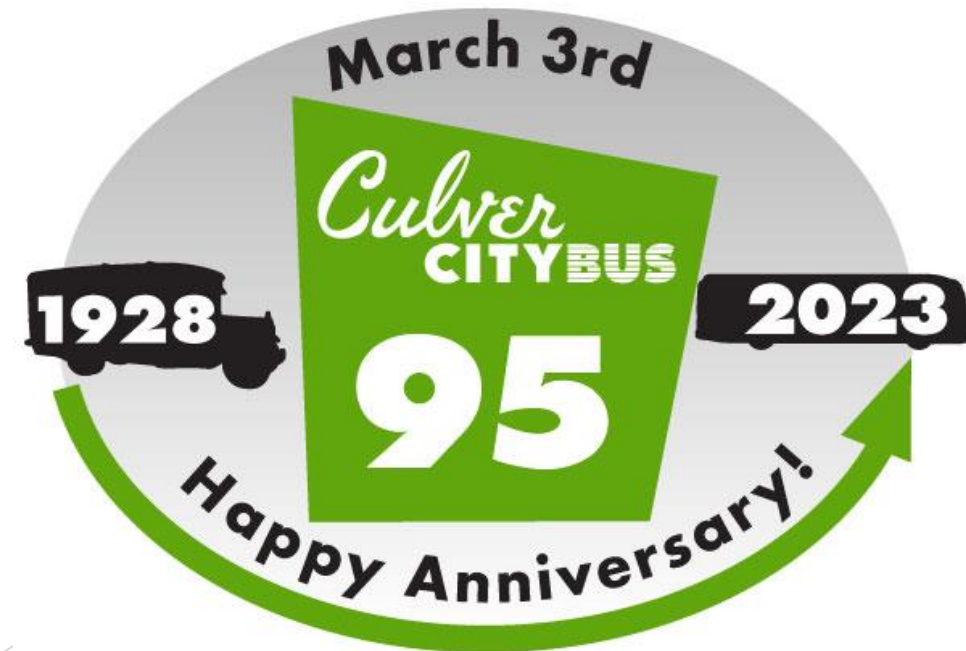
# Free Fare Days

- ▶ Current
  - ▶ Culver CityBus “Significant” Anniversaries (90<sup>th</sup>, 95<sup>th</sup>, 100<sup>th</sup>)
    - ▶ All Transit
  - ▶ Bike to Work Day
    - ▶ Anyone wearing a helmet or riding a bike
  - ▶ Clean Air Day
    - ▶ All transit
  - ▶ Election Day
    - ▶ All transit
- ▶ Proposed addition for 2024
  - ▶ New Year’s Eve
    - ▶ All Transit
    - ▶ Between 9:00 PM- 1:00 AM
- ▶ Cost - No General Fund dollars are impacted by these reduced fares



# Free Fare Day - Culver CityBus Anniversary

- ▶ Offer Free Fare on significant Anniversary dates
  - ▶ **Purpose:**
    - ▶ Thank you to our riders
    - ▶ Encourage others to try transit as a viable option
  - ▶ **Observance:**
    - ▶ Free Fare on all transit
    - ▶ Partner with other events when possible
      - ▶ Example the 2019 Anniversary
      - ▶ Same day as the first CicLAvia event in 2019
      - ▶ opportunity for a true mobility partnership, showing how open streets and transit can work together.
  - ▶ **Cost:**
    - ▶ Last observance 95<sup>th</sup> - Fiscal Impact \$4,827 (2023)



# Free Fare Day - Bike to Work Day

May is National Bike Month. Transit agencies nationwide participate with free fares to riders who board with bicycles or helmets.

- ▶ **Purpose:** Promote bicycling as a sustainable and practical transportation mode
- ▶ **Opportunity:**
  - ▶ May 12-18, 2024 - Bike Week
    - ▶ Annual week of community events
  - ▶ Bike to Work Day - Friday, May 17, 2024
    - ▶ Just one element of Bike Week L.A.
    - ▶ Last few years has moved to Thursday Regionally
    - ▶ Also host Bike to work Pit Stops
- ▶ **Cost:** Fiscal Impact \$5,308 (2023)



# Free Fare Day - Clean Air Day

California Clean Air Day is a multifaceted program hoping to unite people to action to improve our community health. Clean Air Day is a project of the Coalition for Clean Air (“CCA”).

- ▶ **Purpose:** Allows individuals and communities make choices that support Clean Air in California
- ▶ **Observance:**
  - ▶ Regional observance annually since 2018
    - ▶ Free Fare
    - ▶ Statewide effort (other events)
  - ▶ First Wednesday of October Annually
    - ▶ This Year October 2, 2024
  - ▶ Try to partner with other events for impact
    - ▶ 2021 used to promote roll out of Battery Electric Buses
    - ▶ Senator Kamlager visit and Ride on Electric Bus
- ▶ **Cost:** Fiscal Impact in 2023 \$9,402





# Free Fare Day - Election Day

In 2019, the 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.



## ► Purpose:

- Effort to boost poor voter turnout

## ► Observance:

- Free fare on all transit for Election dates
- Tuesday, November 5, 2024

## ► Cost: Fiscal Impact (2023) \$8,440

# Proposed Free Fare Day (Partial) - New Year's Eve

In 2024, Culver CityBus proposes to join local transit agencies to offer free rides from 9:00 PM – 1:00 AM.

## ►Purpose:

- to help everyone travel safely during the New Year's Eve Holiday

## ►Observance :

- Free service
  - 9:00 PM and 1:00 AM on New Year's Eve
- Los Angeles County Metropolitan Transportation Authority (Metro)
- Big Blue Bus

## ►Cost: Fiscal Impact (Estimated) \$450

