



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Encouraging the Use of Beeline Transit by Designating Annual Free Fare Days

1. Motion authorizing the City Manager, or his designee to make Beeline free on Transit Equity Day, Earth Day, National Bike to Work Day, California Clean Air Day, and federal and state elections to encourage transit use and provide access to polls on an annual basis, permanently.

COUNCIL ACTION

Item Type: Consent

Approved for September 13, 2022 **calendar**

EXECUTIVE SUMMARY

Transit Equity Day (February 4th), Earth Day (April 22nd), Bike to Work Day (3rd Thursday in May), and California Clean Air Day (October 6th) are annual events observed nationally to celebrate the importance of protecting the environment. Establishing these free fare days will encourage the use of public transportation, reduce GHG emissions, and improves the health of our residents and riders. Providing free fares on federal and state election days aids Glendale residents to exercise their right to vote. Since the Metropolitan Transportation Authority (Metro) Board approved the above free fare days on Metro service, Glendale residents would be able to ride free on both Beeline and Metro services, reducing confusion.

COUNCIL PRIORITIES

Mobility/Connectivity/Safety: Offering free fares on select days that highlight environmental consciousness and on federal and state elections provides continued safe, efficient, and reliable transportation services to a greater number of residents and transit riders.

RECOMMENDATION

Approve a Motion authorizing the City Manager, or his designee to designate the following annual events as free fare days on Beeline Transit service: Transit Equity Day, Earth Day, Bike to Work Day, California Clean Air Day, and federal and state elections.

BACKGROUND

In the past few years, staff requested authorization for free fares on Earth day and for federal and state elections. Approval was requested for each event before implementing the free fare day. This made it difficult to adequately inform riders of the free Beeline service in a consistent and timely manner. Riders were confused when Metro was free, but Beeline was not. 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 operating in the City of Glendale.

ANALYSIS

Reducing the number of single occupancy vehicles by riding transit or a bicycle can contribute to cleaner air by reducing air pollution and greenhouse gas emissions in LA County. Encouraging public transit use on Transit Equity Day, Earth Day, Bike to Work Day, and California Clean Air Day by offering free rides on Beeline service helps highlight simple measures to combat climate change. Offering free Beeline service on federal and state election days will provide Glendale residents access to voting sites and ballot drop-off locations and encourages participation in our democracy.

STAKEHOLDERS/OUTREACH

The annual, permanent Beeline free fare days will increase awareness of protecting the environment and provide voters transportation to polling sites and ballot drop-off boxes.

FISCAL IMPACT

There is a reduction in projected Beeline farebox revenue, which is dependent on the date of the free fare event: \$1,100 per weekday, \$500 on Saturday, and \$200 on Sunday. The loss of fare revenue will not significantly impact transit operations.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES

Alternative 1: The City Council may elect to authorize the City Manager, or his designee, to make Beeline free on Transit Equity Day, Earth Day, National Bike to Work Day, California Clean Air Day, and federal and state elections to encourage transit use and

provide access to polls on an annual basis, permanently. This would allow Beeline service to coordinate free fare days with Metro allowing Glendale residents to ride free on both services on the same days.

Alternative 2: The City Council may elect not to authorize Annual Free Fare Days. This would detract from raising awareness for environmental issues and not provide transportation to polling sites and drop boxes on election day.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

Prepared by:

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Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS
