



Board Report

File #: 2019-0068, File Type: Fare / Tariff / Service Change

Agenda Number: 23.

OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE MARCH 21, 2019

SUBJECT: FREE METRO TRANSIT SERVICE ON EARTH DAY 2019

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

APPROVE providing free Metro transit service on Earth Day (April 22, 2019).

ISSUE

At the February 2019 Operations, Safety and Customer Experience Committee meeting, Director Kuehl requested a report back regarding free bus and rail transit service on Earth Day.

BACKGROUND

Earth Day is an annual event celebrated on April 22nd to demonstrate support for environmental protection. In the past, the Metro Board of Directors have directed staff to provide free transit service as a way of focusing our attention on advocating for a healthy sustainable environment; and as a reminder that we must take action to clean the air, reduce Green House Gas emission and combat climate change.

DISCUSSION

Earth Day goals still resonate today and on the approach of Earth Day 2019, staff is recommending that the Metro Board once again approve free transit for one day on Monday, April 22, 2019. In 2018, Metro provided free service on Sunday, April 22nd in support of patrons who opted to help reduce GHG emissions and pollution in Los Angeles. Generally, Metro experiences higher customer usage on weekdays compared to weekends, and therefore Metro anticipates an increase in ridership for Earth Day 2019 compared to 2018. Metro staff will review and analyze available customer usage data in an effort to determine the effectiveness of free service on Earth Day.

Specifically, Metro will offer free bus and rail service on Monday, April 22, 2019 and will inform customers about the free service using various communication outlets, including social media to share information, answer questions, and ensure that service is safe and reliable.

DETERMINATION OF SAFETY IMPACT

Approval of this item will have no impact on the safety of our customers and employees. Metro is committed to delivering service that is safe and reliable for our customers.

FINANCIAL IMPACT

All costs relative to providing free transit on Earth Day 2019 will be reviewed and approved during the regular budget process. Since this is a multi-departmental effort, the respective Departmental project managers will be responsible for budgeting expenses to provide free transit on Earth Day.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of this recommendation supports the following Metro Strategic Plan Goal: 3) Enhance communities and lives through mobility and access to opportunity. Metro will continue work towards making Los Angeles County's transportation system more accessible, inclusive, and responsive to the needs of the diverse communities it serves.

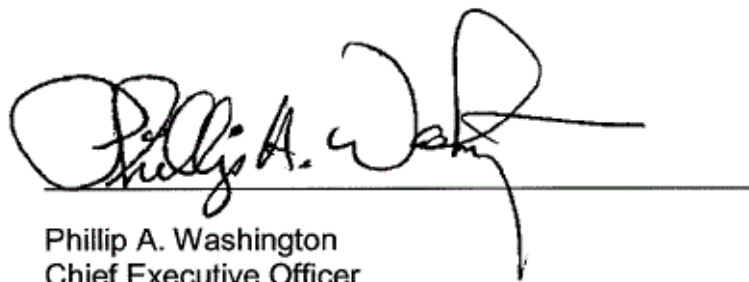
NEXT STEPS

Metro will continue planning and coordination efforts in support of providing free transit on Earth Day April 22, 2019.

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