



Board Report

File #: 2020-0130, **File Type:** Fare / Tariff / Service Change

Agenda Number: 30.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
MARCH 19, 2020**

SUBJECT: FREE METRO BUS, RAIL, BIKE SHARE SERVICES ON EARTH DAY

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

AUTHORIZE Chief Executive Officer to make Bus, Rail, and Bike Share services free on Earth Day (April 22nd) on an annual basis, permanently.

ISSUE

In an effort to continue actions taken by the Agency to clean the air, reduce Green House Gas emissions and combat climate change, and to promote the use of public transportation, Metro supports making Bus, Rail, and Bike Share services free on Earth Day on an annual basis.

BACKGROUND

Earth Day is an annual event celebrated to demonstrate support for environmental protection. In 2018 and 2019, Metro’s Board of Directors directed staff to provide free Bus, Rail and Bike Share service as a way of advocating and promoting a healthy sustainable environment. The estimated ridership and usage for 2018 and 2019 are shown below.

Earth Day	Day of the Week	Bus and Rail Estimated Ridership	Bike Services Estimated Usage
2018	Sunday	604,891	1,278
2019	Monday	1,201,529	795

DISCUSSION

In 2020, Metro intends to blend National Get on Board Day goals, which focus on public transportation use, with Earth Day goals aimed to support environmental protection. Because these goals will resonate beyond today, staff is recommending making transit free on Earth Day annually.

Operations, TAP & Security & Law Enforcement

Metro will provide free Bus and Rail services all day and Bike Share will provide a promo code to

customers that will allow for free thirty-minute single rides, accessible via station kiosks. Operations, TAP, Security & Law Enforcement departments will coordinate to ensure a safe and efficient operation on Earth Day.

Communications

Metro will inform customers about the free services using various communication outlets, including traditional and non-traditional media to share information, answer questions, and promote the use of Metro transit on Earth Day.

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

Metro estimates a *daily* bus and rail fare revenue impact in the amount of \$550,000 for providing free transit on Earth Day. This includes any single day fares paid with cash or stored value for Metro Bus and Rail services, and excludes the cost of transfers to non-participating municipalities. It does not include the revenue impact to any other municipalities or transit agencies.

All costs relative to providing free transit on Earth Day will be reviewed and approved annually 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.

Impact to Budget

The loss of fare revenues will require backfilling by other funds which are used for bus and rail operations.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of this recommendation supports Metro's Strategic Plan Goal 3) Enhance communities and lives through mobility and access to opportunity and Goal 4) Transform LA County through collaboration and leadership. Metro will continue work toward providing accessible and inclusive services for the residents of Los Angeles County.

NEXT STEPS

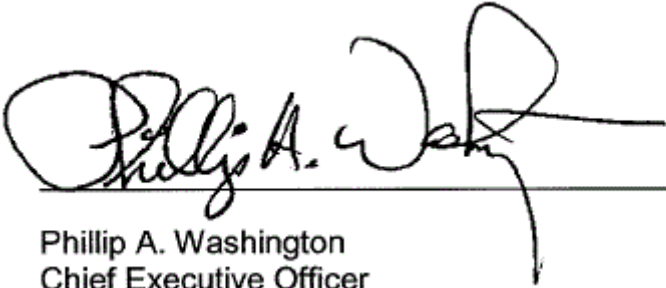
Staff will continue internal and external planning and coordination efforts in support of making free Bus, Rail, and Bike Share Services permanent on Earth Day (excluding transit station parking).

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