



# Transportation Department Update

Mobility Subcommittee  
4/10/2025



# Culver City Transportation Department

Forward-thinking vision guiding our decisions for mobility in Culver City.



# Our Services



## CityBus

- Fixed Route Service serving Culver City and the Westside of LA County
- 8 Routes
- Regional Connector to Metro Rail



## CityRide

- Dial-A-Ride On-Demand Services
- Downtown Circulator (1C)
- School Trips (5C)
- Future MicroTransit



## CityShare

- Scooter Share
- Bike Share
- Employee RideShare
- City Wide Transportation Demand Management



## CityFleet

- CityBus
- Fire
- Police
- PW Refuse
- Public Works
- PRCS
- General

## Mobility Planning / Administration

(Citywide and Regional Mobility Planning, Management, and Initiatives)

# Working Toward a Great Mobility Future

## ► Milestones

- Celebrated 97 Years of Service on March 3<sup>rd</sup>, 2025
- 4<sup>th</sup> Year of GoPass Program ([gopass@culvercity.org](mailto:gopass@culvercity.org))



# Current & Future Initiatives

- ▶ Enhancing Service
  - ▶ Exploring ways to increase recruitment for Front Line Workers
  - ▶ 100% service restoration in October 2024
  - ▶ Transit Ambassador program launched November 2024 to improve rider experience, safety, and accessibility
  - ▶ Comprehensive Mobility Services Plan (CMSP) underway as of October 2024



**Join Our Team!**

**Contact CulverCITYBUS to learn how to use your skills in service to your community**

**ONE-TIME SIGN ON BONUS! \$2,500**

**We Offer...**

- ✓ On the Job Paid Training, Start at \$19.10/hr
- ✓ Excellent Salary \$20.97 - \$31.21/hr



# Current & Future Initiatives

- ▶ Shifting the Mobility Paradigm
  - ▶ Metro Bike Share Partnership
  - ▶ World Cup and Olympics/Paralympics Coordination
  - ▶ Transportation Demand Management Comprehensive Plan & Ordinance Update
  - ▶ MOVE Culver City



**MOVE** *Culver* CITY

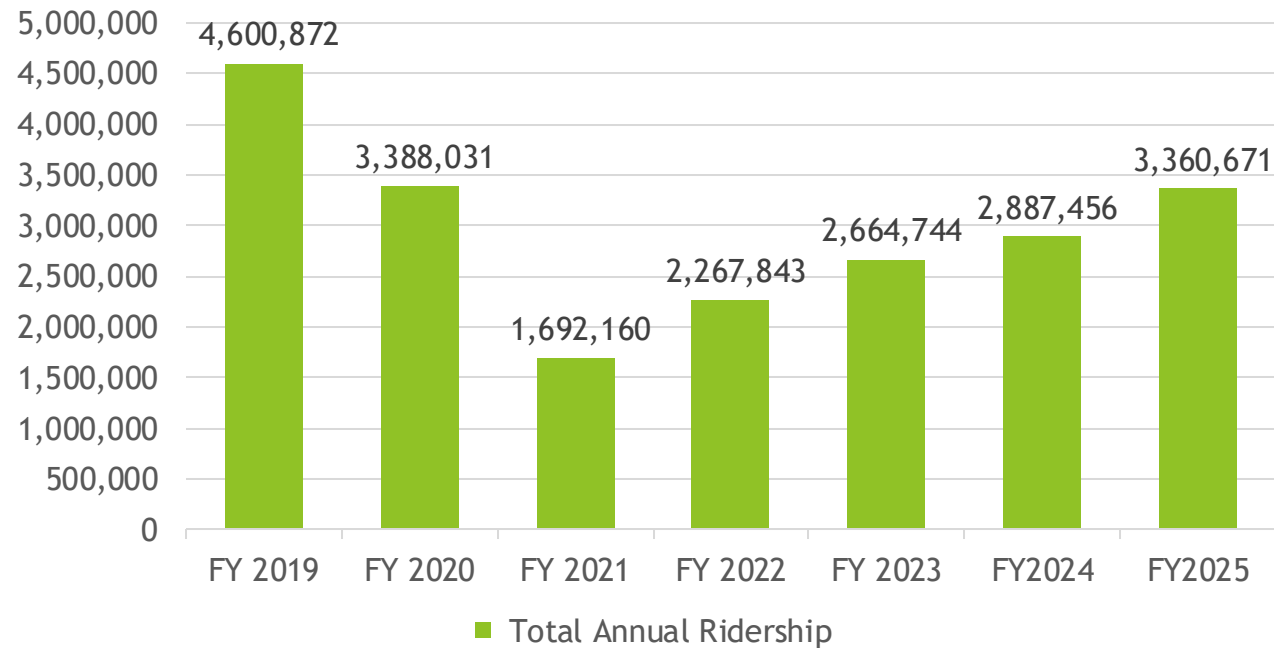
It's how we get there.



# CityBus Ridership

FY 2025 (projected):  
**3,360,671**  
% of Pre-Covid: **73%**

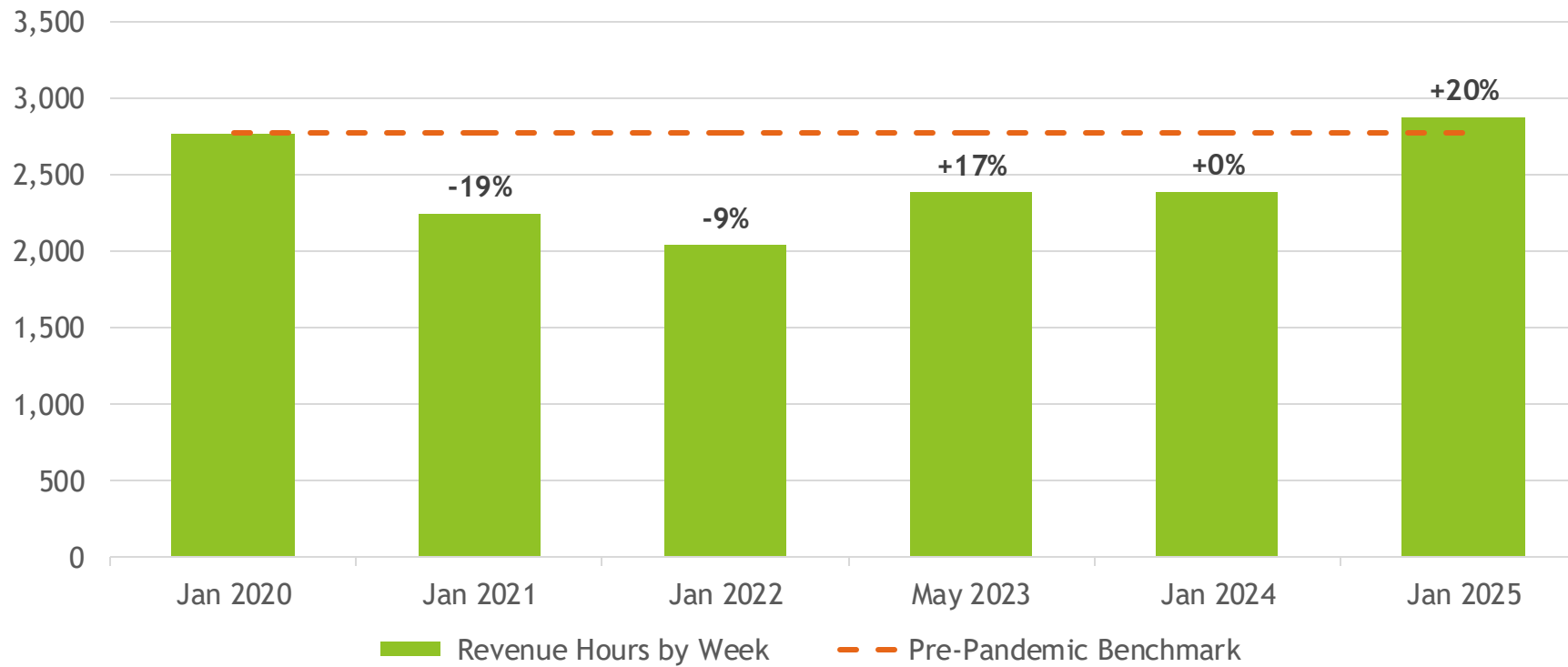
Total Annual Ridership



Fiscal Year	Year-over-Year Growth
FY 2019	Baseline
FY 2020	-26%
FY 2021	-50%
FY 2022	+34%
FY 2023	+18%
FY 2024	+8%
FY 2025 (projection)	+16%

# CityBus Service Hours

As of Jan 2025:  
**2,880**  
hrs/week  
% of Pre-COVID: **104%**



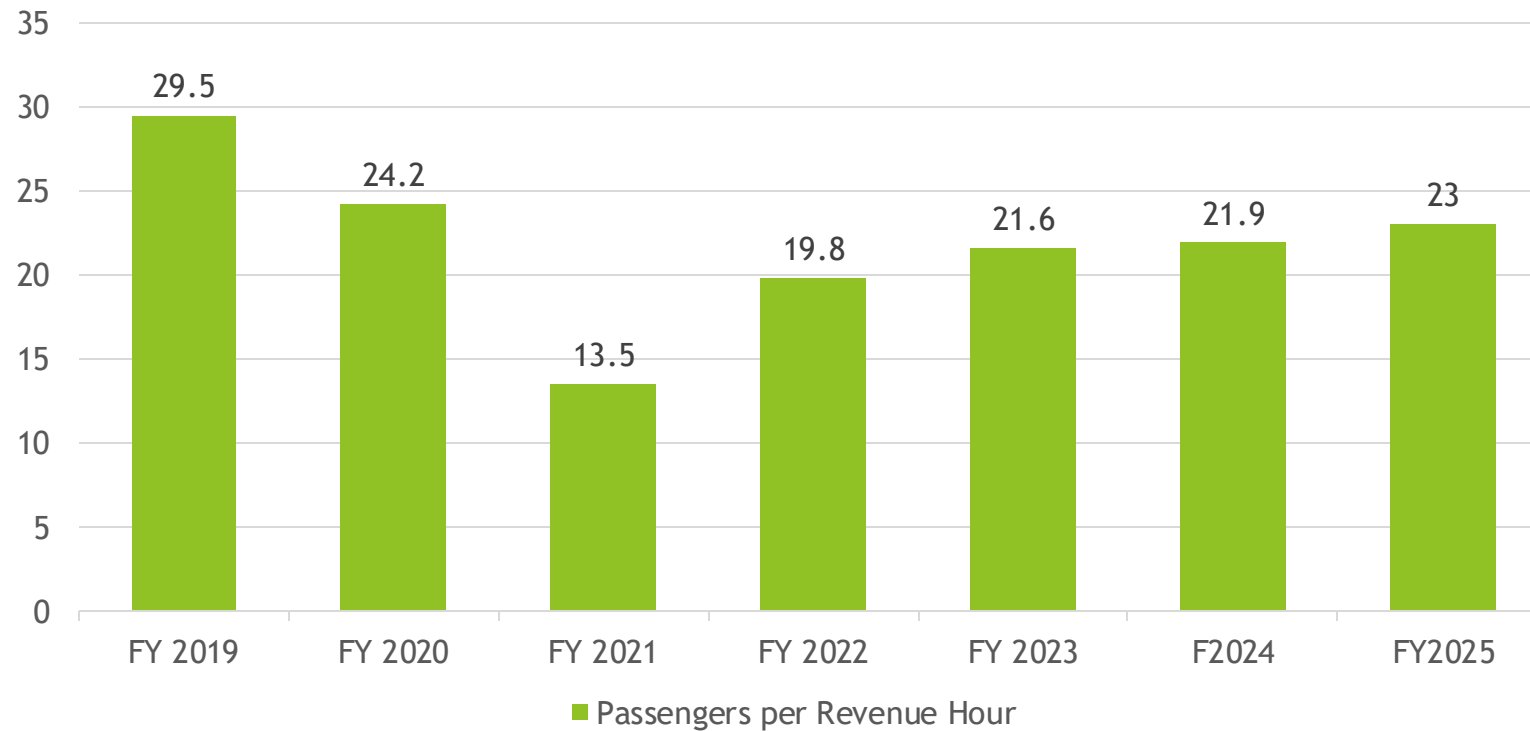
# CityBus Productivity

FY 2025 (projected):

**23.0**

% of Pre-Covid: 78%

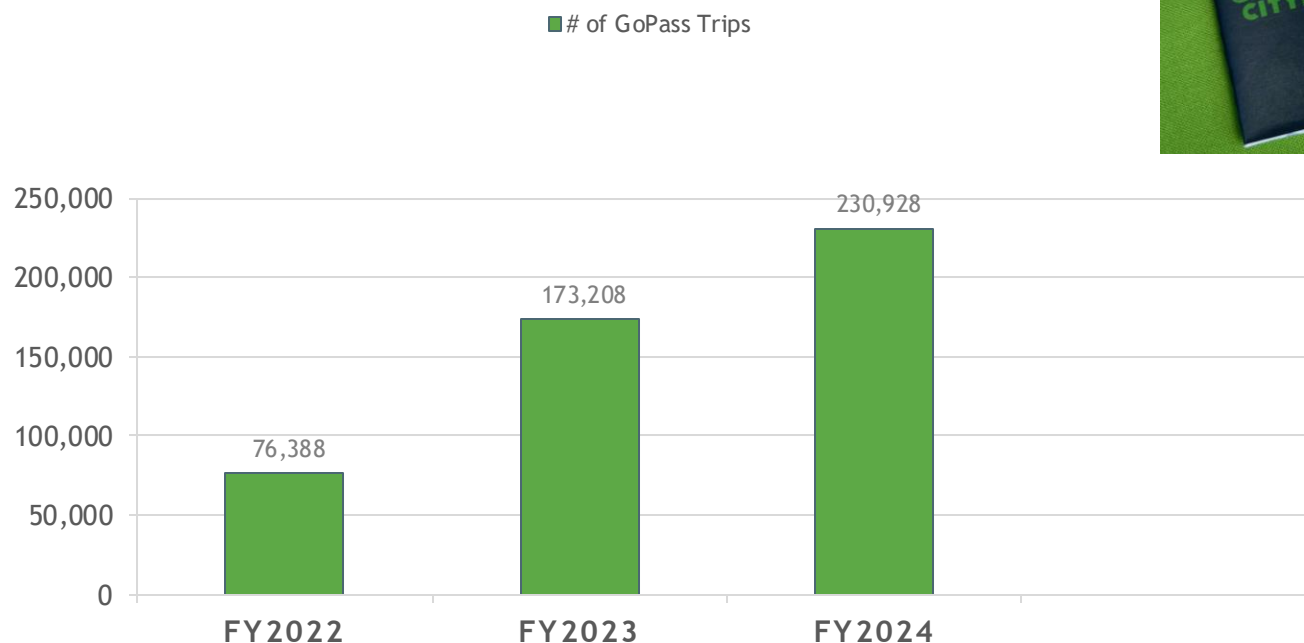
Passengers per Revenue Hour



# GoPass Program (CCUSD)

- ▶ 4<sup>th</sup> Year of GoPass Program
- ▶ 1,900 GoPass TapCards distributed in year 4
- ▶ More information at [gopass@culvercity.org](mailto:gopass@culvercity.org)

FY 2024:  
**230,928**  
33% Increase in ridership



**CCUSD Students**

**GoPass**

**CCUSD Estudiantes**

**Ride FREE with GoPass**

**Viaja GRATIS con GoPass**

Pick up your free-fare GoPass card from your school representative:

Recoja su tarjeta GoPass de tarifa gratuita del representante de su escuela:

**CCHS:** Oscar Rodriguez | [oscarrodriguez@ccusd.org](mailto:oscarrodriguez@ccusd.org)  
**CCMS:** Aldo Henfield | [aldohenfield@ccusd.org](mailto:aldohenfield@ccusd.org)  
**Farragut:** Emma Andrade | [emmaandrade@ccusd.org](mailto:emmaandrade@ccusd.org)  
**La Ballona:** Rosy Reyes | [rosyreyes@ccusd.org](mailto:rosyreyes@ccusd.org)  
**El Rincon:** Debbie Hamme | [debbiehamme@ccusd.org](mailto:debbiehamme@ccusd.org)  
**Lin Howe:** Leslie Gardner | [lesliegardner@ccusd.org](mailto:lesliegardner@ccusd.org)  
**El Marino:** Maria Vasquez | [marivasquez@ccusd.org](mailto:marivasquez@ccusd.org)  
**CCUSD Family Support:** Edith Fernandez | [edithfernandez@ccusd.org](mailto:edithfernandez@ccusd.org)

Use the **NextCCBus** App for Real-Time Map, Scheduling, Route and Stop Info, Rider Alerts and More

Utilice la aplicación **NextCCBus** para obtener mapas en tiempo real, horarios, rutas y paradas, alertas de pasajero y más.

**Visit | Visita**

**Questions | Preguntas**

**TO & FROM School, and Anywhere Else!**

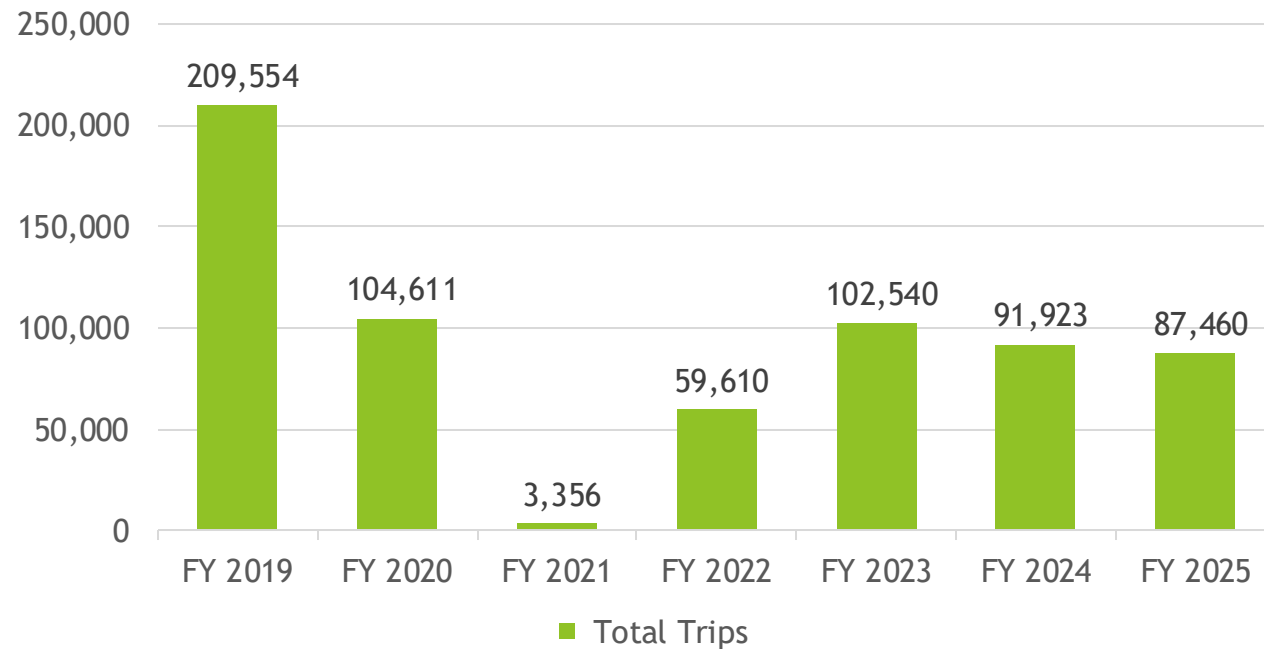
**¡La manera más fácil HACIA Y DESDE la escuela y cualquier otro lugar!!**

310-253-6500 - [gopass@culvercity.org](mailto:gopass@culvercity.org)

# CityShare: Micromobility

FY 2025 (projected):  
**87,460**  
Year-over-year: **5%**

Total Trips



Fiscal Year	Year-over-Year Growth
FY 2019	Baseline
FY 2020	-50%
FY 2021	-97%
FY 2022	+1,676%
FY 2023	+72%
FY 2024	-10%
FY 2025 (projection)	-5%

# Rider Feedback from CMSP Focus Groups

- Riders appreciate the compassion and personability of Culver CityBus operators.
- Operators do a good job of watching out for riders trying to get on the bus.
- Operators deal well with "unstable individuals" which gives riders more confidence and makes them feel safe.
- Operators drive safely and are aware of their environment.
- One participant stated that seeing Culver City buses gives him hope for the future, that we can solve traffic and environmental problems, and that he has good experience on and interacting with Culver City Buses and their operators.

# Community Engagement

## Who We're Reaching & How

- ▶ Students & Schools (K-12 & College)
  - ▶ Field Trips on Transit, Pre-K, CCUSD and College
  - ▶ Integrated transit education and sustainability workshops on site
- ▶ Senior Community
  - ▶ Hosted transit education events that engaged our senior community
  - ▶ Field Trips on Transit
  - ▶ Promoted transit travel and gathered accessibility feedback
- ▶ General Community
  - ▶ Local engagement events and meetings, gathering feedback from the community
  - ▶ Annual free fare days, encouraging new and existing riders to use transit.
- ▶ Media & Public Awareness
  - ▶ Local press spotlights highlighting Engagement, Community and Recruiting campaigns
  - ▶ Elevated stories about riders and sustainability goals for CCB



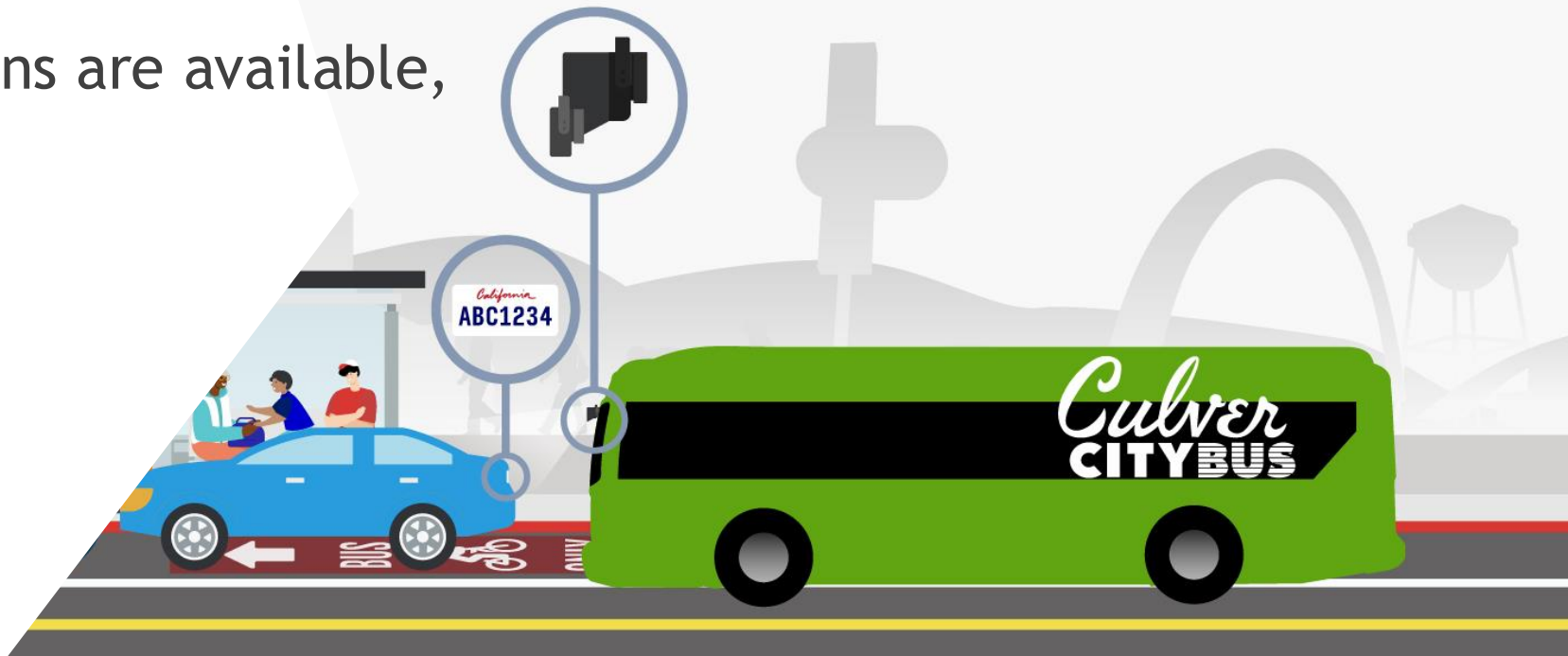
# Transit Ambassador Program

- ▶ One-year pilot program to deploy Ambassadors on buses and bus stops throughout the transit system launched in November 2024 and went into full operation in January 2025
- ▶ Ambassadors are trained to assist passengers with wayfinding, provide information, and to offer resources to individuals in crisis.
- ▶ We have focused on Line 6, based on data and feedback from operators regarding areas of highest need.
- ▶ We conducted baseline surveys with riders and operators and have begun quarterly surveys. We will use these as well as incident reports to monitor the effectiveness of the program.



# Automated Bus Lane (and Bus Stop) Enforcement (ABLE)

- ▶ Intended to improve transit safety, accessibility, and reliability by reducing parking violations in bus lanes and stops.
- ▶ Bus-mounted cameras & AI technology to capture footage of suspected violations, which is sent to CCPD for manual human review and verification.
- ▶ 60-day warning period March 20 thru May 18, 2025.
- ▶ Full implementation & citation issuance begins May 19, 2025, with violators subject to fines of \$293 for each violation.
- ▶ Low-income payment plans are available, consistent w/ state law.



**MOVE Culver City** is a City-led effort to reimagine our busiest streets, making it safe, convenient, and reliable to get around by any mode (walking, biking, transit, or driving).



# Downtown Corridor

## ► Western Segment (Duquesne – La Cienega Blvd)

- Substantially complete as of 11/2024
- Signal work ongoing
- Arts District paint to be refreshed once signal work is complete



## ► Eastern Segment (La Cienega Blvd – Fairfax, Adams)

- Final design is in progress
- Implementation expected late 2025



# Sepulveda Corridor

In April 2023, Council directed the Transportation Department to begin developing concepts for mobility lanes on Sepulveda Boulevard

- **Currently:**
  - Data collection
  - Feasibility analysis
  - Traffic studies
- **Later this year:**
  - Stakeholder outreach
  - Development of design alternatives

# Comprehensive Mobility Services Plan (CMSP)

- ▶ The CMSP is a departmental effort to understand, analyze, and plan for the future of Culver CityBus and all current & potential services in and surrounding Culver City
  - ▶ Near-term strategy and 20-year plan to address mobility needs
  - ▶ Plan will examine fixed-route service and innovative modes
- ▶ Culver City Your Way is the public engagement portion of the project
  - ▶ Public engagement happens throughout the project
  - ▶ Will host public meetings, focus groups, and pop-ups
  - ▶ Can email at [ccyourway@culvercity.org](mailto:ccyourway@culvercity.org)
- ▶ Recommendations are set to be finalized Winter 2025/26
- ▶ Learn more at [CCYourWay.com](https://CCYourWay.com)



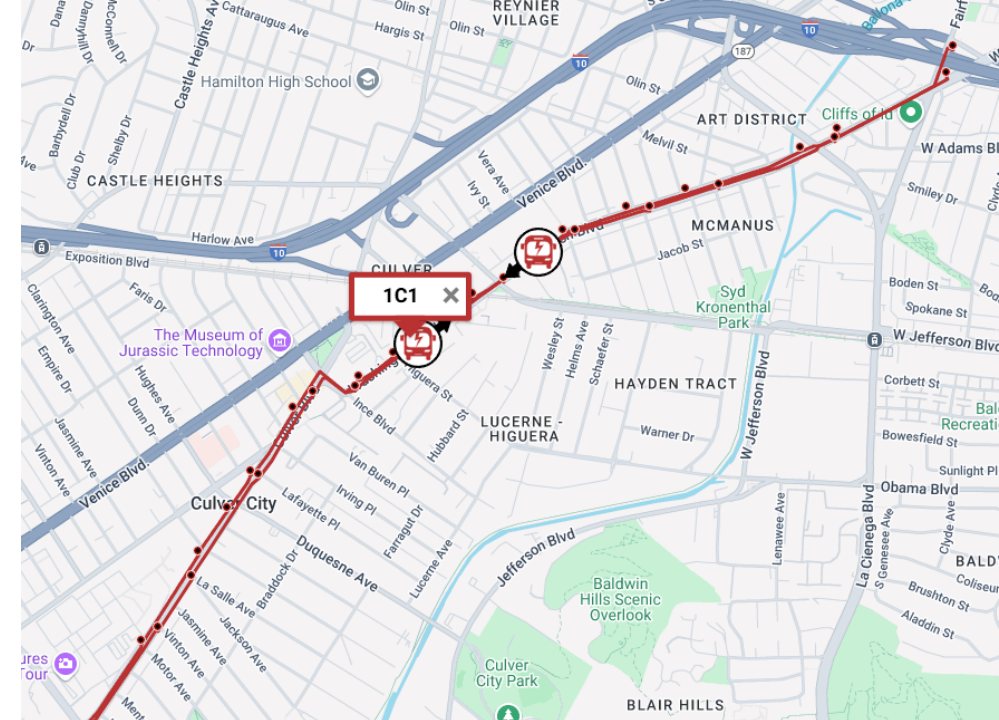


# Zero Emission Masterplan (ZEMP)

- ▶ Culver City adopted first Rollout Plan in 2021 to meet statewide California Air Resources Board (CARB) Innovative Clean Transit (ICT) regulations
  - ▶ City Council approved update in September 2024
- ▶ The Zero Emission Masterplan (ZEMP) will develop a detailed and actionable transition plan in adherence to approved Rollout Plan - initiated March 2025
- ▶ ZEMP will plan for all elements of operating a zero-emission transit fleet:
  - ▶ Will study and design siting & infrastructure requirements, fueling infrastructure, and other key considerations
- ▶ Currently in the data collection phase of the project

# Downtown Circulator

- ▶ Expanded to West LA Transit Center in November 2024
- ▶ Currently operates on Culver & Washington Boulevards between Overland and Fairfax
  - ▶ Connects destinations like Culver City Hall, Expo E Line Culver City Station, and the Arts District
  - ▶ Runs continuously on 15-20 minute headways
  - ▶ Supports service along one of CCB's most busy corridors
- ▶ Upcoming new E-Transit vans to replace aging Sunset vans later this year
  - ▶ Will be upfitted for passenger comfort and safety
  - ▶ Will be wrapped in unique imagery that represents the city & personalizes circulator experience
- ▶ Service evaluated through the CMSP





# Delivering on the Mobility Vision



Shifting the Mobility Paradigm Together

