

MOTION
By Director LaBonge

OPERATIONS COMMITTEE
June 17, 2004

Metro has a fare structure that includes a new Metro Day Pass for \$3 that is good for all day and provides for unlimited local travel. The Metro Day Pass enables users to ride the system on the day of purchase until 3 a.m. the following day. Passes can be purchased on board Metro Buses or at all Metro Rail stations.

Last month, Metro began an outreach effort to use this pass for family vacationers to ease the impact of soaring gas prices. The \$3 Metro Day Pass makes it easy for parents, kids and out-of-town guests to visit nearly 1,000 local destinations, making Metro one of the cheapest ways to experience Los Angeles this summer. These destinations include theme parks such as Universal Studios Hollywood, local beaches, shopping and entertainment centers such as Hollywood/Highland and Old Pasadena, sports centers such as Staples Center and Dodger Stadium and much more. The Metro Day Pass gives sightseers the flexibility they need to jump on and off the transit system as their travel itineraries require. Vacationers can access Metro's 2,400 bus fleet and 73 miles of rail service with a single convenient ticket, taking them to downtown L.A., Long Beach, Chinatown, Pasadena, Hollywood, Universal City, North Hollywood, El Segundo, Norwalk and all points in between.

Another fare option would be the creation of a Sunday only "Family Day Pass" for two adults and two children for \$5 and \$1 for each additional child. A similar pass was offered many years ago and would build on the popularity of the existing Metro Day Pass.

I THEREFORE MOVE that staff report to the Operations Committee on the feasibility of developing a Sunday family day pass.

