


# Public Transit Promotion(s)

2002

 **University**  
University of California, Los Angeles (UCLA)  
**Country**  
United States

**Location**   
Los Angeles, CA  
**Size**   
>70,000

**Mobility Organizational Structure**   
*UCLA Transportation is a self-supporting Auxiliary Enterprise of UCLA*

## Summary

UCLA Transportation administers a handful of programs that encourage transit use by subsidizing the fares of university affiliates on several public transit agencies within the LA region.

## Aims

To encourage public transit use among the UCLA Community in order to reduce the dependence on the automobile-which contributes to congestion, CO2 emissions, and an unsustainable demand for parking.

## Stakeholders

- UCLA.
- LA Metro.
- Big Blue Bus.
- Culver City Bus.
- LADOT.
- Santa Clarita Transit.
- Antelope Valley Transit Authority.

## Background

UCLA's interest in reducing the drive alone rate prompted the University to subsidize public transit passes for its affiliates.



## Description

UCLA subsidizes 50% of the quarterly pass rate on the Big Blue and Culver City busses, which allows participants to go on unlimited rides on these agencies for \$33 a quarter. LA Metro passes, which allow unlimited rides on the agency's busses and rail lines, are also subsidized making the pass cost about \$155 per quarter for staff & faculty, and \$65 for students.

Additionally, UCLA Transportation also subsidizes long range transportation on coach busses such as for Santa Clarita Transit, LADOT Commuter Express, and the Antelope Valley Transit Authority. Monty passes for these agencies are also subsidized at 50%, allowing University affiliates who do not live in the area to commute by convenient alternative transportation at an affordable price.



## Indicators

6,000 participants campus wide.



## Results

Not available.



### Expense

\$2,000,000.



### Financing

Not available.



### Findings

Subsidized public transport is key to encourage taking advantage of the various public transit agencies serving the area.



### Pictures

Not available.



### Links

- <https://main.transportation.ucla.edu/getting-to-ucla/public-transit/public-transit-subsidized-by-ucla>
- <https://main.transportation.ucla.edu/getting-to-ucla/public-transit/bruingo-transit>
- <https://main.transportation.ucla.edu/getting-to-ucla/public-transit/go-metro-transit>



### Contact person

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