



R-16

Date: March 18, 2008

To: Honorable Mayor and Members of the City Council

From: Councilmember Patrick O'Donnell, Fourth District *PO*
Councilmember Dee Andrews, Sixth District *DA*
Councilmember Val Lerch, Ninth District *Val*

Subject: **Beach Pass**

Many children that live or attend school in the City of Long Beach have never had an opportunity to see their local beaches. In order to share this treasured resource with all of Long Beach's school-aged children and young adults, the City should work to develop a partnership that would help bring children to the beach, utilizing pre-existing transportation systems.

A "Beach Pass" program would ensure that Long Beach's youth, aged 18 and under, would have a cost-effective means to travel via bus to the beach during the summer. The Orange County Transportation Authority (OCTA) has partnered with businesses to create a "Youth Summer Bus Pass" program, which offers a discounted, unlimited summer bus pass to children 18 and under, as well as discounted recreation and entertainment opportunities, including museums, theme parks and zoos. This type of partnership could have great benefits for Long Beach's school-aged children.

The parameters of a similar program in Long Beach should be developed through a partnership with the City of Long Beach, Long Beach Transit and appropriate agencies and stakeholder groups. A potential program should utilize non-general funds and consider including citywide aquatic events, such as Sea Fest, into the planning process. The program could utilize existing bus routes and partner with local businesses.

Recommendation:

Request the City Manager to work with Long Beach Transit and appropriate staff and stakeholders to develop a "Beach Pass" Program for children aged 18 years and younger.