



**February 8, 2024**

**To:** Transit Committee

**From:** Darrell E. Johnson, Chief Executive Officer

**Subject:** Measure M2 Community-Based Transit Circulators Program  
Project V Ridership Report

### **Overview**

Measure M2 contains an array of programs to enhance all modes of transportation, including a program to fund community-based transit circulators known as Project V. The goal of the program is to provide local transit services that complement regional bus and rail service and to meet needs in areas not adequately served by the regional transit services. Funding is awarded to local jurisdictions through a competitive call for projects. Local jurisdictions then implement the awarded services and agree to work towards meeting performance criteria including ridership metrics. The latest ridership information for these awarded services is presented to the Board of Directors twice annually. This report covers the period from April 2023 to September 2023.

### **Recommendation**

Receive and file as an information item.

### **Background**

The Measure M2 (M2) Community-Based Transit Circulators program, known as Project V, is a competitive grant program that provides funding to develop and implement local transit services. Currently, funded services include seasonal, special-event, commuter, fixed-route, and demand-responsive service intended to complement regional transit, while better meeting specific local needs.

This ridership report covers the fourth quarter for fiscal year (FY) 2022-23 and the first quarter for FY 2023-24 and provides information on boardings per revenue vehicle hour, cost per boarding, customer satisfaction, and on-time performance metrics.

Based on the established program guidelines, Project V-funded services are expected to meet a maximum cost per boarding standard, which is equal to twice the M2 Project V per boarding subsidy. Where services are not meeting this standard, jurisdictions are required to disclose the cost per boarding information to their city council (or board of supervisors in the case of County of Orange services) to continue, restructure, or cancel the service. This approach provides local jurisdictions with the flexibility to deliver Project V services under metrics that are context sensitive yet financially sustainable, and locally driven. For FY 2022-23, the maximum cost per boarding was established at \$20.85 (two times the FY 2022-23 M2 subsidy per boarding of \$10.43) and \$21.24 for FY 2023-24 (two times the FY 2023-24 M2 subsidy per boarding of \$10.62).

### ***Discussion***

During this reporting period, Project V services in operation from April 2023 through September 2023 include a combination of seasonal, special-event, commuter, fixed-route, and demand-responsive services, which meet a variety of community needs. In comparison to this time last year (2022), the active services are consistent with previously reported metrics signifying stabilization of ridership trends post-pandemic and serving as new baselines.

Current active Project V services (supported through 15 individual Project V grants) are identified below<sup>1</sup>. Detailed grant and service operating information is provided in Attachment A. During this reporting period, all active services successfully met the required program performance standards including the Board-approved maximum cost per boarding requirement of \$20.85 for FY 2022-23 and \$21.24 for FY 2023-24.

The community-based transit programs that were in service and met the average cost per boarding requirement include the following:

- Anaheim Canyon Metrolink Connector Service,
- County of Orange Ranch Ride Service,
- Dana Point Summer Weekend Trolley (2014 grant),
- Dana Point Summer Trolley Expansion (2016 grant),
- Dana Point Summer Trolley Continuity (2018 grant),
- Laguna Beach Off-Season Weekend Trolley Service (2020 grant),
- Laguna Beach Summer Breeze (2018 grant),
- Laguna Niguel Summer Trolley,
- Mission Viejo Community Circulator,

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<sup>1</sup> The Huntington Beach Pilot information will be included in the next Project V report

- Newport Beach Balboa Peninsula Trolley (2016 grant),
- Newport Beach Balboa Peninsula Trolley Expansion (2018 grant),
- San Clemente Summer Weekend Trolley and Seasonal Service (2016 grant),
- San Clemente Summer Weekday Trolley and Seasonal Service Expansion (2018 grant),
- San Juan Capistrano Special Event and Weekend Summer Trolley Service, and
- San Clemente SC Rides Service (2016 grant).

To ensure compliance and to meet the intent of the Project V guidelines, local jurisdictions are required to report on-time performance and customer satisfaction on an annual basis, as indicated in their cooperative agreements. All local jurisdictions successfully met their on-time performance and customer satisfaction thresholds (San Clemente trolley services began reporting on customer satisfaction performance as of the first quarter of FY 2023-24).

### ***Summary***

A ridership and status report on Project V services is provided. All active services met ridership and service requirements.

### ***Attachment***

A. Project V Services – Ridership Report

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