



June 8, 2017

To: Transit Committee

From: Darrell Johnson, Chief Executive Officer 

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

Overview

Measure M2 establishes a competitive program through Project V to fund local transit services that complement regional transit. Since inception, the Orange County Transportation Authority Board of Directors has approved 22 projects for a total \$36.5 million in Project V funds. A ridership report on Project V services in operation today is provided for information purposes.

Recommendation

Receive and file as an information item.

Background

The Community-Based Transit Circulators Program (Project V) is a competitive element under Measure M2 (M2) that provides funding to develop and implement local transit services. Services eligible for this program include community-based circulators, shuttles, trolleys, and demand-responsive services that complement regional bus and rail services, and better suit local needs in areas not adequately served by regional transit. This is a competitive program that provides funding for both capital and operations. Daily services or seasonal/special event shuttles are eligible to compete for funding.

The Orange County Transportation Authority (OCTA) Board of Directors (Board) approved five projects for \$9.8 million in Project V funds in June 2013. The Board subsequently approved \$26.7 million for 17 projects in June 2016. Cities must provide a minimum match of ten percent for the capital costs. M2 Project V contributions towards the operations costs are capped at a maximum of 90 percent of total service cost or \$9 per boarding, whichever is less.

Consistent with the approved Project V Guidelines, Project V-funded services must achieve a performance standard of six passenger boardings per revenue vehicle hour (B/RVH) within the first 12 months of operations, and must achieve the ten B/RVH within the first 24 months of operations, and every year thereafter.

In August 2015, the OCTA Board directed staff to provide ridership reports to the OCTA Transit Committee for active Project V services. This report includes ridership information for the nine projects in operation through April 2017. The remaining projects will be included in the next report as additional services begin.

Discussion

Through April 2017, nine services were in operation using approved Project V grants (Attachment A). These services include a mixture of special event, fixed-route, and on-demand projects that meet a variety of community needs. On April 30, 2017, the City of Westminster cancelled the Little Saigon shuttle due to low productivity, leaving eight services in operation today.

The special event services are proving especially successful in meeting OCTA's performance standard, particularly when compared to the community fixed-route and other services (see below). Productivity for the special event services ranged from 17 to 23 B/RVH for this reporting period, well exceeding the productivity minimum of ten B/RVH.

However, the fixed-route services are not performing at the same level. For example, the community circulator service in the City of La Habra started in August 2015, was subsequently restructured in August 2016 (to improve productivity), and now must reach a performance target of ten B/RVH by August 2017, in order to continue. The Mission Viejo community circulator started in October 2016 and is required to meet the performance target of six B/RVH by October 2017, and ten B/RVH by October 2018. Both the La Habra and Mission Viejo services are currently under the performance target, and cities should consider route changes and additional marketing efforts that can improve productivity. OCTA staff will continue to monitor these services, as well as meet with staff on ideas and concepts to improve productivity.

The City of San Clemente (City) is providing demand-responsive rideshare services along the same area as formerly served by OCTA bus routes 191 and 193. These two routes were eliminated in October 2016. Since this was the first time for funding and deployment of a project of this nature in Orange County, the Board approved this concept as a pilot program for two years.

On October 9, 2016, the City executed an agreement with LYFT, INC (Lyft) to provide on-demand rideshare services. Unfortunately, the ridership reports provided by Lyft have proven inadequate and lacking relevant details (e.g., drop-off and pick-up locations, etc.). As a result, OCTA staff has expressed concerns as it relates to the data included in the ridership reports provided by Lyft. A letter was sent to the City on April 28, 2017, requesting information that can be used to verify the ridership data provided by Lyft in their reports to the City to support reimbursement. OCTA staff is unable to verify the accuracy of the information absent the requested data and, therefore, did not report the ridership information for this update. Staff will continue to work through the City to obtain the necessary information to verify usage for this service.

The ridership information for the Project V-funded services is provided in Attachment B. Staff will continue to work collaboratively with the local agencies and monitor these services. The next update will be provided to the Board in December 2017.


Summary

Current Project V services include a mixture of special event, fixed-route, and on-demand projects. A status report on Project V services is provided for information purposes. The special event services are outperforming the fixed-route services and well-exceeding performance requirements. Information on additional projects services starting later this year will be provided in future reports.

Attachments

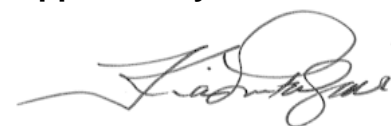
- A. Project V Services - Project Details
- B. Project V Services – Ridership Report

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