



December 14, 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 approved 23 projects for a total of \$36.5 million in Project V funds. A ridership report on Project V services currently operating is provided for information purposes.

Recommendation

Receive and file as an information item.

Background

Project V is a competitive program 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 competitive program provides funding for both capital and operations. Year-round services and seasonal/special event shuttles are eligible to compete for funding.

The Orange County Transportation Authority (OCTA) Board of Directors (Board) approved six 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. Local agencies 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, all 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 maintain ten B/RVH every year thereafter.

In August 2015, the Board directed staff to provide ridership reports to the OCTA Transit Committee for active Project V services. This report includes ridership for the 17 projects in operation through September 2017. The remaining projects will be included in the ridership report as additional services begin.

Discussion

Through September 2017, 17 services were in operation using approved Project V grants. These services include a mixture of special event, fixed-route, and on-demand projects that meet a variety of community needs. In October 2017, the City of La Habra's community circulator was cancelled due to low productivity; and 16 services remain in operation today.

The special event services are especially successful. Productivity for the special event services averages approximately 21 B/RVH for this reporting period. For example, the cities of Laguna Beach, Newport Beach, and San Clemente ranged from 20 to 46 B/RVH, well exceeding their respective minimum performance standards.

The fixed-route services are not performing at the same level. For example, the Mission Viejo community circulator began service October 2016, and experienced difficulties meeting the minimum performance standard. The City of Mission Viejo has implemented route changes and additional marketing efforts to improve productivity and was able to meet the performance target in September 2017. The City of Mission Viejo must reach the performance target of ten B/RVH by October 2018. The City of Costa Mesa and the City of Huntington Beach services recently launched in July 2017 and ridership is expected to increase over time. OCTA staff will continue to monitor these services, as well as meet with city staff on ideas and concepts to improve productivity.

The City of San Clemente (San Clemente) is providing demand-responsive rideshare services along the area formerly served by OCTA bus routes 191 and 193. These two routes were eliminated as part of OC Bus 360° during the October 2016 service change. As this was the first project of this nature in Orange County, the Board approved this concept as a pilot program for two years. On October 9, 2016, San Clemente executed an agreement with LYFT, INC (Lyft) to provide on-demand rideshare services. OCTA staff is working with San Clemente and Lyft to obtain the necessary information to verify usage for this service.

The ridership information for Project V-funded services is provided in Attachment A. Staff will continue to work with the local agencies and monitor these services. The next update will be provided to the Board in June 2018.

Summary

A status report on Project V services is provided for information purposes. Information on additional projects services starting this year will be provided in future reports.

Attachments

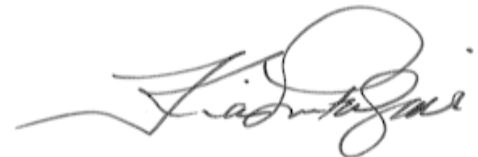
- A. Project V Services – Ridership Report
- B. Project V Services – Project Details

Prepared by:



Christina Moore
Transportation Funding Analyst
(714) 560-5452

Approved by:



Kia Mortazavi
Executive Director, Planning
(714) 560-5741