



January 9, 2020

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 establishes a competitive program through Project V to fund community-based local transit circulators, designed to complement regional transit services. A ridership report on 20 active Project V services operating through the fourth quarter of fiscal year 2018-19 and first quarter of 2019-20 is provided for Board of Director's information.

Recommendations

- A. Receive and file Project V Ridership Report as an information item.
- B. Authorize amendments to the City of Irvine's iShuttle Project V-funded services to enhance route productivity, and also authorize a six-month delay in achieving minimum required performance standard for year one of service.

Background

The Community-Based Transit Circulators Program (Project V) is a competitive program under Measure M2 (M2), which provides funding to develop, implement, and operate local transit services. Services eligible under the program include community-based circulators, shuttles, trolleys, and demand-responsive services intended to complement regional transit, while also better suiting local needs in areas not adequately served by regional transit.

M2 Project V services are required to adhere to performance standards. If services are not meeting standards, or are trending toward not meeting minimum standards, Orange County Transportation Authority (OCTA) staff will

meet with the local agency and suggest adjustments, with an overall goal of attempting to improve ridership (i.e. boardings per revenue vehicle hour [B/RVH]). If a service continues to perform below minimum performance standards, M2 Project V funds will be cancelled, consistent with Board of Directors (Board)-approved program guidelines. If M2 Project V funds are cancelled, local agencies can still participate in future funding cycles with new service concepts that are anticipated to be more productive.

Project V-funded service performance is reported to the OCTA Board semi-annually. This reporting period includes ridership information for the fourth quarter of fiscal year 2018-19 and first quarter of fiscal year 2019-20, (i.e. April 1, 2019 through September 30, 2019), and reports on 20 active services.

Discussion

Current Project V services include a combination of seasonal, special event, commuter, fixed-route, and demand-response projects, which meet a variety of community needs. The prior ridership report reflected 19 services in operation. Since that time, the City of Dana Point initiated its Continuity and Expansion and Weekend Service, which was approved by the Board during the 2018 Project V call for projects (call). As such, this ridership report reflects 20 active services.

All active services must achieve or exceed six B/RVH by the end of year one of service and ten B/RVH by the end of year two of service. After the second year of service, ten B/RVH must be maintained (or exceeded) through the remainder of the Project V grant period.

Active Project V services are identified below. Ridership details and performance standards are provided in Attachment A.

The La Habra – Special Event Service did not operate during this reporting period. Therefore, no information is provided in this report for that service.

Services meeting or exceeding their respective minimum performance standards included the following:

- County of Orange - Local Circulator and Special Event Service (OC Ranch Ride),
- Dana Point - Summer Trolley and Seasonal Shuttle,
- Dana Point - Pacific Coast Highway and Special Event Trolley,
- Huntington Beach - Holiday and Event Shuttle,
- Laguna Beach - Summer/Weekend Trolley and Seasonal Service,
- Laguna Beach - Summer Breeze Bus Service,

- Lake Forest - Commuter Vanpool Service Irvine Station and Ossur,
- Lake Forest - Commuter Shuttle Service Irvine Station and Panasonic,
- Newport Beach - Balboa Peninsula Seasonal Trolley,
- Newport Beach - Balboa Peninsula Seasonal Trolley Expansion,
- San Clemente - Summer Weekend Trolley and Seasonal Service,
- San Clemente - Summer Weekday Trolley and Seasonal Service Expansion,
- San Juan Capistrano - Special Event and Weekend Summer Trolley, and
- San Clemente - Demand-Response Service¹.

Services not at their respective minimum performance standard requirement included the following:

- Laguna Beach – Weekend Residential Trolley Service, and
- Mission Viejo - Local Community Circulator.

The Laguna Beach Weekend Residential Trolley Service² did not meet the minimum performance target in the timeframe required. OCTA notified the City of Laguna Beach (Laguna Beach) of this finding on July 31, 2019, and Laguna Beach cancelled the service effective September 30, 2019. It should be noted that as part of the 2020 Project V call, Laguna Beach is exploring implementation of other service concepts and options for some of its other more productive routes.

The City of Mission Viejo's (Mission Viejo) service began in October 2016, and is currently reporting seven B/RVH, which is below the ten B/RVH performance threshold required for year two (and the subsequent remaining years) of the grant. However, on May 13, 2019, the Board, in recognition of several complex issues and challenges confronting this service, authorized a policy exception to the minimum performance standard in order to give Mission Viejo an additional year to modify the service and meet minimum performance targets. The Board's action was conditioned upon Mission Viejo taking over responsibility to operate the service. Mission Viejo began operating the service in October, and has until the end of June 2020, to achieve ten B/RVH. If by that time, the performance

¹ The City of San Clemente's minimum performance standard was modified in early 2019 in order to better reflect the dynamics of this unique program. As such, its performance standard is reported as boardings per hour of service (no minimum), so long as the cost per boarding remains under OCTA's specified \$9.00 per boarding. Based upon the last invoicing received from 2018, the service's cost was approximately \$5.73 per boarding.

² This service's performance difficulties were reported to the Board in the last three M2 Community-Based Transit Circulators Program Project V ridership reports, which were presented in July 2018, April 2019, and August 2019.

requirement (of ten B/RVH) has not been met, Project V funding for the service will be discontinued.

Services in Start-Up Period:

- Dana Point - Trolley Continuity and Expansion and Weekend Service,
- Irvine - Irvine iShuttle Route E - Irvine Metrolink Station Service - East, and
- Irvine - Irvine iShuttle Route F - Tustin Metrolink Station/Irvine Business Complex West.

During this reporting period, the City of Dana Point initiated its Continuity and Expansion and Weekend Service, which was authorized by the Board during the 2018 Project V call. In its initial month of service, the first-year minimum performance requirement of six B/RVH was achieved.

The City of Irvine's (Irvine) two new iShuttle routes (listed above) were launched in February 2019, and are still in the initial start-up period. During this reporting period, the Irvine iShuttle Route E performed at three B/RVH and the Irvine iShuttle Route F performed at five B/RVH. Irvine has until January 2020 to achieve its six B/RVH requirement for the first year of service. Irvine is also currently working with OCTA on a route modification concept(s), which may improve productivity. However, given the amount of time it may take to implement the requested route modifications, a six-month delay in achieving the year one minimum performance standard for iShuttle services is requested.

OCTA staff will continue to closely monitor services that are at or below minimum performance standards and will meet with local agency staff on ideas and concepts to improve service productivity and ridership, when appropriate. Staff will also continue to provide twice yearly updates to the Board on overall Project V status and performance.

Summary

A status report on Project V services is provided for information purposes. Staff will continue to work with local agencies and monitor these services. The next M2 Community-Based Transit Circulators Program Project V Ridership Report is scheduled for July 2020.

Attachment

- A. Project V Services – Ridership Report

Prepared by:

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