



January 9, 2025

To: Transit Committee

From: Darrell E. Johnson, Chief Executive Officer

A handwritten signature in blue ink, appearing to read "Darrell E. Johnson", is written over the "From:" line of the memo.

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

Overview

Measure M2 is a multimodal transportation improvement program and includes a program to fund community-based transit circulators known as Project V. The goal of this program is to provide local transit services that complement regional bus and rail service in areas not adequately served by regional transit. Funding is awarded to local jurisdictions through a competitive call for projects. Local jurisdictions then implement the awarded services and are required to report on the performance of the services to ensure each is meeting required performance standards. This report covers the period from April 2024 to September 2024.

Recommendation

Receive and file the Project V Ridership Report 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. Funded services include seasonal, special-event, commuter, fixed-route, and demand-responsive services intended to complement and not compete with regional transit, while meeting specific local needs.

In November 2023, the Orange County Transportation Authority (OCTA) Board of Directors (Board) directed staff to issue a 2024 call for projects (call), and on September 23, 2024, the Board awarded \$43 million to fund 13 local jurisdiction projects, some of which provide multiple Project V services, routes, and multiple service types. The funding will help to continue 11 existing services, with four of those services being expanded, while also funding eight new Project V services.

Project V services are required to adhere to established minimum performance standards and are evaluated on a quarterly basis. This ridership report covers the fourth quarter for fiscal year (FY) 2023-24 and the first quarter for FY 2024-25 and provides information on boardings per revenue vehicle hour, cost per boarding, and achievement of local jurisdictions' customer satisfaction and on-time performance standards.

Consistent with 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. Local jurisdictions are responsible for costs beyond the Orange County Transportation Authority subsidy. Services not meeting this standard are required to disclose the cost per boarding information to their governing board and seek direction on whether 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 2023-24, the maximum cost per boarding was established at \$21.24 (two times the FY 2023-24 M2 subsidy per boarding of \$10.62) and \$21.63 for FY 2024-25 (two times the FY 2024-25 M2 subsidy per boarding of \$10.81).

Discussion

Project V services active during this reporting period, from April 2024 through September 2024, include a combination of seasonal, special-event, commuter, fixed-route local circulator, and demand-responsive services, which meet a variety of community needs. Since the last ridership report, two new routes in the cities of Irvine and San Clemente, which were funded through the 2024 call, were initiated. Additionally, the City of Dana Point initiated its Trolley Continuity Service, which was awarded in the 2020 Project V call.

During this reporting period, 17 of the 29 current Project V services were in operation, all of which successfully met the required cost per boarding standard. While some local jurisdictions are still developing strategies and tools to meet the on-time performance and customer satisfaction standard¹, based upon the reporting provided in Attachment A, most successfully met their on-time performance and customer satisfaction standard. If on-time performance and customer satisfaction are found to be below local operating objectives, local jurisdictions are required to develop a service improvement plan to address the underperformance, as well as reassess the performance metric standards as appropriate. Two services in the cities of Anaheim and Laguna Beach did not

¹ The Irvine Special Event Circulators Service is anticipated to establish a target standard for on-time performance and customer satisfaction by the end of FY 2024-25.

achieve the on-time performance standard. Detailed grant and service operating information, as well as an explanation for the two services not meeting their on-time performance standards, is provided in Attachment A.

The community-based transit services that were in service during this period include the following:

- Anaheim Canyon Metrolink Connector Service (2020 grant),
- County of Orange Ranch Ride Service (2016 grant),
- Dana Point Summer Trolley Continuity and Expansion (2018 grant),
- Dana Point Trolley Continuity (2020 grant),
- Huntington Beach Southeast Rideshare Pilot Program (2020 grant),
- Irvine Special Event Circulators (2024 grant),
- Laguna Beach Summer Breeze (2018 grant),
- Laguna Beach Off-Season Weekend Trolley Service (2020 grant),
- Laguna Niguel Summer Trolley (2018 grant),
- Mission Viejo Community Circulator (2016 grant),
- Newport Beach Balboa Peninsula Seasonal Trolley (2016 grant),
- Newport Beach Balboa Peninsula Seasonal Trolley Expansion (2018 grant),
- San Clemente Summer Weekend and Seasonal Trolley (2016 grant),
- San Clemente Summer Weekday and Seasonal Trolley Expansion (2018 grant),
- San Clemente Trolley Continuation and Expansion (2024 grant),
- San Juan Capistrano Special Event and Weekend Summer Trolley (2018 grant), and
- San Clemente On-Demand/Ride Hailing Service (2016 grant).

Summary

A ridership and status report on Project V services covering the period of April 2024 through September 2024 is provided. Most of the active services met the ridership and service performance standards. Staff will continue to work with local jurisdictions and monitor these services. A status report on Project V services will continue to be provided to the Board on a semi-annual basis with the next update scheduled in July 2025. In addition, information on new services, starting later this year, will be provided in future reports.

Attachment

A. Project V Services – Semi-Annual Review Ridership Report

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