

*Information
Items*



ORANGE COUNTY TRANSPORTATION AUTHORITY

To view the entire report with attachments, click here:

[Selection of a Locally Preferred Alternative for the Interstate 405 Improvement Project Between State Route 55 and Interstate 605](#)



September 17, 2012

To: Executive Committee
From: Will Kempton, Chief Executive Officer
Subject: 2012 Metrolink Customer Satisfaction Survey and Metrolink Market Study Results

Overview

In recent years, the Orange County Transportation Authority has actively sought to expand ridership on Metrolink through service enhancements and marketing. A Metrolink Customer Satisfaction Survey and a Metrolink Market Study have been conducted to gather customer feedback and help the Orange County Transportation Authority to identify areas for improvement to encourage ridership.

Recommendation

Receive and file as an information item.

Discussion

The Metrolink system operates 165 daily trains serving 55 stations in southern California, and carries over 43,000 riders each weekday. Within Orange County, three lines serve a total of 11 stations, with 48 trains that provide both inter- and intra-county service and carry more than 15,000 passengers daily. On November 14, 2005, the Orange County Transportation Authority (OCTA) Board of Directors authorized staff to begin implementation of the Metrolink Service Expansion Program (MSEP) for more frequent Metrolink service in Orange County between Laguna Niguel/Mission Viejo and Fullerton.

In July 2011, OCTA launched the MSEP with an additional six weekday trips. An extensive marketing program was implemented to support the MSEP. While there were significant ridership gains on trips serving Angels baseball games (Angels Express), other trips have not attracted similar ridership. Staff continues to analyze ridership statistics and will be proposing service adjustments and ongoing marketing programs to encourage usage. Market research will help with this process.

In 2012, the OCTA conducted two Metrolink market research surveys. The first was a survey of existing Metrolink riders that use services in Orange County, and the second a study of non-users that are residents of Orange County. True North Research of Encinitas conducted the surveys, tabulated data, and analyzed results.

2012 Metrolink Customer Satisfaction Survey

The primary goals of the Metrolink Customer Satisfaction Survey were to gather information about how existing customers use and perceive the service and recommend actions to improve the service and attract new riders. In addition, trip purposes, travel characteristics, demographics, and awareness levels were assessed. Below are some of the key survey findings.

Customer Feedback

The vast majority of riders had a positive assessment of their riding experience. More than eight of 10 rated their experience as excellent or good. When asked to rate a variety of aspects of Metrolink service, 88 percent of the customers rated the availability of parking at stations as excellent or good, followed by a sense of personal safety at stations or on trains (87 percent), security of their car while parked at a station (85 percent), helpfulness and courtesy of Metrolink conductors/train staff (84 percent), and value of riding when compared to driving (83 percent). Riders were somewhat less positive in their assessments of the availability of train delay information (48 percent) and responsiveness to customer concerns (55 percent).

Travel Characteristics

Metrolink customers within Orange County choose to travel by train instead of personal vehicle for the following reasons:

- More relaxing and less stressful 70%
- Saves wear and tear on their vehicle 47%
- Better value and costs less than driving 46%
- Better use of time, can read or work on the train 42%
- More reliable travel times with no traffic congestion 36%
- Safer than driving/faster than driving for certain trips 29%
- Do not have a vehicle available or cannot drive 18%

When asked how long customers have been riding Metrolink, nearly half indicated they have been riding for at least two years, and one in four were new to Metrolink, riding less than six months.

Metrolink primarily serves commuter trip purposes. Nearly three-quarters (72 percent) of riders indicated that their overall use of Metrolink was work-related. Other trip purposes were: visit friends or family (12 percent), travel to and from school (7 percent), entertainment or recreation (3 percent), personal or medical appointments (3 percent), and shopping (1 percent).

Nearly half of respondents indicated they were monthly pass holders and about one in four report their employer subsidizes all (7 percent) or a portion of the pass price (21 percent).

Communications and Promotions

Overall, OCTA's website was the most commonly used source of information with 55 percent of customers reporting that they use it at least occasionally. About one third get information from the newsletter, poster, brochures, and flyers. It will be interesting to see how the usage of digital communications and social media changes over time. Currently, 17 percent use Twitter, 14 percent e-mail, and 12 percent Facebook.

OCTA has expanded promotional efforts, and the greatest awareness among customers is for the Angels Express and weekend pass. More importantly, promotions seem to be instrumental in attracting ridership, with approximately 12 percent of current customers indicating their first use of Metrolink was in response to a promotion such as discounted tickets or express service to a special event.

Customers report the obstacles to riding more include:

- Trains do not run frequently enough on weekends 37%
- Trains do not run frequently on weekdays 37%
- Price of tickets 35%
- Train service ends before 7 P.M. on weekends 32%
- Service ends before 10 P.M. on weekdays 26%

Assuming trains were regularly available, riders report they'd like to travel to:

- San Diego County 58%
- Los Angeles County 53%
- Concerts/special events at The Grove, Honda Center, or Angel Stadium 48%

2012 Metrolink Market Study

The primary motivation for the Metrolink Market Study was to profile the potential market among Orange County residents, the majority of whom have little or no recent experience riding Metrolink. By better understanding the travel patterns of residents, their awareness and perceptions of Metrolink, and the various factors that shape their interest in riding Metrolink, this study will assist OCTA in developing service plans and marketing that build ridership.

Awareness, Knowledge, and Opinions of Metrolink

When residents were asked to name the public transit services in Orange County that come to mind (unaided awareness), bus was cited by more than two-thirds (69 percent) of respondents. Approximately one in five (20 percent) mentioned Metrolink, followed by Amtrak (10 percent). More than 50 percent of respondents indicated they were familiar with Metrolink; 60 percent with Amtrak.

More than two-thirds of respondents who indicated they were familiar with Metrolink said they had a very or somewhat favorable opinion of Metrolink as a travel option. Twenty percent had an unfavorable opinion with reasons stated as:

- Does not go to the areas they need to go 33%
- Too expensive 20%
- Have little personal travel and/or no need for the service 18%

With respect to basic information about Metrolink, 63 percent of Orange County residents indicated they were aware of where the closest Metrolink station is to their home, and more than half know where to locate schedule information and purchase tickets.

Comparative Performance and Perceptions

As compared with auto travel, Metrolink outperformed the personal vehicle because respondents perceived it as a mode that is safe, allows users to avoid traffic congestion and travel stress-free, and one that is an economical way to travel. To a lesser extent, Metrolink was viewed as out-competing the personal vehicle in terms of being consistent in travel time, being a reliable form of transportation, and being clean and comfortable.

Metrolink and the personal vehicle were rated similarly with respect to getting to a destination in a reasonable amount of time. However, rail was viewed as less attractive than a personal vehicle in terms of being a convenient way to travel, being available when needed, and going where they needed.

Interest in Riding Metrolink, Obstacles

Almost 60 percent of Orange County residents reported they were slightly (23 percent), somewhat (21 percent), or very (13 percent) interested in riding Metrolink in the future, with about 40 percent not interested at all. When presented with a specific list of obstacles, reasons related to first and last mile connections and availability of service are as follows:

- Difficulty connecting from a Metrolink station 51%
- Difficulty getting from home to a Metrolink station 39%
- Train service ends before 7:00 P.M. on weekends 38%
- Wait time when switching trains/transferring to other transit services 36%
- Trains do not run frequently enough on weekends 33%

Assuming trains were available on a regular basis, Orange County residents reported being very or somewhat likely to use Metrolink to visit destinations in San Diego (69 percent), Los Angeles (63 percent), and to attend concerts or special events at The Grove, Honda Center, or Angel Stadium (53 percent).

Target Market

One of the primary goals of the Metrolink Market Study was to profile the potential market for service among Orange County residents. Target markets were defined based on several criteria including residents' stated interest in riding Metrolink more often in the future, the proximity of their home to a Metrolink station, as well as the proximity of their work place to a Metrolink station. The most promising potential riders are those who live within six miles of a Metrolink station, work within three miles of a station, and stated they were very or somewhat interested in riding Metrolink more often in the future.

Opportunities and Action Items

Both the Metrolink Customer Satisfaction Survey and Metrolink Market Study provided valuable input for improving service, operations, customer communication, and marketing strategies to retain and increase ridership for Metrolink in Orange County. Action items are identified below.

Opportunity Area	Action Items
Weekend Service	<ul style="list-style-type: none"> Promote new weekend service that is effective July 2012; monitor ridership
Weekday Service (Later Evening)	<ul style="list-style-type: none"> Continue to evaluate MSEP and make service adjustments to build ridership
Special Events Service (Orange County)	<ul style="list-style-type: none"> Primary markets are services to events at the Honda Center, The Grove, Angel Stadium Further define demand, schedules, and cost
Service to San Diego County	<ul style="list-style-type: none"> Develop run-through trains to San Diego
First and Last Mile (Connections)	<ul style="list-style-type: none"> Implement bike-share pilot program Implement station van program Continue to assess Station Link bus service
Targeted Marketing	<ul style="list-style-type: none"> Develop targeted marketing plans to stimulate trial and build frequency of use Consider trip purpose, demographics, and origin/destinations
Destination Partnerships (Weekend and Off-peak)	<ul style="list-style-type: none"> Expand destination partnerships and promotion, i.e. Coaster/North County Transit District, Disney, Los Angeles destinations, etc.
Train Delay Information	<ul style="list-style-type: none"> Improve availability of train delay information Explore real-time customer information systems
Ticketing	<ul style="list-style-type: none"> Research smart phone ticketing options

Summary

As part of an ongoing effort to deliver quality customer service to Metrolink riders, two research projects were implemented. Findings will help OCTA better understand its existing and potential rail customers' needs and perceptions, as well as provide insight to continuously improve and expand service.

Attachments

- A. Metrolink Customer Satisfaction Survey Executive Summary
- B. Metrolink Market Study Executive Summary

Prepared by:



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Approved by:



Ellen S. Burton
 Executive Director, External Affairs
 714-560-5923




ORANGE COUNTY TRANSPORTATION AUTHORITY

To view the entire report with attachments, click here:

[2012 Metrolink Customer Satisfaction Survey and Metrolink Market Study Results](#)



November 9, 2012

To: Members of the Board of Directors
From: Will Kempton, Chief Executive Officer 
Subject: Measure M2 Progress Report for July 2012 Through September 2012

Overview

Staff has prepared a Measure M2 progress report for the period of July 2012 through September 2012 for review by the Orange County Transportation Authority Board of Directors. Implementation of Measure M2 continues at a fast pace, and revenue projections continue on a positive trend. This report highlights progress on Measure M2 projects and programs and will be available to the public via the Orange County Transportation Authority website.

Recommendation

Receive and file as an information item.

Background

The Measure M2 (M2) transportation ordinance and investment plan, Ordinance No. 3, requires quarterly status reports regarding the major projects detailed in the ordinance be filed with the Orange County Transportation Authority (OCTA) Board of Directors (Board). All M2 progress reports are posted online for public review.

Discussion

This quarterly report reflects current activities as progress within the overall M2 Program for the period of July 1, 2012 through September 30, 2012 (Attachment A).

The report has been revised to better reflect the progress of all M2 projects and programs. The report is designed to be easier to navigate and more public friendly, reflecting OCTA Strategic Plan transparency goals. The report includes budget and schedule information included in the Capital Action Plan (CAP), Local Fair Share and Senior Mobility Program payments made to cities this quarter, as well as total

payments from M2 inception to September 30, 2012. Next quarter, staff will include additional reporting highlighting the status of M2020 projects and communicate project issues or updates to keep the Board informed and, ultimately, ensure delivery of the program by 2020.

Quarter Highlights

- OCTA is preparing an environmental study to widen Interstate 405 (I-405) through the unincorporated area of Rossmore and the cities of Costa Mesa, Fountain Valley, Garden Grove, Huntington Beach, Los Alamitos, Seal Beach, and Westminster. The Board has had a number of discussions regarding the best widening approach and is scheduled to select the locally preferred alternative on October 22, 2012. These improvements will add mainline capacity and improve the local interchanges along the corridor. The final environmental document is expected to be complete in summer 2013.
- To improve traffic flow and increase safety on city streets, OCTA is working in partnership with the cities of Anaheim, Fullerton, and Placentia to build seven grade separations along the Orangethorpe Corridor to separate car traffic from trains. Of the seven, two (Kramer Avenue and Placentia Avenue) are under construction with 30 percent complete and are anticipated to be finished in 2014. Another two (Orangethorpe Avenue and Tustin Road/Rose Avenue) will be advertised for construction by the end of 2012, and the remaining three (Lakeview Avenue, Raymond Avenue, and State College Boulevard) are wrapping up design and are planned to have construction underway in 2013. Additionally, there is a grade separation project under construction along the Metrolink rail line in the City of Irvine. This project, on Sand Canyon Avenue, is currently 40 percent complete and planned to be finished in mid 2014.
- Staff developed and completed the M2020 Plan this quarter. A draft plan was presented to the Board on August 27, 2012, and the final plan was presented and approved by the Board on September 10, 2012. The M2020 Plan outlines the expedited M2 projects and programs to ensure delivery by 2020. The M2020 Plan implementing actions, approved by the Board on September 24, 2012, included directing staff to initiate an amendment process to the M2 Transportation Investment Plan and to develop an M2020 Plan of Finance.
- Following Board action on September 24, 2012, staff initiated the amendment process to the M2 Transportation Investment Plan. To address the \$709 million need in escalated dollars on the I-405 (Project K) and as

a result of capturing additional external funds and project cost savings on State Route 91 (Project J), staff recommended that \$709 million, a portion of the \$847 million currently available to Project J, be directed to Project K. This amendment provides significant M2 funding to deliver Project K (one lane in each direction) as promised to the voters. The amendment to the M2 Transportation Investment Plan was approved unanimously by the Taxpayer Oversight Committee on October 9, 2012. The proposed amendment will be presented to the OCTA Board for approval on November 9, 2012.

- The City of Anaheim continues moving forward on the Anaheim Regional Transportation Intermodal Center (ARTIC). On July 9, the Board approved the sale of approximately 13.5 acres of real property to the City of Anaheim (City) to facilitate the project delivery. On August 2, 2012, the City received eight bids for the construction of ARTIC. On September 11, 2012 the City awarded the construction contract to Clark Construction Group (Clark) in the amount of \$126,997,000. A groundbreaking ceremony was held on September 18, 2012. The City issued a notice to proceed to Clark on September 24, 2012. Demolition work is scheduled to begin in mid-October.
- On August 13, 2012, the Board approved updates to the Comprehensive Transportation Funding Program guidelines and authorized staff to issue the 2013 Regional Capacity Program call for projects. During the month of September, training sessions were held to assist local agencies in preparing and submitting project funding applications. Also during September, one-on-one local agency workshops were held to discuss specific project issues and additional application preparation support. Applications are due October 26, 2012, with the final funding recommendations expected to be approved by the Board in the second quarter of 2013.
- As part of the regularly scheduled M2 Performance Assessment, meetings are underway with the consultant team and OCTA to provide information to assist with the assessment of OCTA's performance on M2 for the time period of July 1, 2009 through June 30, 2012. The consultant team conducted 17 interviews during the month of September with OCTA's executive team members and key members of staff as it relates to the delivery and implementation of M2. The consultant team plans to conduct external interviews during the month of October and will continue to seek additional information to assist with the overall assessment.

Summary

As required by M2 Ordinance No. 3, a quarterly report covering activities from July 2012 through September 2012 is provided to update progress in implementing the M2 Transportation Investment Plan. The above information and the attached details indicate significant progress on the overall M2 CAP. To be cost effective and to facilitate accessibility and transparency of information available to stakeholders and the public, the M2 progress report is presented on the OCTA website. Hard copies are available by mail upon request.

Attachment

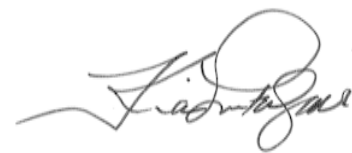
- A. Measure M2 Quarterly Progress Report – July Through September 2012

Prepared by:



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Approved by:



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ORANGE COUNTY TRANSPORTATION AUTHORITY

To view the entire report with attachments, click here:

[Measure M2 Progress Report for July 2012 Through September 2012](#)



November 9, 2012

To: Members of the Board of Directors

From: Will Kempton, Chief Executive Officer

A handwritten signature in black ink, appearing to read "Will Kempton", is written over the printed name of the Chief Executive Officer.

Subject: Public Hearing to Amend the Measure M2 Transportation Investment Plan for the Freeway Program

Overview

On September 24, 2012, the Board of Directors directed staff to schedule a public hearing for November 9, 2012, to consider an amendment within the freeway mode of the Measure M2 Transportation Investment Plan. The amendment process includes review and consideration by the Taxpayers Oversight Committee. On October 9, 2012, the proposed amendment was approved unanimously by the Measure M Taxpayers Oversight Committee and is now submitted for public input and formal approval.

Recommendations

- A. Amend the Measure M2 Transportation Investment Plan by decreasing the funding amount for Project J by \$572.8 million, and increasing the funding of Project K by \$572.8 million in 2005 dollars.
- B. Direct staff to provide written notice of the amendment to local agencies.

Background

On September 10, 2012, the Board of Directors (Board) approved a M2020 Plan which set a course for advancement of major Measure M2 (M2) projects and programs between now and the year 2020. In order to implement the plan, staff defined the need to amend the M2 Transportation Investment Plan to address the funding shortfall on Project K, Interstate 405 (I-405) between Interstate 605 and State Route 55. The M2020 Plan includes funding for the voter-approved project in M2 to add one general purpose lane in each direction.

The M2020 Plan has incorporated a sound funding foundation of matching state, federal, and local funds that have already been committed, as well as anticipated future funds. For example, more than \$670 million has been programmed for M2 freeway projects. This funding came principally from Proposition 1B Corridor Mobility Improvement Account, State Transportation Improvement Program funds, and American Recovery and Reinvestment Act funds. In addition, the M2020 Plan assumes a conservative amount of federal and state funding to be available in the coming years given the current trend for limited funding of new capacity projects. Nearly all of the M2 transit, streets and roads, and environmental programs have matching fund requirements which leverage additional funds to deliver M2.

In all, more than \$5 billion in transportation improvements promised to the voters in M2 are planned to be completed or under construction by 2020 as part of the M2020 Plan. This includes \$3 billion to complete 14 freeway projects. In addition, the groundwork will be laid for another \$1.4 billion in improvements by environmentally clearing all nine remaining M2 freeway projects to be shelf ready in the event additional federal, state, or local funding becomes available.

To deliver the M2020 Plan and bring mobility improvements to the County as soon as possible, the plan assumes bonding in the freeway mode. Funding assumptions are included in the M2020 Plan. The assumptions are based on the latest M2 revenue forecasts prepared by Orange County universities, future state and federal funding projections consistent with current trends, and project/program costs in year-of-expenditure (YOE) dollars.

Beyond these known and projected commitments and requirements, an amendment to the M2 Transportation Investment Plan must be made to complete the funding and financing picture for the M2020 Plan.

Discussion

To deliver all of the M2 freeway projects as promised to the voters, an amendment to the M2 Transportation Investment Plan is needed to balance available funding. Included in the recommendations approved by the Board on September 24, 2012, was direction to present the proposed amendment to the Taxpayers Oversight Committee (TOC) and to conduct a public hearing. The proposed amendment would address a \$709 million need in escalated dollars on the I-405 (Project K) by moving an equal amount in savings from State Route 91 (Project J).

It should be noted that the M2020 Plan includes funding to deliver the Measure M commitment of one general purpose lane in each direction (Alternative 1) for Project K (I-405), consistent with Board action on October 22, 2012. The ultimate selection of a locally preferred alternative by the California Department of Transportation is expected in early 2013.

With the cost of Project K at \$1.3 billion, securing contracts sooner rather than later is important to keep the overall cost of the project down. With Project K ready to move forward to the next step in delivery, action is needed at this time to address the needed funding and to reduce the inflation risk. The M2 Ordinance allows for such adjustments which are defined in Section 12 of the Orange County Local Transportation Authority Ordinance No. 3. This involves approval by the TOC and a public review period.

In support of the proposed amendment, revised project costs are reflected for Project J and for Project K (pages 12 and 13) of the M2 Transportation Investment Plan (Attachment A). In addition, a revised page 31 of the M2 Transportation Investment Plan is included (Attachment B). The project costs reflected in the Transportation Investment Plan are in 2005 dollars (the year the plan was developed). In order to keep the numbers consistent, the amendment is shown in 2005 dollars. This translates from \$709 million in YOE dollars, to \$572.8 million in 2005 dollars.

On October 9, 2012, the Measure M TOC met and voted unanimously to adopt the proposed amendment and revised M2 Transportation Investment Plan. The letter from the committee is included as Attachment C.

A public hearing conducted by the Board regarding the amendments was noticed in accordance with M2 requirements through the Clerk of the Board's office (Attachment D). If the Board approves the amendment on November 9, it will become effective in 45 days, and a notification letter will be sent to local agencies. The draft notification letter is included as Attachment E.

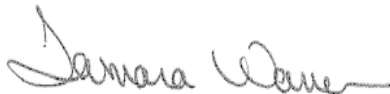
Summary

On September 10, 2012, the OCTA Board approved the M2020 Plan, which set a course for advancement of major M2 projects and programs between now and the year 2020. In order to implement the M2020 Plan, an amendment to the M2 Transportation Investment Plan is needed. To complete the amendment process, the Board will seek comments from the public and act on the proposed amendment.

Attachments

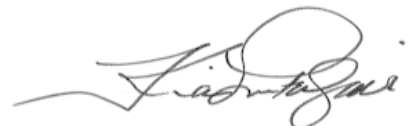
- A. Revised Project J and Project K Descriptions (Pages 12 – 13)
- B. Revised Transportation Investment Plan (Page 31)
- C. Measure M Taxpayers Oversight Committee Letter
- D. Notice of Public Hearing
- E. Draft of Amendment Notification Letter

Prepared by:

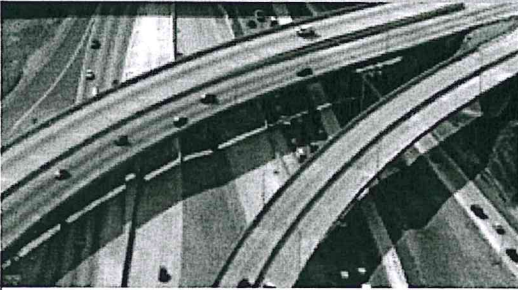


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Freeway Projects

Riverside Freeway (SR-91)

Project J

Riverside Freeway (SR-91) Improvements from Costa Mesa Freeway (SR-55) to the Orange/ Riverside County Line

Description:

This project adds capacity on SR-91 beginning at SR-55 and extending to I-15 in Riverside County.

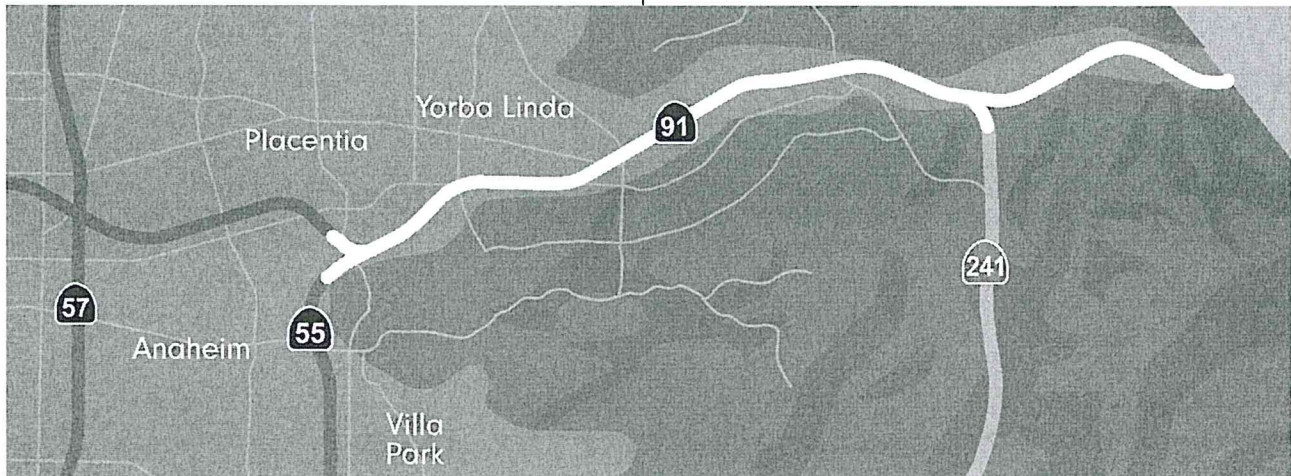
The first priority will be to improve the segment of SR-91 east of SR-241. The goal is to provide up to four new lanes of capacity between SR-241 and Riverside County Line by making best use of available freeway property, adding reversible lanes, building elevated sections and improving connections to SR-241. These projects would be constructed in conjunction with similar coordinated improvements in Riverside County extending to I-15 and provide a continuous set of improvements between SR-241 and I-15. The portion of improvements in Riverside County will be paid for from other sources. Specific improvements will be subject to approved plans developed in cooperation with local jurisdictions and affected communities.

This project also includes improvements to the segment of SR-91 between SR-241 and SR-55. The concept is to generally add one new lane in each direction and improve the interchanges.

Today, this freeway carries about 314,000 vehicles every day. This volume is expected to increase by 36 percent, bringing it up to 426,000 vehicles by 2030.

Cost:

The estimated cost for these improvements to the SR-91 is ~~\$925.0~~ million.
\$352.2



Freeway Projects

San Diego Freeway (I-405)

Project **K**

San Diego Freeway (I-405) Improvements between the I-605 Freeway in Los Alamitos area and Costa Mesa Freeway (SR-55)

Description:

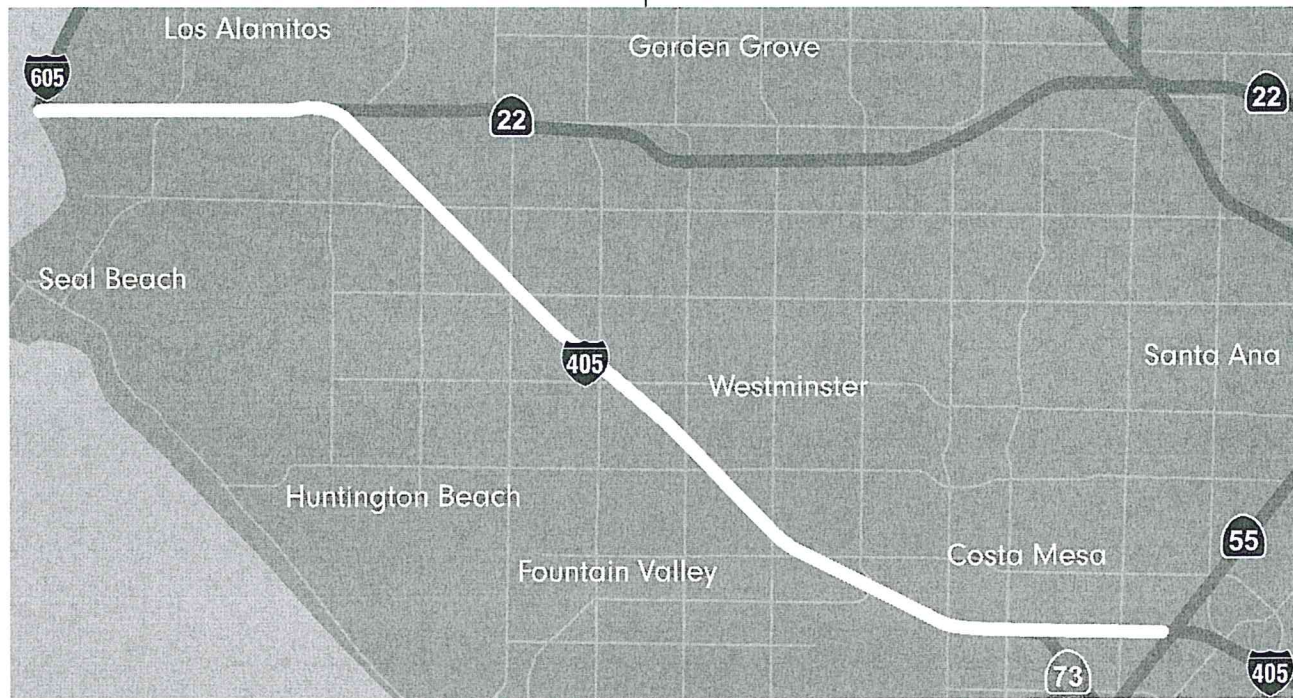
Add new lanes to the San Diego Freeway between I-605 and SR-55, generally within the existing right-of-way. The project will make best use of available freeway property, update interchanges and widen all local overcrossings according to city and regional master plans. The improvements will be coordinated with other planned I-405 improvements in the I-405/SR-22/I-605 interchange area to the north and I-405/SR-73 improvements to the south. The improvements will adhere to recommendations of the Interstate 405 Major Investment Study

(as adopted by the Orange County Transportation Authority Board of Directors on October 14, 2005) and will be developed in cooperation with local jurisdictions and affected communities.

Today, I-405 carries about 430,000 vehicles daily. The volume is expected to increase by nearly 23 percent, bringing it up to 528,000 vehicles daily by 2030. The project will increase freeway capacity and reduce congestion. Near-term regional plans also include the improvements to the I-405/SR-73 interchange as well as a new carpool interchange at Bear Street using federal and state funds.

Cost:

The estimated cost for these improvements to the I-405 is ~~\$500.0~~ million.
\$1,072.8





Measure M Investment Summary

LOCATION		PROJECTS	COSTS 2005 estimates in millions	
Freeway Projects (in millions)			\$4,871.1	
I-5	Santa Ana Freeway Interchange Improvements	A	\$470.0	
I-5	Santa Ana/San Diego Freeway Improvements	B C D	1,185.2	
SR-22	Garden Grove Freeway Access Improvements	E	120.0	
SR-55	Costa Mesa Freeway Improvements	F	366.0	
SR-57	Orange Freeway Improvements	G	258.7	
SR-91	Riverside Freeway Improvements	H I J	1,481.5	<u>908.7</u>
I-405	San Diego Freeway Improvements	K L	819.7	<u>1,392.5</u>
I-605	Freeway Access Improvements	M	20.0	
All	Freeway Service Patrol	N	150.0	
Streets & Roads Projects (in millions)			\$3,625.0	
	Regional Capacity Program	O	\$1,132.8	
	Regional Traffic Signal Synchronization Program	P	453.1	
	Local Fair Share Program	Q	2,039.1	
Transit Projects (in millions)			\$2,832.0	
	High Frequency Metrolink Service	R	\$1,014.1	
	Transit Extensions to Metrolink	S	1,000.0	
	Metrolink Gateways	T	226.6	
	Expand Mobility Choices for Seniors and Persons with Disabilities	U	339.8	
	Community Based Transit/Circulators	V	226.5	
	Safe Transit Stops	W	25.0	
Environmental Cleanup (in millions)			\$237.2	
	Clean Up Highway and Street Runoff that Pollutes Beaches	X	\$237.2	
Taxpayer Safeguards and Audits (in millions)			\$296.6	
	Collect Sales Taxes (State charges required by law)		\$178.0	
	Oversight and Annual Audits		118.6	
Total (2005 dollars in millions)			\$11,861.9	



Measure M Taxpayers Oversight Committee

October 9, 2012

To: Paul Glaab
Chairman, OCTA Board of Directors

From: Jan Grimes, Chair
Measure M Taxpayers Oversight Committee

Subject: Proposed Amendments to Measure M2 Expenditure Plan

On October 9, 2012, the Taxpayers Oversight Committee (TOC) reviewed a proposal to amend the Measure M2 Transportation Investment Plan to address the \$709 million needed in escalated dollars on the I-405 (Project K). The amendment would utilize project cost savings on SR-91 (Project J) by allocating \$709 million, a portion of the \$847 million in savings currently allocated to Project J, to Project K. This action will still maintain a balance of M2 funding of over \$139 million for future SR-91 improvements beyond funding needed for projects identified.

The project costs reflected in the Transportation Investment Plan are in 2005 dollars (the year the plan was developed). In order to keep the numbers consistent, the actual amendment is shown in 2005 dollars. This translates from \$709 million in escalated dollars to \$572.8 million in 2005 dollars.

After careful review and discussion, the TOC approved unanimously, by a 10 - zero vote, to amend the Measure M2 Transportation Investment Plan to decrease the allocation to Project J by \$572.8 million, and increase the allocation to Project K by \$572.8 million, in 2005 dollars. This amendment is to cover the cost of Project K, one general purpose lane in each direction, and will change pages, 12, 13 and 31.

NOTICE OF PUBLIC HEARING

Orange County Transportation Authority
Amendment of the Measure M2 Freeway Category
State Route 91 (Project J)
Interstate 405 (Project K)

NOTICE IS HEREBY GIVEN that the Orange County Transportation Authority (OCTA) Board of Directors (Board) will hold a public hearing at 600 South Main Street, Room 154, Orange, California, at their regular meeting at 9:00 a.m. on November 9, 2012. It is recommended that the Measure M (M2) Transportation Investment Plan be amended to address the \$709 million needed to deliver one general purpose lane in each direction on Interstate 405 (Project K) by moving an equal amount in savings from State Route 91 (Project J). A copy of the M2 Transportation Investment Plan amendment is available at the Orange County Transportation Authority's Headquarters, 600 South Main Street, Orange, California, for public review upon request.

All interested parties are invited to attend the public hearing and to submit, verbally or in writing, comments with respect to the recommendation. Any person with a disability who requires a modification or accommodation in order to participate in this meeting should contact the OCTA Clerk of the Board, no less than two (2) business days prior to this meeting to enable OCTA to make reasonable arrangements to assure accessibility to this meeting.

Written comments may be addressed to the Clerk of the Board:

Wendy Knowles
Clerk of the Board
Orange County Transportation Authority
550 South Main Street
P.O. Box 14184
Orange, CA 92863-1584
Telephone (714) 560-5676

November 15, 2012

The Honorable Name
Mayor of
Address
City, State ZIP

Dear Mayor Name:

On November 9, 2012, the Orange County Transportation Authority (OCTA) Board of Directors (Board) held a public hearing and approved an amendment to the Measure M2 Transportation Investment Plan. The amendment moves \$709 million in escalated dollars from State Route 91 to Interstate 405.

This amendment will allow OCTA to accelerate the 14 Measure M freeway projects as defined in the M2020 Plan, as well as environmentally clear all remaining freeway projects. The M2020 Plan is focused on capturing savings as a result of securing contracts sooner, delivering improvements and mobility as early as possible. This is important to keeping the overall cost of the program down.

In accordance with the Measure M2 Ordinance, the amendment was approved by the Measure M Taxpayers Oversight Committee prior to the public hearing. With the public hearing and amendment process complete, the Board approved the amendment on November 9, 2012. The amendment will take effect on December 24, 2012.

OCTA, along with oversight from the Measure M Taxpayers Oversight Committee, has acted to ensure timely implementation of the freeway projects. The approved allocation was made possible through bid savings and receipt of external funding. A copy of the revised pages from the M2 Transportation Investment Plan as a result of the amendment is enclosed for your reference.

Measure M has been a critical element of Orange County's efforts to fund a broad range of needed transportation projects. Through our partnerships with the cities, the County of Orange, the California Department of Transportation, and other agencies, OCTA has been successful in keeping our commitments made to the voters. Your continued support and active involvement in the delivery of the Measure M Program is appreciated.

The Honorable Name
November 15, 2012
Page 2

Should your agency have any comments or questions on this amendment, please contact Tami Warren, Measure M Program Manager, Program Management Oversight, (714) 560-5590.

Sincerely,

Paul G. Glaab
Chairman

PGG:TW
Enclosures

c: Board of Directors
Executive Staff
City Councils
City Managers
Brent Green, Caltrans Acting District 12 Director
Taxpayers Oversight Committee



BOARD COMMITTEE TRANSMITTAL

November 26, 2012

To: Members of the Board of Directors

From: Wendy Knowles, Clerk of the Board *WK*

Subject: Project V 2013 Guidelines for Community-Based Transit/Circulators and Issuance of the Call for Projects

Executive Committee meeting of November 5, 2012

Present: Vice Chairman Winterbottom, and Directors Amante, Bates, Campbell, and Hansen

Absent: Chairman Glaab and Director Nguyen

Committee Vote

This item was passed by the Committee Members present.


Committee Recommendations

- A. Approve the Project V Community-Based Transit/Circulators 2013 Program Guidelines.
- B. Direct staff to issue the 2013 Project V Community-Based Transit/Circulators Call for Projects making available \$28 million for Cycle 1.



November 5, 2012

To: Executive Committee

From: Will Kempton, Chief Executive Officer 

Subject: Project V 2013 Guidelines for Community-Based Transit/Circulators and Issuance of the Call for Projects

Overview

Measure M2 establishes a competitive capital program through Project V to develop local bus transit services that complement regional transit services. Projects must meet specific criteria in order to compete for funding through this program. Community-Based Transit/Circulators Program guidelines were developed with input from a task force made up of public works directors and approved by the Technical Advisory Committee. Staff is requesting Board of Directors' approval of the guidelines and authorization to issue a call for projects.

Recommendations

- A. Approve the Project V Community-Based Transit/Circulators 2013 Program Guidelines.
- B. Direct staff to issue the 2013 Project V Community-Based Transit/Circulators Call for Projects making available \$28 million for Cycle 1.

Background

Measure M2 (M2) includes Project V - Community-Based Transit/Circulators. This competitive capital program provides funding for local shuttles and bus trolleys that complement regional bus and rail services, and meet needs in areas not adequately served by regional transit. All projects must be competitively bid, and cannot duplicate or compete with existing transit service. Project categories include:

- Bus and vehicle leases/purchases for the purposes of providing community-based circulators, shuttles, and trolleys

- Bus stop improvements (including signage, furniture, and shelters) on the new route
- Maintenance facilities and fueling stations required for the new bus service
- Parking leases needed in response to expanded transit services required to alleviate seasonal and or special event congestion
- Seasonal and special event service is eligible when the event is infrequent; attendance will exceed parking capacity; or the event will create significant congestion

The draft guidelines for Project V (Guidelines) were initially discussed with the Executive Committee on July 16, 2012. At the request of the Executive Committee, staff included a seasonal and special event project category to address the transit needs of the beach communities in the summer months. This project category is eligible when the event creates significant congestion and attendance exceeds parking capacity. In addition, funding for parking leases related to expanded transit services during special events or seasonal peak periods is eligible and must meet the performance criteria.

The draft Guidelines were brought forth to the Technical Advisory Committee (TAC) in August and September. At the request of the TAC, a task force was formed to discuss and further develop the performance and financial criteria of the Guidelines. The Guidelines are modeled after the Project S Bus and Station Van Extension Guidelines previously approved by the Board of Directors (Board), and include capital funding with an operating reserve available for projects meeting minimum performance standards (Attachment A).

Discussion

Project V is a capital program with a required ten percent local match. Staff is recommending a call value of \$28 million for the first call for projects (Cycle 1). Calls are proposed to be issued every three years with a similar amount of funding (Attachment B). In addition to the capital cost categories, there is a proposed operating reserve that would be available for cost-effective projects. The operating reserve would be available to applicants and is subject to minimum performance requirements including a minimum standard of ten boardings per revenue vehicle hour, which must be achieved in the first 12 months of operation and sustained thereafter.

The Orange County Transportation Authority (OCTA) would reimburse awarded agencies operating reserve funding on a pro-rata basis, but not to exceed \$8 per boarding, and not to exceed 90 percent of net operating and maintenance costs (after deducting for fares), whichever is less. The \$8 per

boarding may increase annually by an OCTA-approved inflationary factor. In addition, there is a project funding cap of \$525,000 per project per year. The cap includes capital as well as operating reserve funding. However, there is no guarantee that a project will be awarded operating reserve funding.

The operating reserve funding could be substantial relative to the capital funding since the participation in operating reserve would be linked to the service life of the vehicle (seven years). For example, in the first year, a local agency could receive \$525,000 for bus-related capital and \$525,000 each year in years two to seven (for a total of \$3,675,000). For the 2013 call for projects, approximately seven to eight projects could be funded assuming all projects qualify for the operating reserve¹. This assumption will be revisited once applications are reviewed and brought to the Board in early 2013. Further, funding for future call cycles will be adjusted upward to account for projects that do qualify for participation in the operating reserve.

Projects that apply for the 2013 call for projects would be evaluated against criteria identified in the M2 voter pamphlet and scored against the criteria summarized below. Details of the scoring criteria are provided in Attachment C.

- Match funding and level of commitment from non applicant partners;
- Operating cost per boarding for opening year;
- Annualized cost per incremental passenger trip for opening year;
- Project readiness including projected opening year and phase readiness;
- Projected daily boardings with projection methodology fully presented;
- Community connections; connections to fixed-route bus and rail;
- Planned employment densities per square mile for opening year;
- Planned population densities per square mile for opening year;
- Projected annual visitors served by seasonal route;
- Agency experience.

Upon approval of the Guidelines, staff will issue a call for projects and return with funding recommendations in spring 2013. Funding would be available starting in fiscal year 2013-14.

Summary

Project V is a capital program with a ten percent local match requirement. Project V Community-Based Transit/Circulators 2013 Program Guidelines for administration

¹ \$28 million / \$3.675 million = 7.6 projects assuming all projects qualify for the operating reserve.

of a 2013 call for projects are presented for review and approval. Staff is seeking approval to issue a 2013 call for projects.

Attachments


- A. Project V – Community-Based Transit/Circulators - Program Guidelines
- B. Project V Programming Cycles
- C. Project V Community-Based Transit/Circulators Scoring Criteria for Eligible Projects

Prepared by:



Abbe McClenahan
Manager, Measure M2 Local Programs
(714) 560-5673

Approved by:



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

Project V – Community-Based Transit/Circulators Program Guidelines

1.0 Overview

This Measure M2 (M2) Program establishes a competitive process to enable local jurisdictions to develop local bus transit services that complement regional transit services, and meet needs in areas not adequately serviced by regional transit. Projects must meet specific criteria in order to compete for funding through this program. In addition, local jurisdictions will be required to demonstrate the ability to provide funding match for capital and ongoing local share of operations and maintenance using non-Orange County Transportation Authority (OCTA) resources¹. Public-private partnerships² are encouraged but not required. Local jurisdictions may partner with each other.

2.0 Objectives

- Encourage development of local bus transit services such as community-based circulators, shuttles, and bus trolleys
- Provide services that complement regional bus and rail services and meet needs in areas not adequately served by regional transit.
- Provide alternatives to address seasonal/special event congestion
- Approximately \$300 million (nominal dollars) available from fiscal years 2010-11 to 2040-41

3.0 Project Participation Categories

Transit needs may differ from one location to the next, and projects pursued under this program have significant latitude on how the challenge of delivering community based transit will be delivered. The program categories listed below identify key project elements that can be pursued through the Project V funding source. Selection criteria will parallel Federal Transportation Administration (FTA) programs wherever possible to aid in streamlining the competitive process. The program categories eligible for funding through Project V are:

- Bus and vehicle leases/purchases for the purposes of providing community based circulators, shuttles, and trolleys
- Bus stop improvements (including signage, furniture, and shelters) on the new route
- Maintenance facilities and fueling stations required for the new bus service
- Parking leases needed in response to expanded transit services required to alleviate seasonal and or special event congestion
- Seasonal and special event is eligible when:
 - Seasonal service; or
 - The event is infrequent; and

¹ Fairshare revenues are considered non-OCTA resources.

² Public-private partnerships are defined as direct financial contributions or sponsorships for eligible program activities.

- Attendance will exceed parking capacity; or
- The event will create significant congestion
- Consistent with Federal Transit Administration guidelines, Americans with Disabilities Act (ADA) complementary paratransit service costs are considered capital costs for the purposes of this program
- Projects meeting minimum performance requirements may request operations funding through the operating reserve incentive
- Right-of-way is not eligible.

4.0 Operating Reserve Incentive

OCTA has established an operating reserve as part of this program that may be used to offset the costs of operations and maintenance. The operating reserve is subject to the following requirements:

1. The project must have been awarded Project V funds through a competitive process and meet a minimum standard of 10 boarding's per revenue vehicle hour on an ongoing basis. The standard of 10 boarding's per revenue vehicle hour must be achieved within the first 12 months of operation and every year thereafter.
2. Awarded agencies must submit audited operations and maintenance costs and ridership and fare performance data to OCTA by September 30 of each year for the prior fiscal year
3. OCTA will reimburse awarded agencies on a pro-rata basis but not to exceed \$8 per boarding, not to exceed 90 percent of net operating and maintenance costs (after deducting fares/fees), whichever is less. The \$8 per boarding may increase annually by an OCTA-approved inflationary factor. Agencies may be awarded no more than \$525,000 annually over the life of the call period including any request for capital funding.

All submitted materials are subject to audit prior to OCTA reimbursements. Funds not used in a given year will become available for future calls for projects.

5.0 Capital Match Funding Requirements

Local funding must meet a minimum ten percent match requirement for the entire capital project comprised of any combination of private contributions, advertising revenues, and local discretionary funds. Capital match funding commitments in excess of ten percent are eligible for additional point scoring. Match funding commitments will be incorporated into the master funding agreement.

6.0 Eligibility Requirements

Minimum eligibility and participation requirements must be considered before a project funding application should be submitted. Adherence to strict funding guidelines is required by the M2 Ordinance. Additional standards have been established to provide assurance that M2 funds are spent in the most prudent, effective manner. There is no guarantee that funding will be approved during a particular call for projects. If no acceptable project is identified during a funding cycle, a subsequent call for projects will be scheduled at an appropriate time.

- Applicant must be eligible to receive M2 funding (established on an annual basis) to participate in this program
- Support recommendations from Transit System Study, Go Local planning efforts and goals of the Sustainable Communities Strategy
- Supplement rather than supplant existing transit services and emphasize service to areas not served by transit
- Demonstrate local share of operations and maintenance funding for specific time horizon
- Capital equipment requires 10 percent non-Orange County Transportation Authority local match
- Demonstration of cost reasonableness for new bus stop improvements
- Agency must have a financial plan outlining a funding strategy for ongoing operations and maintenance (minimum of five years)
- The service operator is OCTA. Local agencies may propose an alternate service provider which will be considered at the discretion of OCTA
- Local agency will be required to enter into a cooperative funding agreement with OCTA
- All projects must include meeting ADA requirements, and these costs must be included in the project application
- Project application must meet minimum competitive score to be deemed eligible and “of merit” (as determined by the OCTA Board of Directors [Board])
- Complete applications must be approved by the city council and partner jurisdictions prior to submittal to OCTA to demonstrate adequate community and elected official support for initial consideration
- Agencies submitting for funding must agree to follow applicable FTA requirements including FTA procurement policies; waiver requests are subject to OCTA approval
- Participation in operating reserve requires 10 percent local match after deducting fares
- Local agencies or agency’s operator will be required to submit annual National Transit Database reporting.

7.0 Selection Criteria

Specific selection criteria will be used to evaluate competitive program project applications. Emphasis is placed on projects with firm financial commitments and overall project readiness as shown on the Project V scoring criteria. In addition, projects will be evaluated based upon ridership projections, areas served, cost effectiveness, and local/regional benefits.

8.0 Application Process

Project allocations are determined through a competitive application process. Local agencies seeking funding must complete a formal application and provide supporting documentation that will be used to fully evaluate the project proposal as outlined below.

- Complete application
- Provide funding/operations plan
- Allocations subject to cooperative funding agreement

The funding plan shall include, at a minimum, the following information:

- Financials (funding needs, match funding availability, operations funding assurances, and public-private partnership arrangements)
- Project development and implementation schedule
- Operations and maintenance facility management
- Service coordination plan
- Any additional information deemed relevant by the applicant

A call for projects for the initial funding cycle is expected to be issued December 3, 2012, with **applications due** March 29, 2013, subject to approval by the OCTA Board. Complete project applications must be submitted by the established due date to be eligible for consideration.

Applications will be reviewed by OCTA for consistency, accuracy, and concurrence. Once applications have been completed in accordance with the program requirements, the projects will be scored, ranked and submitted to the Executive Committee, and the Board for consideration and funding approval. The process is expected to be concluded by April 30, 2013.

The final approved application (including funding plan) will serve as the basis for any funding agreement required under the program.

9.0 Application Guidelines

Project selection is based upon merit utilizing a series of qualitative and quantitative criteria. Candidate projects are required to submit a financial plan with sufficient data to enable an adequate evaluation of the application. Each jurisdiction is provided broad latitude in formatting, content, and approach. However, key elements described below must be clearly and concisely presented to enable timely and accurate assessment of the project.

9.1 Financial Details

Each candidate project application must include all phases through construction of facilities. The financial plan will include, at a minimum, the following information:

- Estimated project cost for each phase of development (planning, environmental, permitting, design, right-of-way acquisition, construction, and project oversight)
- Funding request for each phase of project implementation with match funding amounts and funding sources clearly identified
- Demonstrated financial commitments for match funding and ongoing operations
- Discussion of contingency planning for revenue shortfalls
- Revenue projections and methodology where commercial activity is expected to support implementation and/or operations costs
- Project readiness status
- Realistic project schedule for each project phase

9.2 Scoring Criteria

The formal application must include feasibility and efficacy components to demonstrate transportation benefit to ensure the selected project(s) meet the spirit and intent of M2. Merit will be demonstrated through technical attributes and industry standard methodologies. The following data will be included and fully discussed in the application:

- Match funding and level of commitment from non applicant partners
- Operating cost per boarding for opening year
- Annualized cost per incremental passenger trip for opening year
- Project readiness including projected opening year and phase readiness
- Projected daily boarding's with projection methodology fully presented
- Community connections; connections to fixed route bus and rail
- Planned employment densities per square mile for opening year
- Planned population densities per square mile for opening year
- Projected annual visitors served by seasonal route
- Agency experience

9.3 Other Application Materials

Supporting documentation will be required to fully consider each project application. In addition to the information described above, local agencies will be required to submit the following materials:

9.3.1 *Council Resolution:* A council resolution authorizing request for funding consideration with a commitment of project match funding (local sources) and operating funds as shown in the funding plan.

9.3.2 *Lease/Cost Sharing Agreements:* Copies of leases, sponsorship, and/or advertising revenue documents. Confidential agreements may be included for reference when accompanied by affidavit from city treasurer or finance director.

9.3.3 *Project Documentation:* If the proposed project has completed initial planning activities (such as project study report or equivalent, environmental impact report, or design), evidence of approval should be included with the application. Satisfactory evidence includes project approval signature page, engineer-stamped site plan, or other summary information to demonstrate completion or planning phases. The applicant will be asked for detailed information only if necessary to adequately evaluate the project application.

9.3.4 *Operations Plan:* In addition to the financial details indicated in 8.1, the operations plan submitted shall include the following technical data: a route map, draft time table, headways, stop location listing, summary of vehicle types and characteristics, speed profile, fleet size, and any other applicable supporting documentation.

10.0 Reimbursements

The capital program is administered on a reimbursement basis. Capital reimbursements will be disbursed upon review and approval of a complete expense report, performance report, and consistent with the cooperative funding agreement. Local agency revenues provided to OCTA for ongoing operating assistance will be in accordance with terms identified in the cooperative funding agreement.

11.0 Project Cancellation

Projects deemed infeasible during the planning process will be cancelled and further expenditures will be prohibited except where necessitated to bring the current phase to a logical conclusion.

Cancelled projects will be eligible for re-application upon resolution of issues that led to original project termination.

12.0 Audits

All M2 payments are subject to audit. Local agencies must follow established accounting requirements and applicable laws regarding the use of public funds. Failure to submit to an audit in a timely manner may result in loss of future funding. Misuse or misrepresentation of M2 funding will require remediation which may include repayment, reduction in overall allocation, and/or other sanctions to be determined. Audits shall be conducted by the OCTA Internal Audit Department or other authorized agent either through the normal annual process or on a schedule to be determined by the OCTA Board.

Project V Programming Cycles

Annual Apportionments by Cycle for Approved Projects

Year	Fiscal year	Annual Revenue	Balance	Call 1	Call 2	Call 3	Call 4		
1	FY10-11	\$ 1,179,232	\$ 1,179,232					Calls continue to Call 8	
2	FY11-12	\$ 4,824,127	\$ 6,003,359						
3	FY12-13	\$ 5,092,831	\$ 11,096,189	Initiate Call 1					
4	FY13-14	\$ 5,397,439	\$ 12,493,628	\$ 4,000,000					
5	FY14-15	\$ 5,744,087	\$ 14,237,716	\$ 4,000,000					
6	FY15-16	\$ 6,096,853	\$ 16,334,569	\$ 4,000,000	Initiate Call 2				
7	FY16-17	\$ 6,412,891	\$ 14,747,460	\$ 4,000,000	\$ 4,000,000				
8	FY17-18	\$ 6,677,937	\$ 13,425,397	\$ 4,000,000	\$ 4,000,000				
9	FY18-19	\$ 6,936,685	\$ 12,362,082	\$ 4,000,000	\$ 4,000,000	Initiate Call 3			
10	FY19-20	\$ 7,213,472	\$ 7,575,554	\$ 4,000,000	\$ 4,000,000	\$ 4,000,000			
11	FY20-21	\$ 7,484,928	\$ 7,060,482		\$ 4,000,000	\$ 4,000,000			
12	FY21-22	\$ 7,772,264	\$ 6,832,746		\$ 4,000,000	\$ 4,000,000	Initiate Call 4		
13	FY22-23	\$ 8,074,349	\$ 2,907,096		\$ 4,000,000	\$ 4,000,000	\$ 4,000,000		
14	FY23-24	\$ 8,398,943	\$ 3,306,038			\$ 4,000,000	\$ 4,000,000		
15	FY24-25	\$ 8,747,090	\$ 4,053,128			\$ 4,000,000	\$ 4,000,000		Initiate Call 5
16	FY25-26	\$ 9,113,243	\$ 1,166,371			\$ 4,000,000	\$ 4,000,000		\$ 4,000,000
17	FY26-27	\$ 9,496,038	\$ 2,662,410				\$ 4,000,000		\$ 4,000,000
18	FY27-28	\$ 9,897,362	\$ 4,559,771				\$ 4,000,000		\$ 4,000,000
19	FY28-29	\$ 10,312,408	\$ 6,872,180				\$ 4,000,000		\$ 4,000,000
Continues to 2041									
Amount By Call Cycle:				\$ 28,000,000	\$ 28,000,000	\$ 28,000,000	\$ 28,000,000		

Call Cycle: Every 3 years

Call Window: 7 years (includes capital and operating reserve linked to vehicle life)

Project V Community-Based Transit/Circulators Scoring Criteria for Eligible Projects

- A. M2 Eligible Yes No
- B. In Go Local Planning and/or 2011 Transit Study, Supports Goals of Sustainable Communities Strategy Yes No
- C. Minimum five year operations and maintenance plan Yes No
- D. Total Project Cost (information only) \$ (Capital)

Financial Commitment/Partnership (18 points)

Match Funding (Capital)	
≥50%	10 points
40% - 49%	8 points
30% - 39%	6 points
20% - 29%	4 points
11% - 19%	2 points

Level of Commitment from non applicant for O & M and Capital

Binding Agreement	8 points
Commitment Letter	4 points

Cost-Effectiveness (20 points)

Operating Cost per Boarding Opening Year

<\$6.00	10 points
\$6.01 - \$8.99	8 points
\$9.00 - \$11.99	6 points
\$12.00 - \$15.00	4 points

Annualized operating and capital cost per boarding

<\$7.00	10 points
\$7.01 - \$10.00	8 points
\$10.01 - \$13.00	6 points
\$13.01 - \$16.00	4 points
\$16.01 - \$20.00	2 points

Project Readiness (20 points)

Estimated Opening Year

By 2014	10 points
By 2015	8 points
By 2016	4 points
By 2017	2 points

Phase Readiness

Planning and Environmental complete	10 points
ROW acquired or not applicable	5 points
Maintenance facilities available	1 points

Community Connections (13 points maximum)

Connectivity/Activity Centers Served by Project

Senior center(s)	1 point
Schools	1 point
Retail centers	1 point
Special event venues	1 point
Major employment centers (over 250 persons)	1 point
Connections to existing service	1 point

Fixed-Route Bus/Rail Connections (8 points)

Number of fixed-route bus/rail connections (w/in 1/4 mile)

≥8 connections	8 points
6 - 7 connections	6 points
3 - 4 connections	4 points
1 - 2 connections	2 points

Transit Usage (10 points)

Projected Average Daily Boardings (first year)

>300	10 points
201 - 299	8 points
101 - 200	6 points
50 - 100	4 points

Local/Regional Benefit (9 points)

Planned Employment Densities per Square Mile (within 1/4 mile of route) Opening Year

>10,001	4 points
5,001 - 10,000	2 points
1,001 - 5,000	1 point

Planned Population Densities per Square Mile (within 1/4 mile of route) for Opening Year

>7,001	4 points
4,001 - 7,000	2 points
501 - 4,000	1 point

Projected Annual Visitors Served by Seasonal Route

>500,000	4 points
250,000 - 499,000	3 points
249,000-100,000	2 points
99,000-50,000	1 point

Agency Experience (2 points maximum)

Previously Operated Community Based Service

Shuttles or trolleys	1 Point
Vans or community circulator	1 Point
Any other service complementing regional bus and rail service	1 Point
O & M - Operations and maintenance	
ROW - Right-of-Way	



BOARD COMMITTEE TRANSMITTAL

November 26, 2012

To: Members of the Board of Directors
From: Wendy Knowles, ^{WK} Clerk of the Board
Subject: Metrolink Service Expansion Program Update

Transit Committee Meeting of November 8, 2012

Present: Directors Dalton, Galloway, Glaab, Herzog, Nguyen, Pulido, and Winterbottom
Absent: None

Committee Vote

This item was passed by the Members present.

Committee Recommendation

Receive and file as an information item.



November 8, 2012

To: Transit Committee

From: Will Kempton, Chief Executive Officer

Subject: Metrolink Service Expansion Program Update

A handwritten signature in black ink that reads "Will Kempton". The signature is written in a cursive style and is positioned above the "From:" field of the memo.

Overview

In 2011, the Orange County Transportation Authority completed infrastructure improvements through the Metrolink Service Expansion Program to allow for the operation of up to 76 daily Metrolink trains in Orange County. Following the completion of those improvements, the Orange County Transportation Authority deployed a total of ten new Metrolink intra-county trains operating between Fullerton and Laguna Niguel/Mission Viejo, primarily during mid-day and evening hours. This report provides an update on the performance of the new trains and outlines options to re-deploy a number of the trains in order to maximize ridership.

Recommendation

Receive and file as an information item.

Background

In 2005, the Orange County Transportation Authority (OCTA) Board of Directors (Board) approved the Metrolink Service Expansion Program (MSEP). The intent of the MSEP was to provide the necessary infrastructure and equipment to increase the number of daily Metrolink trains serving Orange County, including more frequent service between the Fullerton and the Laguna Niguel/Mission Viejo (LN/MV) Metrolink stations. Specifically, the MSEP included three main components: implementation of additional Metrolink service on the three lines serving Orange County; capital improvements (track, signals, and grade crossings) to provide the capacity for the new trains; and additional railcars to support increased service.

When the Board approved MSEP in 2005, the financial climate was significantly different. Since that time, unforeseen economic circumstances have affected the financial assumptions for operating the expanded service and impacted OCTA's ability to add new trains at the levels originally

envisioned. Sales tax revenue projections have declined approximately 40 percent, and operating costs have increased due to increased liability premiums, costs associated with transitioning to a new service provider, fuel prices, and lower than anticipated fare revenues tied to declining ridership.

In light of these financial constraints, in April 2011, the OCTA Board approved a revised MSEP service roll-out plan that included adding six new weekday Metrolink trips between the Fullerton and the LN/MV stations during the late afternoon and evening hours, with the option to add six additional intra-county trains based on available revenue and ridership demand. In addition, the Board approved the introduction of a promotional intra-county day pass called OC Link that offers unlimited travel on OCTA buses and Metrolink trains within Orange County for a flat fare of \$7.

The six new intra-county trains and OC Link day pass were implemented in July 2011 on a trial basis. Two of the six evening trains are used to serve sporting events in Anaheim, including the Anaheim Ducks (Ducks) and the Los Angeles Angels of Anaheim (Angels) home games, and are timed to coordinate with game schedules. In July 2012, a new peak period roundtrip was added on the Inland Empire-Orange County line, which provided the equipment and crew necessary to add four additional intra-county trips between Fullerton and LN/MV during the late morning and mid-day hours. This service was intended to fill a gap in existing Metrolink service and test the market for mid-day travel within Orange County. The addition of the new trains increased the total number of weekday trains serving Orange County from 42 to 54.

Discussion

Despite the launch of the reduced price OC Link day pass and extensive marketing efforts, ridership on the intra-county MSEP trains remains lower than desired. During the first full fiscal year of operation, the six evening MSEP trains averaged 28 passengers per train, though ridership increased to an average of 246 passengers per train on nights the trains served Angels games.

In September 2012, OCTA completed a Metrolink Customer Satisfaction Survey and Metrolink Market Study. The study showed that the most frequent requests by current and prospective Orange County Metrolink customers were for more frequent service, especially to Los Angeles and San Diego counties, as well as for improved transit connections at Orange County Metrolink stations.

Staff is currently developing service alternatives that would redeploy resources currently used to operate underperforming intra-county trains in a manner that

will improve ridership without significantly increasing operating costs. Preliminary concepts include retaining intra-county MSEP trains to serve Angels, Ducks, and other special events that have generated higher ridership, but discontinuing service on non-event nights when ridership is low.

In addition, staff is evaluating options to create additional connections between intra-county trains and “91 Line” trains at Fullerton to allow new “through” trips between LN/MV and Los Angeles with a timed transfer at Fullerton, which is expected to increase ridership demand. Staff also will explore options to implement new Orange County (OC) Line trains that could fill gaps in the existing service pattern between Orange County and Los Angeles, especially during the midday and evening (post-rush hour) time periods. However, the new OC Line trains are dependent on negotiations with Burlington Northern Santa Fe (BNSF) Railway and the Riverside County Transportation Commission (RCTC) to secure additional timeslots between Fullerton and Los Angeles.

OCTA is also working with Metrolink and the North County Transit District to extend select peak-hour Metrolink trains from Oceanside to downtown San Diego, offering passengers additional commute options between north San Diego County and Orange County. This service is expected to begin in spring 2013.

Next Steps

Over the next two months, OCTA will work with its partners at Metrolink, RCTC, and BNSF Railway to further refine the redeployment options with a goal of implementing an initial set of schedule changes during the January 2013 Metrolink service change.

Summary

In an attempt to enhance passenger rail service in Orange County, OCTA implemented new intra-county MSEP trains starting in July 2011 on a trial basis. Staff is now examining options to redeploy a number of underperforming intra-county trains in order to improve ridership and revenue.

Attachment

None

Prepared by:



Michael Litschi
Section Manager, Metrolink Operations
(714) 560-5601

Approved by:



Jim Beil, P.E.
Executive Director, Capital Programs
(714) 560-5646