



Mobility, San Diego Regional Military, Shoreline Preservation, Social Equity, Social Services Transportation Advisory Council, and Sustainable Communities Joint Working Groups Session Agenda

**Thursday, May 8, 2025
9:30 a.m.**

Welcome to SANDAG. The Mobility Working Group (MOBWG) meeting scheduled for Thursday, May 8, 2025, will be held in person in the SANDAG Board Room. While MOBWG members will attend in person, members of the public will have the option of participating either in person or virtually.

For public participation via Zoom webinar, click the link to join the meeting: <https://us02web.zoom.us/j/87128510812>

Webinar ID: 871 2851 0812

To participate via phone, dial a number based on your current location in the US:

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Public Comments: Members of the public may speak to the MOBWG on any item at the time the MOBWG is considering the item. Public speakers are generally limited to three minutes or less per person.

Persons who wish to address the members on an item to be considered at this meeting, or on non-agendized issues, may email comments to the Clerk at clerkoftheboard@sandag.org (please reference MOBWG meeting in your subject line and identify the item number(s) to which your comments pertain). Comments received by 4 p.m. the business day before the meeting will be provided to members prior to the meeting. All comments received prior to the close of the meeting will be made part of the meeting record.

If you desire to provide in-person verbal comment during the meeting, please fill out a speaker slip, which can be found in the lobby. If you have joined the Zoom meeting by computer or phone, please use the "Raise Hand" function to request to provide public comment. On a computer, the "Raise Hand" feature is on the Zoom toolbar. By phone, enter *9 to "Raise Hand" and *6 to unmute. Requests to provide live public comment must be made at the beginning of the relevant item, and no later than the end of any staff presentation on the item. The Clerk will call on members of the public who have timely requested to provide comment by name for those in person and joining via a computer, and by the last three digits of the phone number of those joining via telephone. Should you wish to display media in conjunction with your comments, please inform the Clerk when called upon. The Clerk will be prepared to have you promoted to a position where you will be able to share your media yourself during your allotted comment time. In-person media sharing must be conducted by joining the Zoom meeting on the personal device where the content resides. Please note that any available chat feature on the Zoom meeting platform should be used by panelists and attendees solely for procedural or other "housekeeping" matters as comments provided via the chat feature will not be retained as part of the meeting record. All comments to be provided for the record must be made in writing via email or speaker slip, or verbally per the instructions above.

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To hear the verbatim discussion on any agenda item following the meeting, the [audio/video](#) recording of the meeting is accessible on the SANDAG website.

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This meeting will be conducted in English, and simultaneous interpretation may be provided in Spanish if requested at least 72 hours in advance. Interpretation in additional languages will be provided upon request to ClerkoftheBoard@sandag.org at least 72 business hours before the meeting.

Esta reunión se llevará a cabo en inglés, y se puede proporcionar interpretación simultánea en español si se solicita con al menos 72 horas de anticipación. Se ofrecerá interpretación en otros idiomas previa solicitud a ClerkoftheBoard@sandag.org al menos 72 horas hábiles antes de la reunión.

[Free Language Assistance | Ayuda gratuita con el idioma | Libreng Tulong sa Wika | Hỗ trợ ngôn ngữ miễn phí | 免費語言協助 | 免費語言協助 | مجانية لغوية مساعدة | 무료 언어 지원 | رایگان زبان کمک | 無料の言語支援 | Бесплатная языковая помощь | Assistência linguística gratuita | मुफ्त भाषा सहायता | Assistance linguistique gratuite | ස්ත්‍රීයභාෂාභාෂිතිය | ఉచిత భాషా సహాయం | ການຊ່ວຍເຫຼືອດ້ານພາສາພຣີ | Kaalmada Luqadda ee Bilaashka ah | Безкоштовна мовна допомога | \[sandag.org/LanguageAssistance\]\(http://sandag.org/LanguageAssistance\) | \(619\) 699-1900](#)

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Vision Statement: Pursuing a brighter future for all

Mission Statement: We are the regional agency that connects people, places, and innovative ideas by implementing solutions with our unique and diverse communities.

Our Commitment to Equity: We hold ourselves accountable to the communities we serve. We acknowledge we have much to learn and much to change; and we firmly uphold equity and inclusion for every person in the San Diego region. This includes historically underserved, systemically marginalized groups impacted by actions and inactions at all levels of our government and society.

We have an obligation to eliminate disparities and ensure that safe, healthy, accessible, and inclusive opportunities are available to everyone. The SANDAG equity action plan will inform how we plan, prioritize, fund, and build projects and programs; frame how we work with our communities; define how we recruit and develop our employees; guide our efforts to conduct unbiased research and interpret data; and set expectations for companies and stakeholders that work with us.

We are committed to creating a San Diego region where every person who visits, works, and lives can thrive.



Mobility Working Group

MEMBERSHIP

The Mobility Working Group (MWG) membership shall include one voting member and one alternate member from each SANDAG member agency, including the region's 18 cities, the County of San Diego, Metropolitan Transit System, North County Transit District, Port of San Diego, and the San Diego County Regional Airport Authority. Each member agency shall have one vote. MWG agency representatives shall be appointed by the membership agency for a two-year term and be an executive or senior staff level. Membership may also include participation from non-voting agency partners including, but not limited to, Caltrans, Department of Defense, Southern California Tribal Chairman's Association.

The MWG will meet every other month or as needed. Meetings shall be noticed according to and shall otherwise fully comply with the Ralph M. Brown Act.

Staff contact: Cecily Taylor, (619) 744-8522, cecily.taylor@sandag.org

MEMBERS

Tom Frank
City of Carlsbad

Eddie Flores
City of Chula Vista

Tricia Olsen
City of Coronado

Micheal Kenney
County of San Diego

Joe Bride
City of Del Mar

Yazmin Arellano
City of El Cajon

Abe Bandegan
City of Encinitas

Jonathan Schauble
City of Escondido

Eric Minicilli
City of Imperial Beach

Michael Throne
City of La Mesa

Vacant
City of Lemon Grove

Steve Manganiello
City of National City

ALTERNATES

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Patrick Moneda
City of Chula Vista

Jasmine Bridges
City of Coronado

Tara Lieberman
Tanvir Hossain
County of San Diego

Karen Brindley
City of Del Mar

Mario Sanchez
Olga Reyes
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Evan Jedynak
City of Encinitas

Owen Tunnell
Craig Williams
City of Escondido

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City of Imperial Beach

Vacant
City of La Mesa

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Greg Mayer
City of Vista

Larry Renteria- Luna
Metropolitan Transit System (MTS)

Katie Persons
North County Transit District

Lisa Madsen
Port of San Diego

Sjohnna Knack
Airport Authority

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Ann Fox
Caltrans District 11

Muska Laiq
Department of Defense

Arun Prem
Facilitating Access to Coordinated
Transportation

Vacant
Southern California Tribal Chairman's
Association

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Kryenne Chua
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Carl Schmitz
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Husam Hasenin
Darra Woods
City of Vista

Beverly Neff
Metropolitan Transit System (MTS)

Lillian Doherty
Mary Dover
North County Transit District

Anna Buzaitis
Port of San Diego

Ted Anasis
Sid Noyce
Airport Authority

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Caltrans District 11

Lorena Cordova
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Ali Poorman
Christian Hernandez
Sofia Hughes
Facilitating Access to Coordinated
Transportation

Vacant
Southern California Tribal Chairman's
Association

Mobility Working Group

Thursday, May 8, 2025

Comments and Communications

1. Non-Agenda Public Comments/Member Comments

Members of the public shall have the opportunity to address the Mobility Working Group on any issue within the jurisdiction of the Mobility Working Group that is not on this agenda. Public speakers are limited to three minutes or less per person. Public comments under this agenda item will be limited to five public speakers. If the number of public comments under this agenda item exceeds five, additional public comments will be taken at the end of the agenda. Mobility Working Group members and SANDAG staff also may present brief updates and announcements under this agenda item.

Reports

2. The State of Microtransit Locally and Nationally

+2A. Microtransit in the San Diego Region

Information

Nick Sofoul, NCTD; Emily Doss, SANDAG

North County Transit District and San Diego Association of Governments staff will provide an overview of microtransit initiatives in the region. Working Group members will be invited to participate in a question-and-answer session.

[Microtransit in the San Diego Region Presentation](#)

+2B. Panel: Microtransit Outside the San Diego Region

Discussion

Antionette Meier, SANDAG; Richard Cowart, KCATA; Monica Waggoner, LA Metro; Jing Xu, DART; David Mach, City of Torrance

Staff from peer public agencies will present microtransit programs and discuss best practices and lessons learned for microtransit implementation.

[Panel - Microtransit Outside the Region Presentation](#)

Adjournment

3. Adjournment

The next Mobility Working Group meeting is scheduled for Wednesday, May 28, 2025, at 9 a.m.

+ next to an agenda item indicates an attachment



Mobility, San Diego Regional Military, Shoreline Preservation, Social Equity, Social Services Transportation Advisory Council, and Sustainable Communities Joint Working Groups Session

Item: **2A**

May 8, 2025

Microtransit in the San Diego Region

Overview

The San Diego Association of Governments (SANDAG) identifies [Flexible Fleets](#) as a regional mobility strategy in the [Regional Plan](#). Flexible Fleets provide on-demand, shared mobility services that can fill gaps in the transit network. Microtransit is a form of Flexible Fleets that provides on-demand shuttle services to move around the community or to connect to high-speed transit. The [Draft 2025 Regional Plan Transportation Network](#) includes 36 microtransit zones across the region.

Action: Discussion

North County Transit District and San Diego Association of Governments staff will provide an overview of microtransit initiatives in the region. Working Group members will be invited to participate in a question-and-answer session.

Key Considerations

Microtransit in the San Diego Region

Over a dozen microtransit programs have launched in San Diego communities across the region over the last decade. This presentation will provide an overview of several of those programs, including SANDAG-supported pilot projects and the [NCTD+ Microtransit Pilot Program](#).

SANDAG has provided funding for four microtransit pilot projects since 2019, starting with the Carlsbad Connector, gO'side (Oceanside), The Beach Bug (Pacific Beach), and Southeastern San Diego Microtransit.

In 2024, the [North County Transit District](#) (NCTD) published their [Microtransit Pilot Program Suitability Analysis](#). This report informed the [NCTD+ Microtransit Pilot Program](#) and identifies multiple microtransit pilot service zones, pending operational and budgetary resources.

Regional Resources

In addition to funding pilot programs, SANDAG has developed regional resources to support microtransit service planning and operations:

[Flexible Fleets Implementation Strategic Plan](#) (2022): provides a roadmap for planning and implementing Flexible Fleet pilot programs in communities across San Diego County.

[Flexible Fleet Taskforce](#): SANDAG coordinates with the various program managers of Flexible Fleets services across the region on a bi-monthly basis through its Task Force. This group shares updates and discusses microtransit implementation best practices.

[Open Data Portal](#) (ODP): SANDAG monitors Flexible Fleets pilot projects on the ODP. The portal showcases useful ridership data and trends on some local microtransit programs.

Fiscal Impact:

None.

Schedule/Scope Impact:

None.

On-Call Flexible Fleets Service Provider Contracts: SANDAG procured several flexible fleet service providers. These agreements are available to local jurisdictions and transit agencies, and several jurisdictions have utilized the [Flexible Fleets Provider Cooperative Contract Agreements](#) for their programs.

Flexible Fleets Grant Program (FFGP): In 2023, the Board approved funding for Flexible Fleets pilots. SANDAG's FFGP call for projects is in development. \$4.5 million in funding will be available on a competitive basis for local, state, federal and tribal governmental agencies, transit districts, and military institutions to pilot Flexible Fleets services, including microtransit.

Next Steps

SANDAG anticipates that the FFGP call for projects will be released in summer 2025, pending Board approval. Services funded through the FFGP are anticipated to conclude pilot periods by 2029. SANDAG will continue seeking sustainable funding sources for microtransit service operations.

Antoinette Meier, Senior Director of Regional Planning



Microtransit in the San Diego Region

Microtransit Joint Working Group | Item 2A
Nick Sofoul, NCTD
Emily Doss, SANDAG
Thursday, May 8, 2025

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What is Microtransit?



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Past & Present Microtransit Programs in the Region

Microtransit Services

- **Carlsbad** Connector: 2019-2020
- **Chula Vista** Community Shuttle: 2022- *Current*
- **Carlsbad** Good Ride: 2023-2024
- **San Marcos** Microtransit (NCTD+): 2024- *Current*
- **Mid-CityGO** Microtransit (North Park/City Heights): 2025- *Current*
- **El Cajon** Microtransit: 2025-*Current*

Neighborhood Electric Vehicle Services

- **FRED (Downtown San Diego)**: 2016- *Current*
- **gO'side (Oceanside)**: 2022- *Current*
- **FRANC (National City)**: 2023 – *Current*
- **Beach Bug (Pacific Beach)**: 2023 - 2024
- **Island Express (Coronado)**: 2024
- **IB Shuffling (Imperial Beach)**: - 2021-2025

Coming Soon

- **Barrio Logan** Via Verde Microtransit
- **Southeastern San Diego** Microtransit
- **Vista** Microtransit (NCTD+): *Coming May 19, 2025*
- Flexible Fleets Grant Program Pilots



Source: Axios, 2025

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SANDAG Supported Flexible Fleets



Oceanside NEV
gO'side



Pacific Beach NEV
Beach Bug



Carlsbad Connector
Microtransit

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NCTD+ Pilot Program

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Modal Comparison

Bus Service / Circulators (Up to 60 Passengers)



- Defined Fixed Route
- Scheduled Trips
- Service Length typically 10+ miles
- Regional Connections

Source: Adapted from SANDAG

Microtransit (6-15 Passengers)









- Demand Response Mode
- Defined Service Area (geofenced)
- Service Area typically 1.5-10 square miles
- App Enabled Dynamic Routing
- Connect to Activity Centers and Regional Transit Network

Neighborhood Electric Vehicle (Up to 5 Passengers per Vehicle)



- Demand Response Mode
- Up to 25 MPH
- Shorter distance trips
- Smaller service areas (0.5-2 miles)
- Flat Topography
- App Enabled Dynamic Routing
- Connect to local Activity Centers and Regional Transit Network

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Modal Comparison: Moving 60 Passengers			
x60 =	Fixed Route	Microtransit	Neighborhood Electric Vehicle
Vehicle Need	 x1	 x7	 x12
Vehicle Capacity	60 Passengers	9 Passengers	5 Passengers
Operator Need			
Total Operations Cost	\$	\$\$\$	\$\$\$\$
<small>Costs comparison based on NCTD operation cost / driver, FY23</small>			

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Primary Use Cases





Hard-to-serve areas by fixed route



First/last mile Connectivity



Limited pedestrian/bike infrastructure

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NCTD+ Overview

- 14 zones were identified through feedback from customers & stakeholders with consideration of SANDAG Flexible Fleets Implementation Plan (2022)
- Evaluation Criteria:
 - Equity
 - Transit Connectivity
 - Efficiency
 - Points of Interest



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Marketing Strategy



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Equity Considerations

- Cash accepted on-board
- Bilingual service via app & call center
- 100% ADA Fleet
- Inclusive vehicle branding

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Key Statistics

14,189

Completed Boardings

97.8%

Bookings through App

21.5

Avg # of Requests per Rider

July 1, 2024 – March 31, 2025

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Fare Structure

\$1.50
~~\$2.50~~
To/From SPRINTER

\$3.00
~~\$5.00~~
Anywhere in
San Marcos Zone

\$1.50
~~\$2.50~~
Additional Riders

FREE
Youth (18 and Under)

Fare Reduction: August 1, 2024

Since Reducing Fare...

- Average boardings per day have grown 600%
- Bookings from app have increased 17%

But also...

- Wait time has doubled
- Cancelled trips have increased by 13%

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NCTD+ Limitations

NCTD+ Cost per Passenger	BREEZE Fixed-Route Bus Cost per Passenger
\$29.53	\$12.95
NCTD+ Actual Wait Time	NCTD+ Goal Wait Time
~24 Minutes	< 20 Minutes
NCTD+ Actual Farebox Recovery	NCTD+ Goal Farebox Recovery
3.7%	16.8%

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Next Steps

- **Flexible Service Planning**
 - Ongoing zone adjustments while balancing demand and operational capacity
- **Fixed-Route Planning**
- **Long-term Sustainable Funding through:**
 - Grants
 - Partnerships
- **Future Zones**
 - Pending funding and operational capacity



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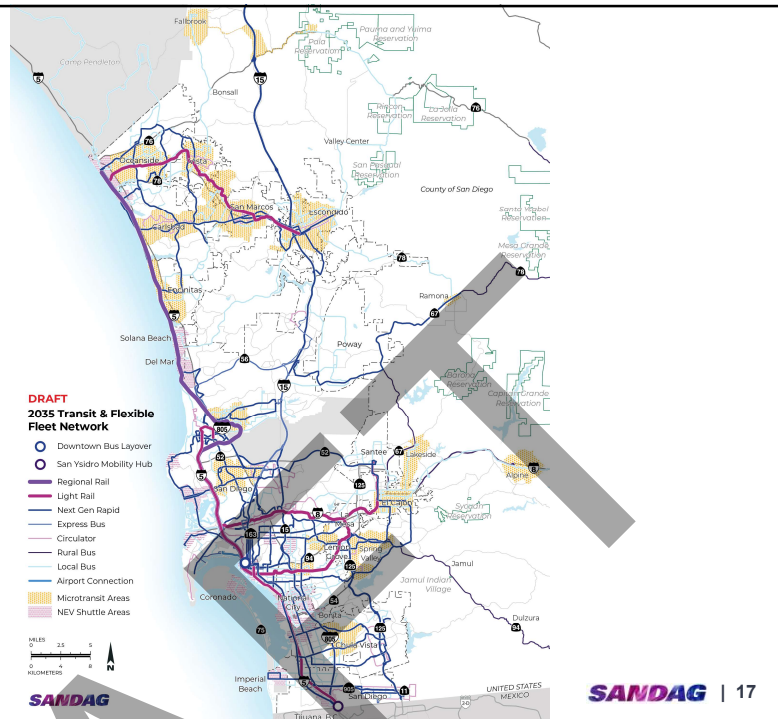


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ED0

Microtransit in the Draft 2025 Regional Plan

36 Microtransit Zones

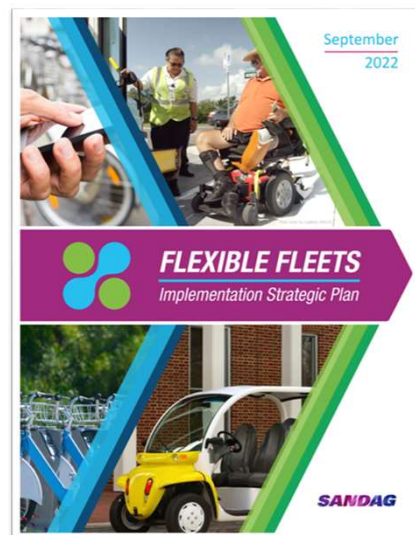


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Regional Flexible Fleets Resources

AM0

- 2022 Implementation Strategic Plan
- FF Task Force
- On-Call Service Providers
- FF Open Data Portal
- SANDAG Technical Support



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Slide 17

EDO Insert updated image once RP team gets back to CTA

Emily Doss, 2025-04-21T15:38:39.162

EDO 0 Needs to say draft

Emily Doss, 2025-04-24T20:42:21.747

Slide 18

AM0 The taskforce, the Open data Portal, and the bench

Antoinette Meier, 2025-04-25T00:31:31.876

EDO 0 How about the FF Strategic Plan and NCTD+ plan too?

Emily Doss, 2025-04-25T21:54:03.672

DRAFT

Draft Flexible Fleets Grant Program

Funding	\$4,500,000
Eligible Applicants	<ul style="list-style-type: none"> • Local, state, federal & tribal governmental agencies • Transit districts • Military institutions
Eligible Grant Types	<ul style="list-style-type: none"> • Service Operations • Capital (e.g. vehicles, software, supportive infrastructure)
Sample Eligible Activities	<ul style="list-style-type: none"> • Direct operations of service (Microtransit, NEV, etc.) • Contract services (Microtransit, NEV, Bikeshare, Carshare, etc.) • Vehicle Procurement • Software/Hardware • Flexible Fleet Supportive Infrastructure (e.g. charging, docking stations, right of way improvements, signage and wayfinding)

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flexiblefleets@sandag.org
planning@nctd.org

NCTD  **SANDAG**

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**Mobility, San Diego Regional Military, Shoreline
Preservation, Social Equity, Social Services Transportation
Advisory Council, and Sustainable Communities Joint
Working Groups Session**

Item: **2B**

May 8, 2025

Panel - Microtransit Outside the Region

Overview

Microtransit services have gained popularity and different services models have emerged in a variety of communities across the nation. This panel will feature peer-agency staff from [Los Angeles County Metropolitan Transportation Authority](#) (LA Metro), [Kansas City Area Transportation Authority](#) (KCATA), [Dallas Area Rapid Transit](#) (DART), and the [City of Torrance](#), California (CA). The panelists will share microtransit implementation best practices and the opportunities and challenges of microtransit through lessons learned.

Action: Discussion

Peer-agency staff will share the opportunities and challenges of microtransit implementation. Working Group members will be invited to participate in a question-and-answer session.

Fiscal Impact:

None.

Schedule/Scope Impact:

None.

Key Considerations

Richard Cowart is the Senior Director of Transportation and Mobility Services at KCATA. Richard and his team manage [RideKC On Demand](#), a “comingled” microtransit/paratransit service operating since 2016.

Monica Waggoner is the Transportation Planning Manager of Service Planning, Gateway Cities & Metro Micro at LA Metro. Monica and her team manage [Micro](#), an eight-zone-based microtransit service operating since 2020 as a pilot initially.

Jing Xu is the Assistant Vice President, Service Planning and Scheduling at DART. Jing and her team manage [GoLink, On Demand](#), a zone-based microtransit service operating since 2017 as a pilot initially.

David Mach is the Transit Planning Manager at the City of Torrance, CA. David and his team recently launched [Connect Torrance](#), a turnkey program serving Torrance residents, with a specific emphasis on serving seniors and disabled riders.

Next Steps

This joint working group meeting is a learning opportunity to understand microtransit and the opportunities for our region. Attendees will be able to apply new knowledge to local pilot implementation and management in preparation for the new [Flexible Fleets Grant Program](#) that is expected to be released this summer.

Antoinette Meier, Senior Director of Regional Planning



Panel: Microtransit Outside the Region

Microtransit Joint Working Group | Item 2B
Antionette Meier, Senior Director of Regional Planning
Thursday, May 8, 2025

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Microtransit Panel Agenda

Goals & Introduction

Antionette Meier,
Senior Director of Regional Planning

RideKC On Demand

Richard Cowart,
Senior Director of Transportation and Mobility Services

LA Metro Micro

Monica Waggoner,
Transportation Planning Manager

DART GoLink On-Demand

Jing Xu,
AVP Service Planning and Development

Connect Torrance

David Mach,
Transit Planning Manager

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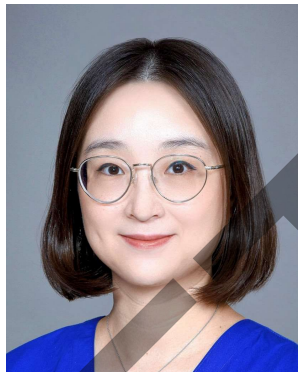
Meet the Panel



Richard Cowart
Kansas City Area
Transportation
Authority (KCATA)



Monica Waggoner
Los Angeles County
Metro Transportation
Authority (LA Metro)



Jing Xu
Dallas Area Rapid
Transit (DART)



David Mach
City of Torrance

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RideKC Freedom On Demand

Tyler Means, Kansas City Area Transportation Authority (KCATA)

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Overview

- What KCATA and city wanted from Microtransit solution
 - Phased expansion of service
 - Fare collecting strategy
 - Ridership growth
 - Success of service



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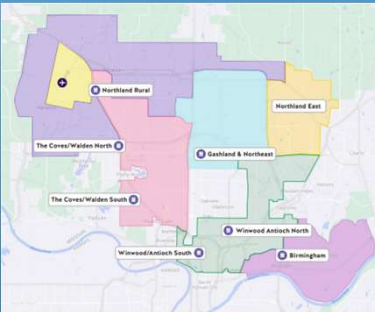
Vision for a Modern Transit System

- Goals for Microtransit
 - Needs to be purposeful
 - Needs to be in the right place at the right time
 - Ability to maneuver throughout the service area
 - Must make sense financially
- What makes a good service?

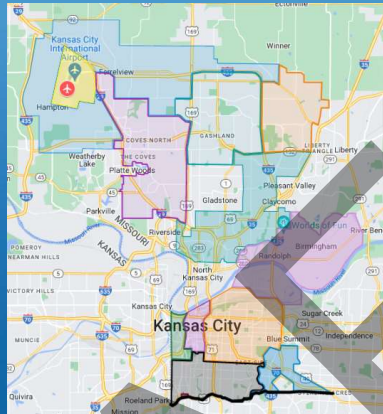
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Phased Expansion Strategy

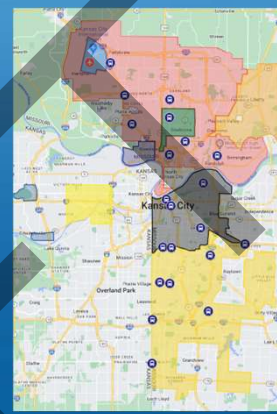
Phase 1



Phase 1



Phase 1

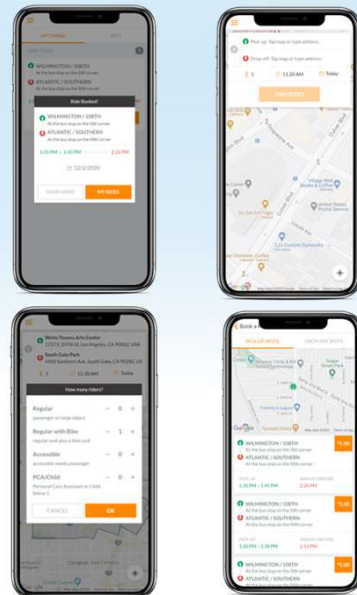


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Fares in a Zero-Fare Economy

- KCATA one of first major cities to go zero-fare prior to COVID-19 pandemic.
- City and KCATA agreed fare was necessary on On-Demand.
- With no fare collection infrastructure, one-year timeline, leaned on current turnkey operator and tech for options.
- The solution to this problem became App-based!

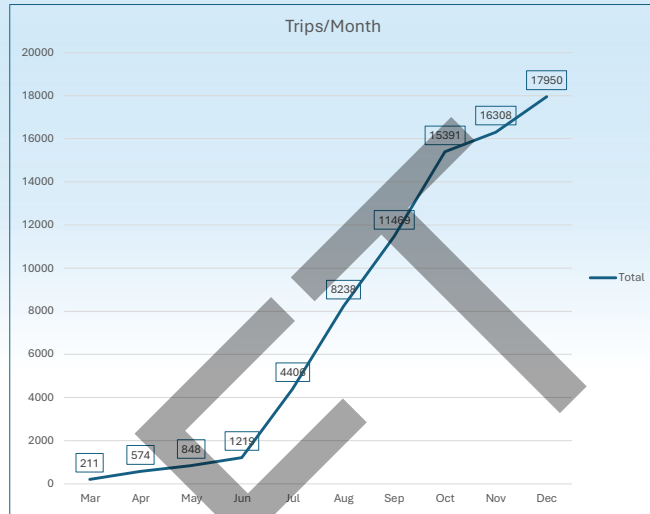


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Strategies for Boosting Ridership

Initially no paid advertising;
relied on word of mouth and
on-street vehicle presence.
So, how did ridership grow?



KCATA → RideKC

9

Phil Burton, Class A Mechanic

KCATApromise.org

IT'S MORE THAN A BUS,
IT'S AN ECONOMIC ENGINE.

KCATA → RideKC

10

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Measuring Success: RideKC IRIS

- Nearly 24,000 boardings monthly
 - Nearly 22,000 monthly trips
- 12.2-minute average wait time
- 25.4-minute average ride time
- 95% of trips booked via mobile app
- 62% of trips are shared rides

SERVICE ZONE STATISTICS

318

Square Miles

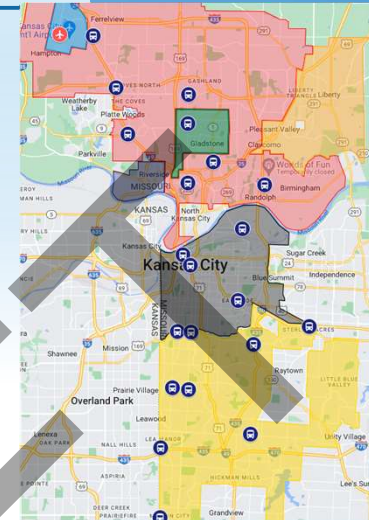
19

Hours Per Day

30

Total Vehicles

KCATA | **RideKC**



11

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Measuring Success: RideKC Freedom ADA Paratransit

- Nearly 1,000 boardings per day
- 90% average on-time performance
- 60%+ shared rides
- Improved rider experience through IVR trip notifications
- Reduced staff workload & improved work satisfaction through automated workflows
- Data accuracy & seamless reporting

SERVICE ZONE STATISTICS

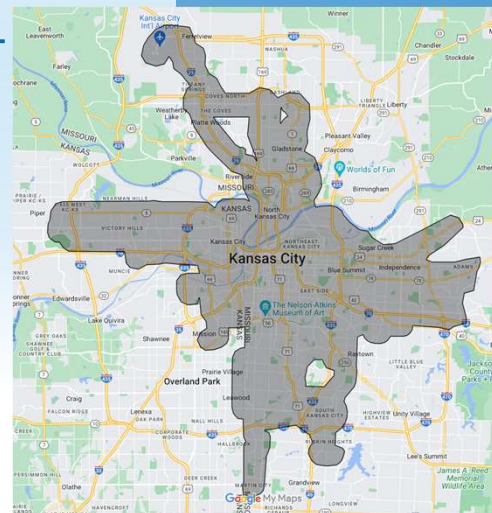
318

Square Miles

100

Total Vehicles

KCATA | **RideKC**



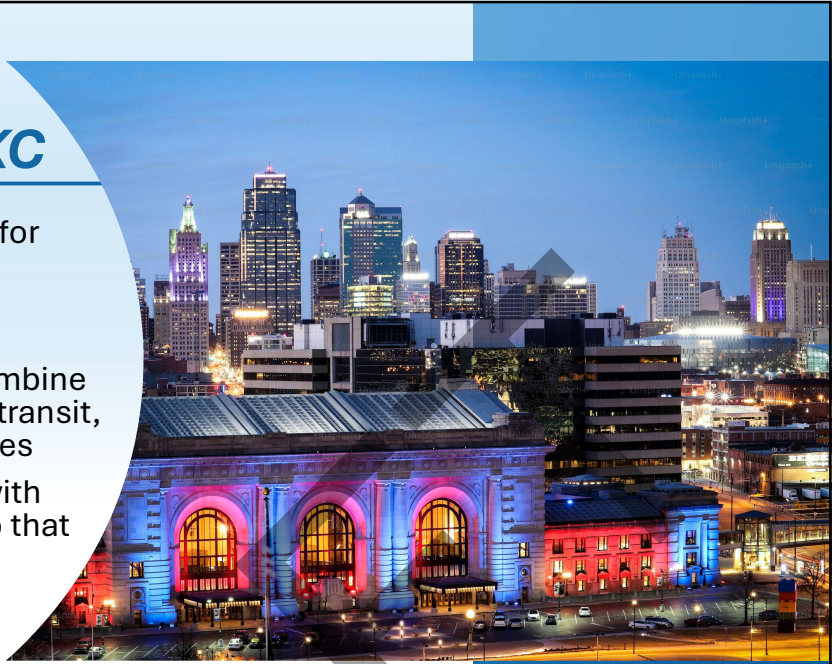
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Future of On-Demand in KC

- Recently awarded contact for turn-key operator and new technology platform for paratransit service
- Provides opportunity to combine current ADA service, Microtransit, & other On-Demand services
- Continue to grow service with partnering communities so that transit is available to all

 **KCATA**  | **RideKC**



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Metro Micro

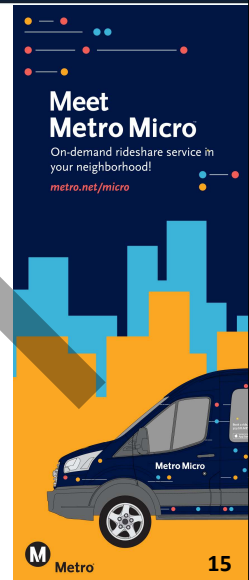
Monica Waggoner, Los Angeles County Metropolitan
Transportation Authority (LA Metro)

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Metro Micro Background

- The MicroTransit Pilot Program started with an unsolicited proposal in 2017. The Metro Board authorized further study.
- In 2018, three proposers were selected for Part A: program development. These three companies worked with Metro to create competing designs for an on-demand service.
- Part B, Implementation, received Board authorization on February 27, 2020. In the next few months, the program had to be reworked for a pandemic-era deployment.
- The program launched with two zones on December 13, 2020, with 7 more launched in 2021. (Two zones were later merged.)
- On March 16, 2025, the program became a permanent Metro service, operating under new contracts for software and operations.

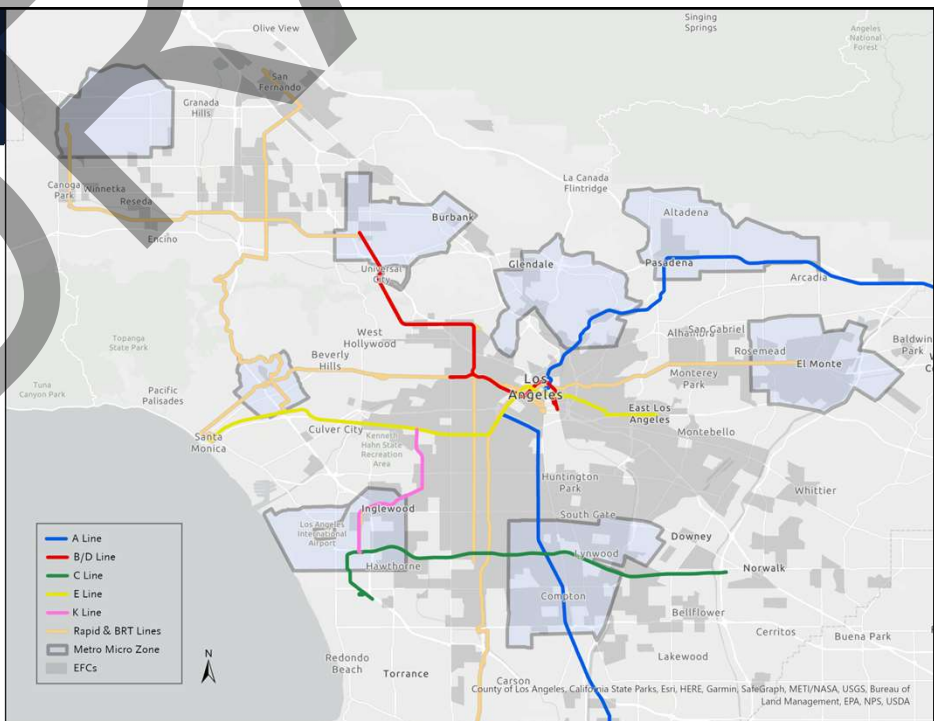


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Overview Map

Metro Micro's eight zones are spread across Metro's service area, capturing a variety of use cases and communities.

Every zone connects riders to Metro Rail or BRT.



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Metro Micro Update

Since launching in December 2020, Metro Micro has...

- Launched eight zones across the Metro service area
- Served 57,984 unique users (as of 3/15/2025)
- Completed 2,466,025 passenger boardings (as of 3/15/2025)
- Maintained an average ride rating of 4.85 out of 5 stars



Metro Micro Serves...	
165 square miles	>2,000 boardings/weekday
29 cities	12 unincorporated communities

With...
~150 operators
83 vehicles



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Project Status and Next Steps

In September 2023, the Metro Board approved a one-year extension of the existing Metro Micro contract. During this year, the project is to undertake the following:

- Move to a permanent fare of \$2.50 from the introductory rate of \$1.00
- Develop and issue new RFPs, which incorporate lessons learned during the pilot project
- Consider adjusting zones or service hours to remove lower-performing areas or periods
- Make operational improvements to reduce unit costs and improve service, including:
 - Reduce cancellations and no-shows with Automatic Booking Limitations
 - Optimize virtual stop placement
 - Adjust back-end settings to help group rides more efficiently



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Fare Program Background

- A Fare Working Group with input from across Metro initially discussed fares as high as \$10 but settled on a base fare of \$2.50.
- The group reconvened in 2020 and set an introductory fare of **\$1.00**, in recognition of the effects on ridership and personal finances from the COVID-19 pandemic.
- A base fare of **\$2.50** to succeed this introductory fare was approved by the Metro Board in principle in October 2020, with a more detailed plan approved in May 2021.
- The introductory fare was due to end after 2021, but COVID was still impactful at that time. The permanent fare has not yet been implemented but COVID has now become part of life.



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Fare Program

	Base Fare	\$2.50
Transfers to Metro Bus and Rail	Free	
Transfers from Metro Bus and Rail	75¢ upcharge	
LIFE Program free rides (90-day & 20/month)	Accepted on Micro	
Senior/Disabled Fare Program Base Fare	\$1.00	
GoPass & Student Reduced Fare Program Base Fare	\$1.00	
E-Z Transit Pass Zone 0 Base Fare	75¢ upcharge	
E-Z Transit Pass Zone 1+	Free	
Transfers from Municipal Bus Lines	\$1.25 (50¢ transfer charge + 75¢ upcharge)	



- The permanent Fare Program was implemented on March 24, 2024.
- Public comments on the fare program during outreach were overwhelmingly positive, with 2/3rds of comments on the proposal in favor of the changes.

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GoLink, On Demand

Jing Xu, Dallas Area Rapid Transit (DART)

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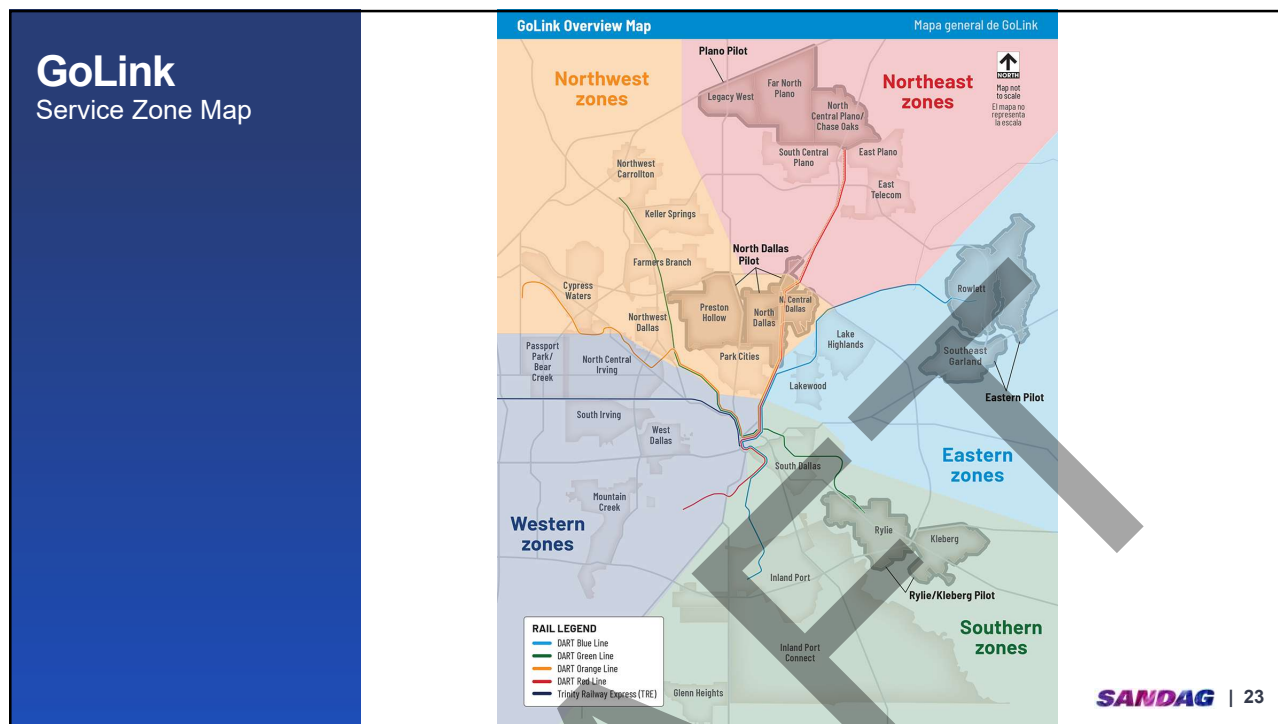
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GoLink

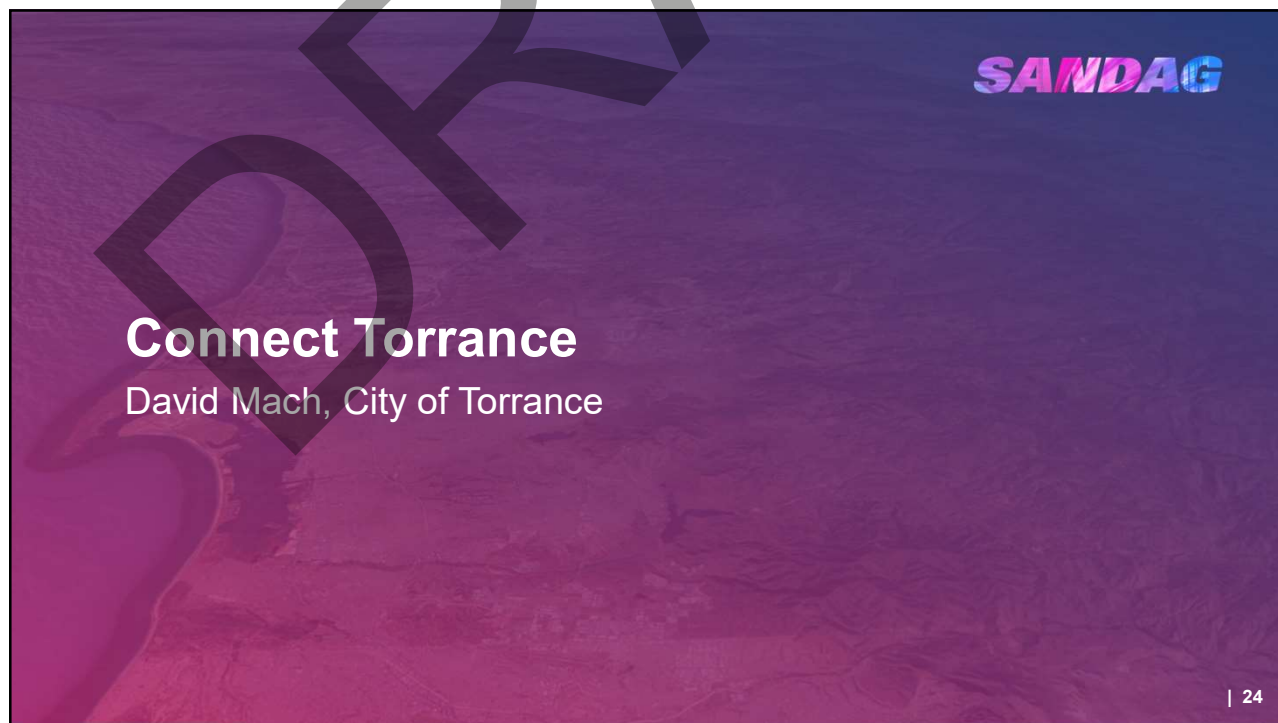


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Facts About Torrance Transit System



- Continuous operation since 1940
- 12 Bus routes
- 108 Square miles
- 800 Bus stops
- Fully alternative fuel

- 1** TORRANCE - HARBOR FWY STATION
WEEKDAYS 5A-10P, SATURDAYS 6A-9P, SUNDAYS 6A-8P
- 2** TORRANCE - EL CAMINO COLLEGE
WEEKDAYS 5A-10P
- 3** REDONDO BEACH - LONG BEACH
WEEKDAYS 5A-10P, SATURDAYS 5A-10P, SUNDAYS 5A-10P
- 3** MARY K. GIORDANO REGIONAL TRANSIT CENTER - LONG BEACH
WEEKDAYS 6A-9A AND 2P-7P
Rapid
- 4X** TORRANCE - DOWNTOWN LOS ANGELES
WEEKDAYS 5A-10A AND 2PM - 8PM
- 5** TORRANCE - EL CAMINO COLLEGE
WEEKDAYS 5A-9P
- 6** TORRANCE - ARTESIA STATION
WEEKDAYS 5A-9A AND 2P-8P
- 7** REDONDO BEACH - CARSON
WEEKDAYS 6A-9P
- 8** TORRANCE - LAX TRANSIT CENTER
WEEKDAYS 6A-10P, SATURDAYS 6A-10P, SUNDAYS 6A-10P
- 9** TORRANCE - CARSON
WEEKDAYS 5A-9P
- 10** TORRANCE TO FLORENCE
WEEKDAYS 5A-10P, SATURDAYS 5A-10P, SUNDAYS 6A-10P
- 13** REDONDO BEACH - ARTESIA STATION
WEEKDAYS 5A-9P, SATURDAYS 6A-9P, SUNDAYS 6A-9P

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TORRANCE COMMUNITY TRANSIT PROGRAM TCTP








Senior Taxi & Dial-A-Taxi



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OPERATIONAL MODEL



-  A new on-demand rideshare transit option that uses technology to capture trip requests and groups passengers into shared rides, in real-time. Curb-to-Curb service.
-  Offers passengers an option that is more flexible than traditional fixed-route bus service and appointment-based paratransit.
-  Supplements to the existing Torrance Community Transit Program (TCTP)
-  Call-in center with representatives to assist in booking rides
-  Provide first-last-mile connections to Transit and the Mary K. Giordano Regional Transit Center.



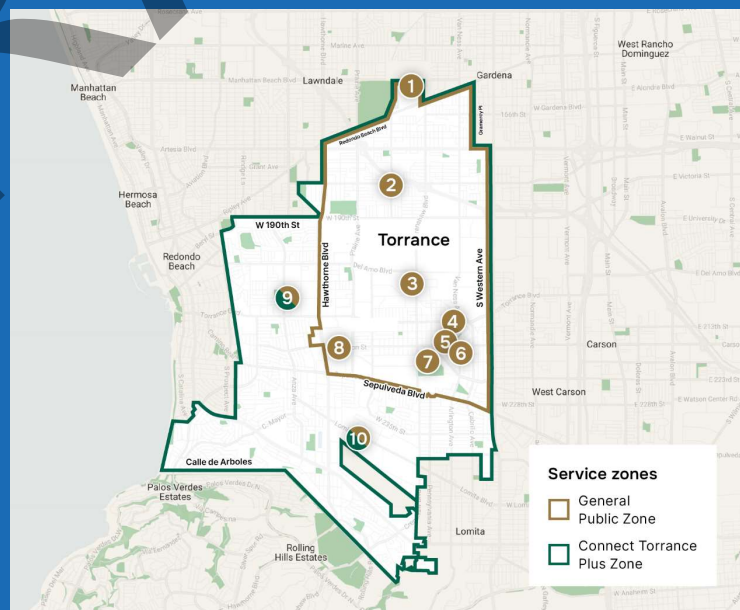
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SERVICE AREA

Popular destinations:

- | | |
|---|--|
| 1 El Camino College | 6 Old Torrance (Historic Downtown) |
| 2 North High School | 7 Torrance Certified Farmers' Market |
| 3 Mary K Giordano Regional Transit Center | 8 Del Amo Fashion Center |
| 4 Bartlett Senior Citizens Center | 9 Providence Little Company of Mary Medical Center |
| 5 Torrance High School | 10 Torrance Memorial Medical Center |

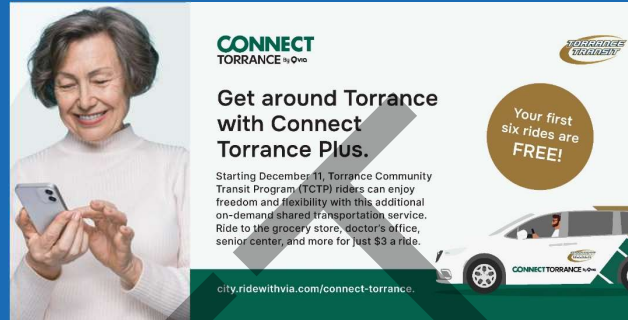
* Riders of both the General Public Zone and the Connect Torrance Plus Zone can access destinations 9 and 10.



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PROGRAM FUNDING

- Measure M Visionary Project Seed Funding Grant from LA Metro
- Transit Operating Budget
- Measure R Capital Investment Funding



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CHALLENGES, SUCCESS, AND NEXT STEP

- Extensive outreach and marketing
- Launching during the holidays December 2024
- Funding constraints
- Over 5,000 rides completed
- More than 30 percent are seniors
- New riders who never used public transit
- Large number of returning riders
- Average wait time under 10 minutes

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