

City of
TORRANCE
California

**CITY COUNCIL
TRANSPORTATION COMMITTEE
MEETING**

TUESDAY, AUGUST 6, 2024

3:30 PM

ROLL CALL



FLAG SALUTE



WELCOME AND INTRODUCTIONS



ITEM 5A

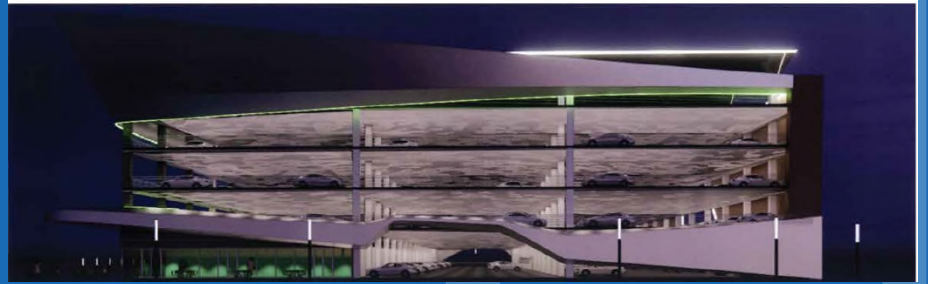
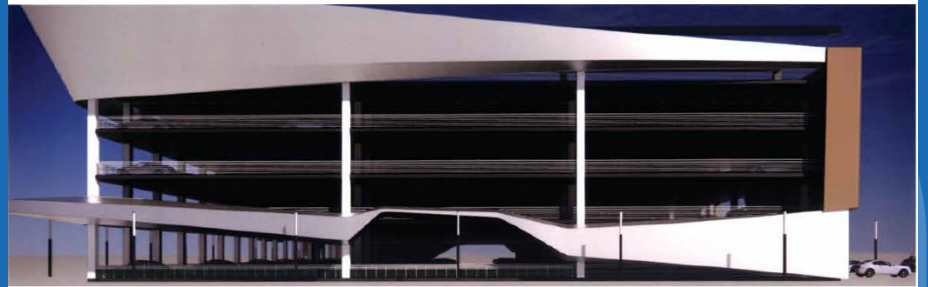
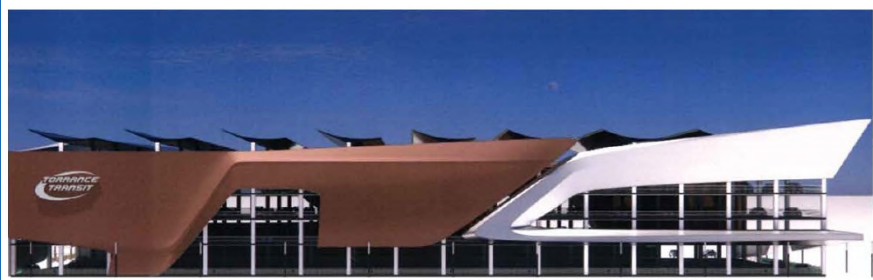
THE MARY K. GIORDANO REGIONAL TRANSIT CENTER PARKING STRUCTURE PROJECT

RECOMMENDATION OF THE CITY MANAGER AND TRANSIT DIRECTOR THAT THE CITY COUNCIL TRANSPORTATION COMMITTEE ACCEPT AND FILE THE REPORT ON THE MARY K. GIORDANO REGIONAL TRANSIT CENTER PARKING STRUCTURE PROJECT.











QUESTIONS AND ANSWERS

ITEM 5B

THE CONNECT TORRANCE MICROTRANSIT DEMONSTRATION PILOT PROGRAM

RECOMMENDATION OF THE CITY MANAGER AND TRANSIT DIRECTOR THAT THE CITY COUNCIL TRANSPORTATION COMMITTEE ACCEPT AND FILE REPORT ON THE CONNECT TORRANCE MICROTRANSIT DEMONSTRATION PILOT PROGRAM.

LA METRO VISIONARY SEED FUND

Competitive grant process to support improving transit ridership

Encourages innovative mobility concepts

Encourages public private partnership







\$3M in grant funding to support up to six (6) projects

Requires independent research partner

Must serve areas in LA County that are in “high or very high need”

Only 3 projects were awarded, with Torrance Transit for \$1M

WHAT IS MICROTRANSIT?

-  Also known as on-demand transit, microtransit is transportation technology that captures trip requests and groups passengers into shared rides, in real-time.
-  A hybrid model between individual private transportation (Uber/Lyft), and public transit.
-  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.



CONNECT TORRANCE MICROTRANSIT

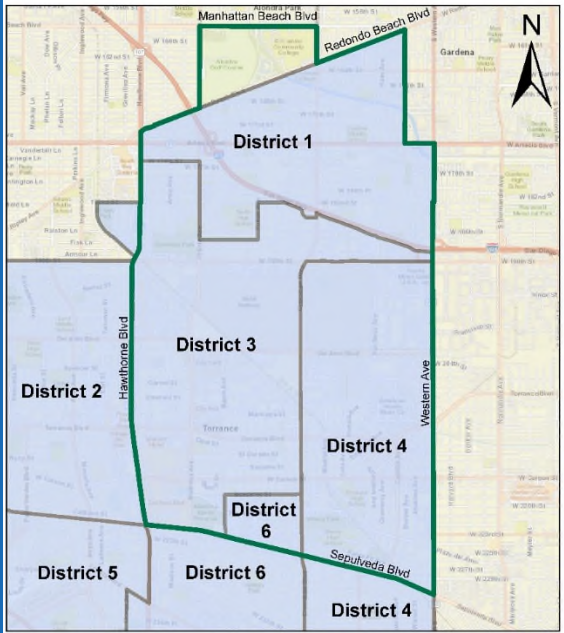
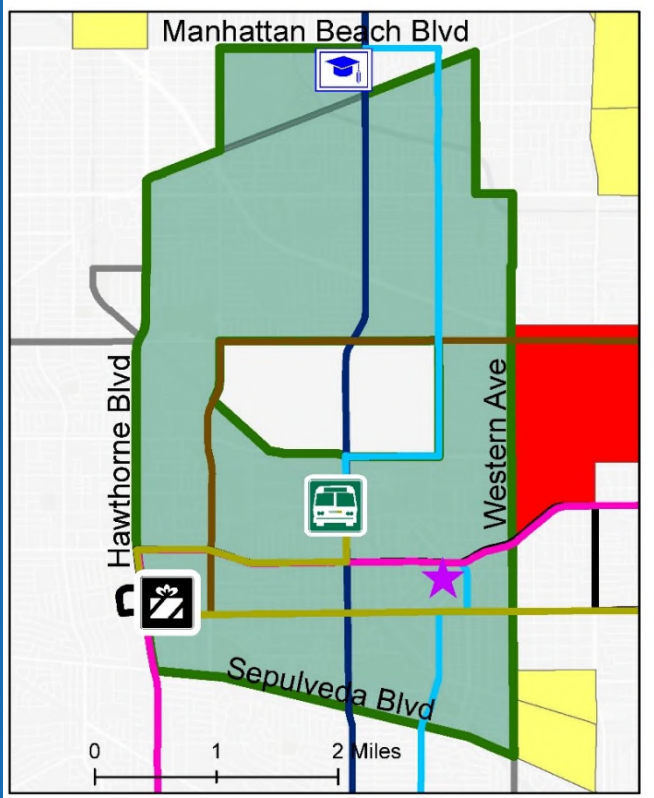
| | |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Pilot Program Duration | 12 months |
| Operating Days per Week | 7 Days a Week Mon-Fri: 7am-7pm, Sat-Sun: 9am-5pm (can be extended up to 12am for special events) |
| Total Active Vehicles in Fleet | 8 |
| -Non-Wheelchair Accessible Vehicles | 4 |
| -Wheelchair Accessible Vehicles | 4 |
| Service Area for the General Public | 9.2 sq.mi |
| Service Area for TCTP Participants | Entire City of Torrance Boundary (21 sq.mi) |
| Total Number of Vehicle Hours | 19,568 |

NOTE: Torrance Community Transit Program (TCTP) participants will not be impacted by this program.

SERVICE AREA

Legend

- Connect Torrance Microtransit Zone
- Mary K Giordano Regional Transit Center
- Del Amo Fashion Center
- Old Town Torrance
- El Camino College
- Los Angeles Union Station
- Downtown Long Beach Station
- Rapid 3
- Line 4X
- Line 1
- Line 5
- Line 6
- Line 10
- Torrance City Boundaries
- Metro Equity Need Index Tier**
- High Need
- Very High Need



Legend

- Connect Torrance Microtransit Zone
- Torrance City Council Districts

CONNECT TORRANCE MICROTRANSIT

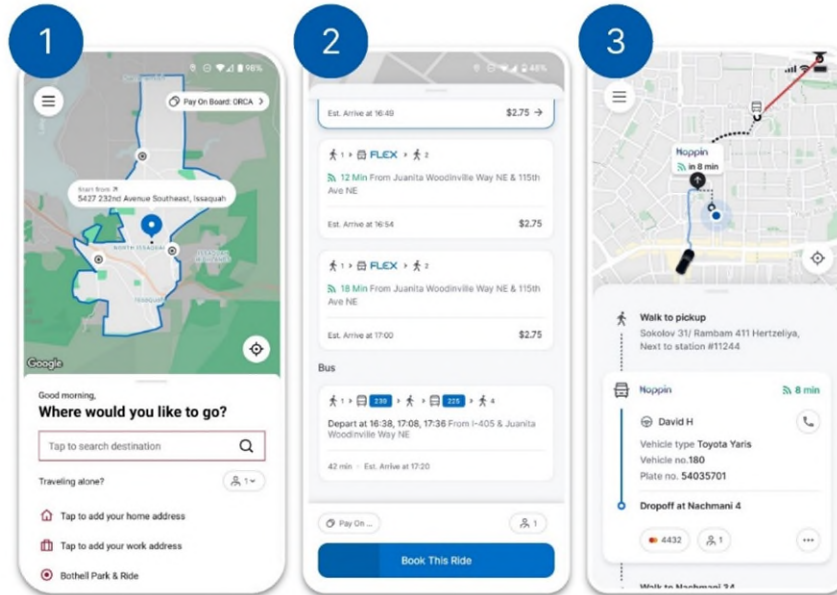
The Torrance Rider app offers an intuitive and easy-to-navigate way for riders to book and track trips on an on-demand service

Booking a ride is simple and only takes a few seconds:

1. Select origin and destination
2. View available trip options and details, and select preferred option
3. Receive instructions and track the vehicle before and during the ride

Riders can also place a call to Via's dispatch center to book a ride if they do not have access to a smartphone

 Proprietary & Confidential.



TRANSIT SERVICE COMPARISON

| Torrance Transit Service | | | | |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------|------------|
| Type | Service Day | Description | Frequency | Fare |
| Fixed Route Bus Service | 7 days a week | Everyone | 15 - 60 minutes | \$0.25-\$2 |
| Torrance Community Transit Program (TCTP)/Taxi | 7 days a week | (Torrance residents only) | Advance Reservation | |
| -Seniors Taxi | | | | \$1-\$5 |
| -People with Disabilities | | | | \$1 |
| Connect Torrance Microtransit Pilot Program | 7 days a week Mon-Fri: 7am-7pm, Sat-Sun: 9am-5pm (can be extended up to 12am for special events) | Anyone who travels within defined zone | On-demand/flexible within 15 minutes | \$5 |
| -Existing TCTP Participants | 7 days a week Mon-Fri: 7am-7pm, Sat-Sun: 9am-5pm (can be extended up to 12am for special events) | Anywhere within Torrance City limits | On-demand/flexible within 15 minutes | \$1-5 |

VIA TRANSPORTATION

Via Experience

Via is the world's leading provider of advanced public mobility solutions

750

Partners

40

Countries

140M

Rides served



50+

California Partners



And many more...

CONNECT TORRANCE MICROTRANSIT

A Turnkey Solution will provide:



Routing
software



Dedicated
mobile
phone app
to request
rides (for
both iOS
and Android



Electric vans
(Toyota
Siennas)



Call-in center with
representatives
available during
program operating
hours



Drivers



Branding of
vehicles and
mobile apps



Marketing
Materials

MARKETING AND LAUNCH



- 10-12 weeks launch following execution of contract and notice to proceed
- Outreach to senior advocacy groups: Torrance Woman's Club
- Outreach to DTNA, Chamber of Commerce, local businesses
- Targeted marketing strategy to residents and businesses within the microtransit zone

QUESTIONS AND ANSWERS



ITEM 5C

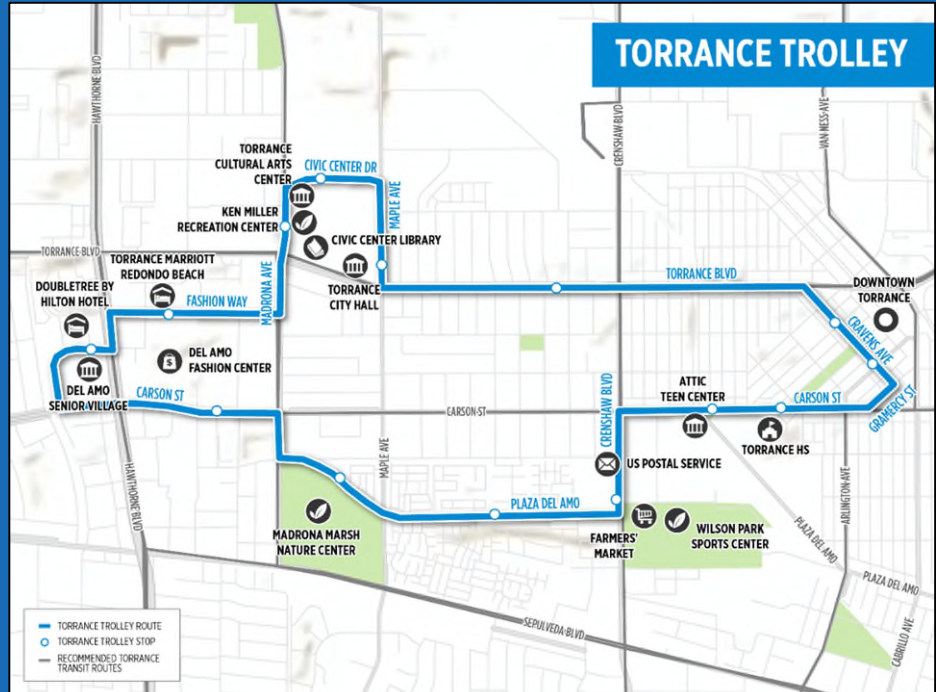
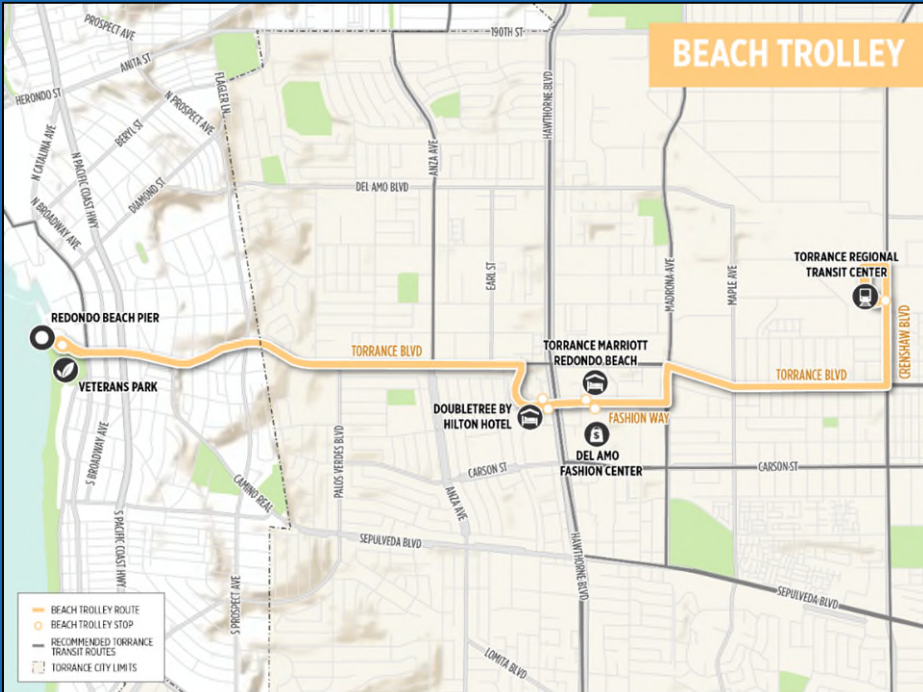
THE RED CAR RUBBER WHEEL TROLLEY PROJECT

RECOMMENDATION OF THE CITY MANAGER AND TRANSIT DIRECTOR THAT THE CITY COUNCIL TRANSPORTATION COMMITTEE ACCEPT AND FILE REPORT ON THE RED CAR RUBBER WHEEL TROLLEY PROJECT.

- Improve traffic congestion
- Improve local economy
- Connect key hotels, cultural and entertainment destinations
- Improve livability of downtown area
- Provide better transportation option
- Up to 10 trolleys buses



THE RED CAR RUBBER WHEEL TROLLEY SERVICE AREA



QUESTIONS AND ANSWERS

ITEM 5D

THE TORRANCE TRANSIT FLEET MODERNIZATION PLAN

RECOMMENDATION OF THE CITY MANAGER AND TRANSIT DIRECTOR THAT THE CITY COUNCIL TRANSPORTATION COMMITTEE ACCEPT AND FILE REPORT ON THE TORRANCE TRANSIT FLEET MODERNIZATION PLAN.

ITEM 5D

THE TORRANCE TRANSIT FLEET MODERNIZATION PLAN



QUESTIONS AND ANSWERS



ITEM 5E

TRANSIT'S DIGITAL SIGNAGE AT BUS SHELTER AND TRANSIT CENTER

RECOMMENDATION OF THE CITY MANAGER AND TRANSIT DIRECTOR THAT THE CITY COUNCIL TRANSPORTATION COMMITTEE ACCEPT AND FILE REPORT ON TRANSIT'S DIGITAL SIGNAGE AT BUS SHELTER AND TRANSIT CENTER.



QUESTIONS AND ANSWERS



PUBLIC COMMENT



CONCLUSION



ADJOURNMENT

