Item 5: PLANNING & OUTREACH FOR JULY SERVICE CHANGE

Presentation to the GCTD Board of Directors
July 7, 2021

July 2021 Planned Service Changes

- **Changes planned to go into effect on July 25, 2021**

- **Our goal is to gradually restore service as our State & County has lifted most COVID-19 Safety restrictions**

- **Masks are still required on-board all buses until September 2021**

- **Service plan focuses on restoring & increasing frequency**
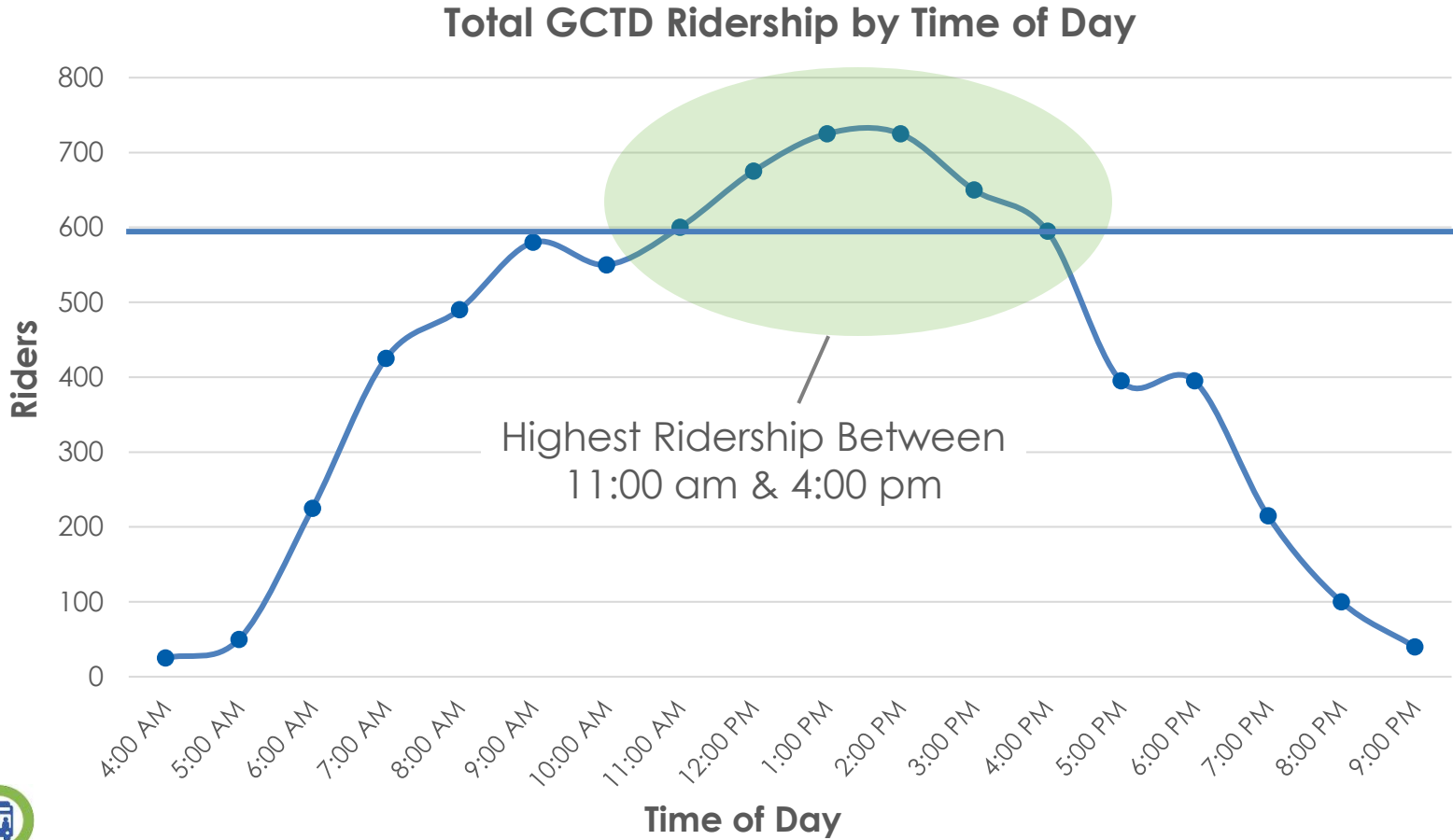
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GOLDCOAST
TRANSIT

July 2021 Planned Service Changes

Importance of Frequency

- Determines how attractive transit is

- Waiting *is* travel time (shorter waits = shorter travel time)
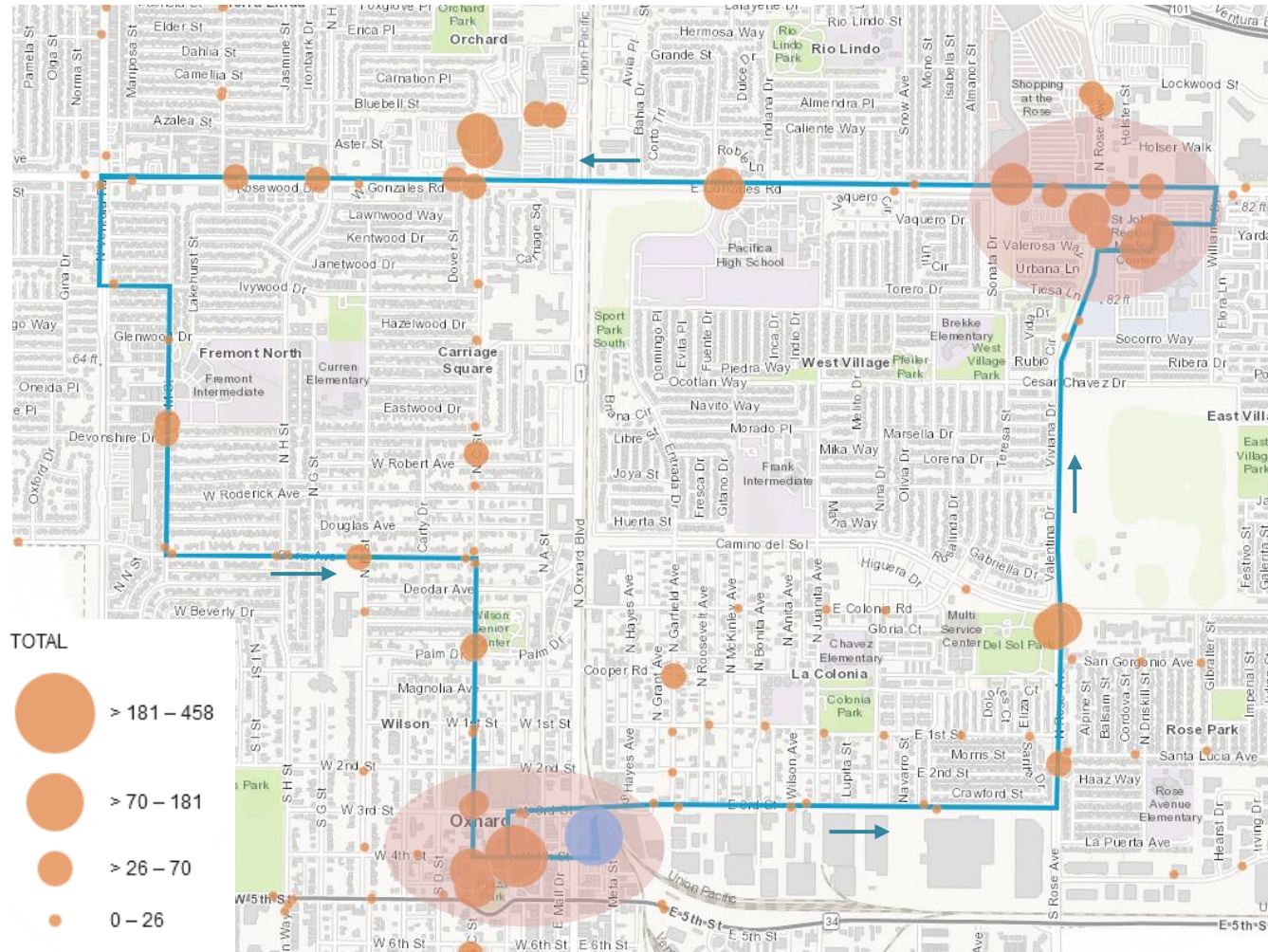
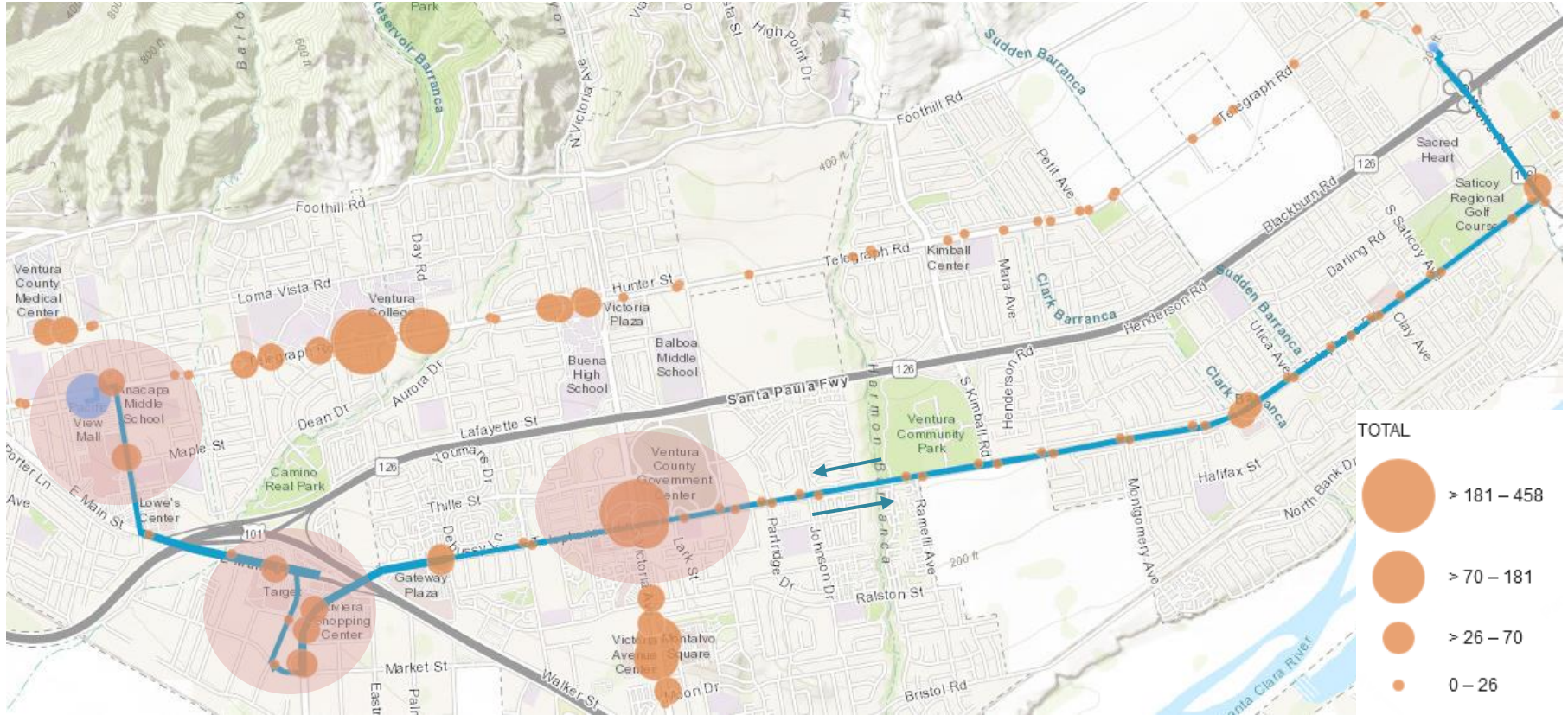- Frequency increases freedom

Route Schedule Changes

Total GCTD Ridership by Time of Day

Highest Ridership Between
11:00 am & 4:00 pm

Route 4B

Increase mid-day frequency to every
20 minutes weekdays between 12pm – 5pm

TOTAL

> 181 – 458

> 70 – 181

> 26 – 70

0 – 26

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Route 11

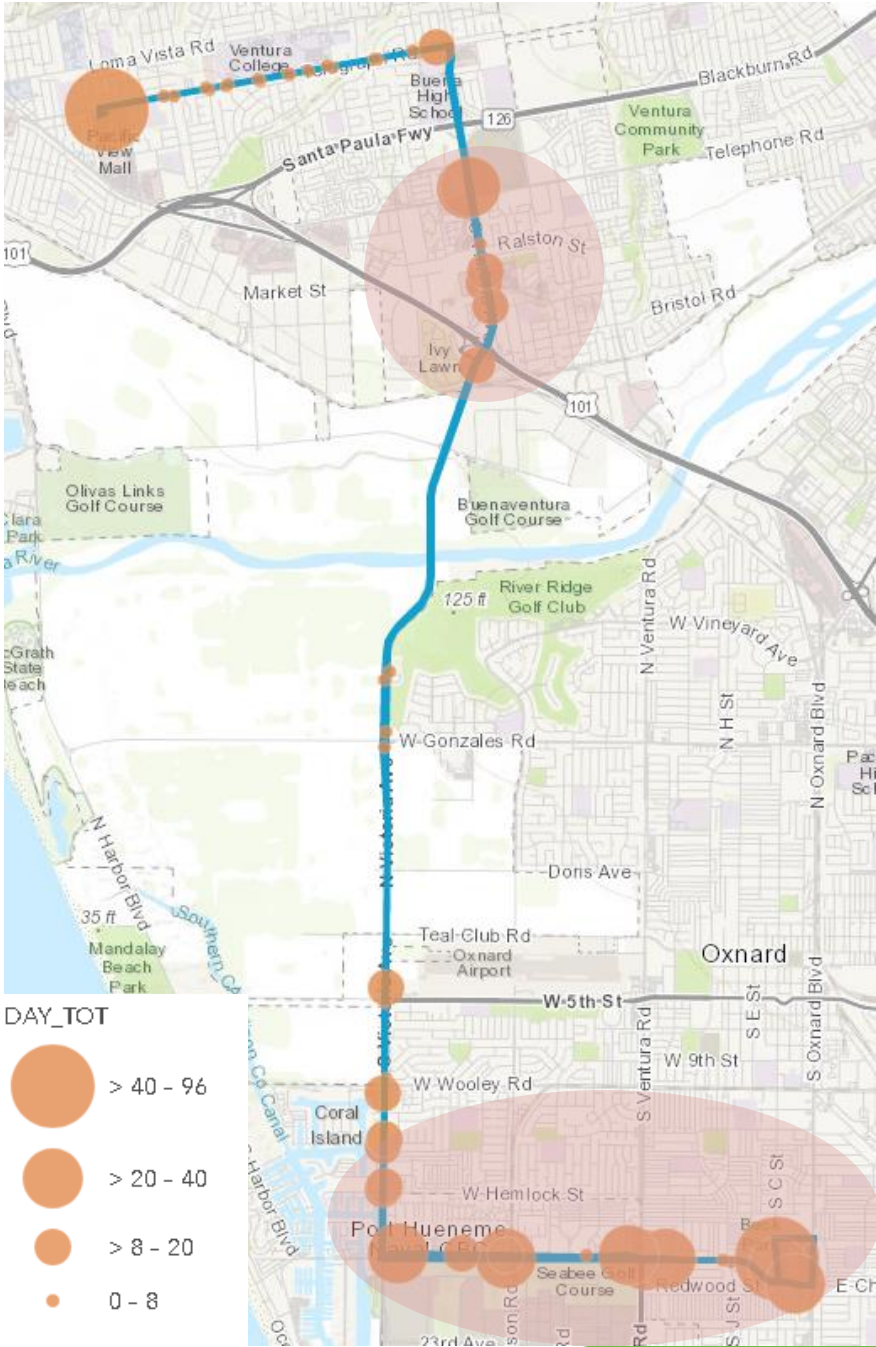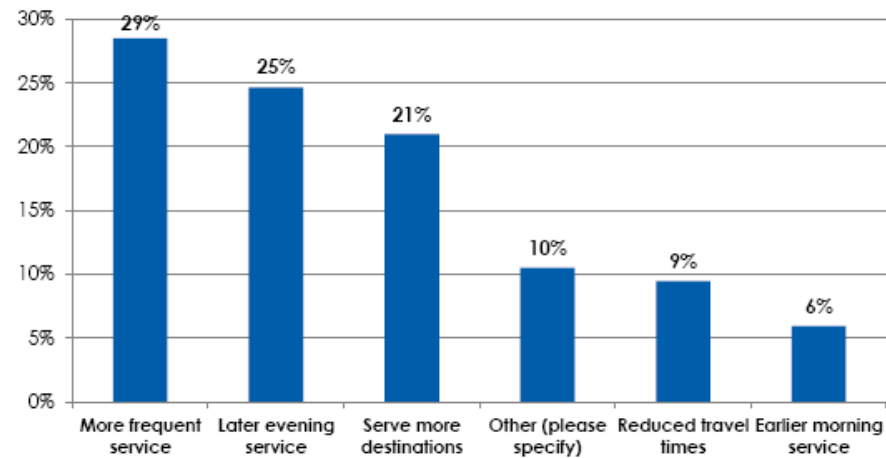Restore frequency to every 30 minutes on the weekdays

Route 21

Restore & Increase frequency to every 30 minutes all day on weekdays

This improvement results in a **doubling** of frequency – cuts the wait time in half and speeds up travel time

GCTD 2019 Passenger Survey

Question #12: What service improvement would make you ride more?

DAY_TOT

- ⬤ > 40 - 96
- ⬤ > 20 - 40
- • > 8 - 20
- · 0 - 8
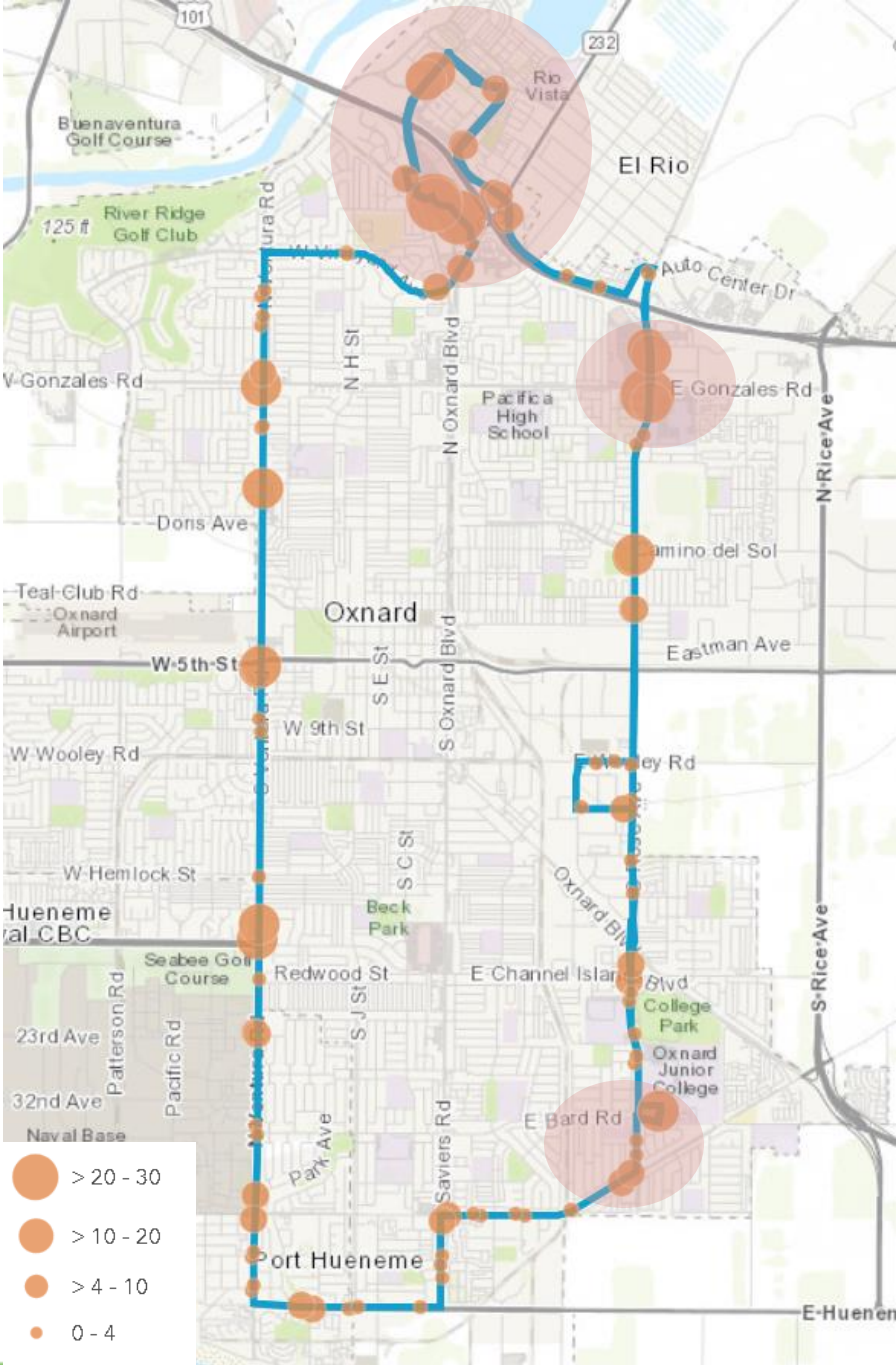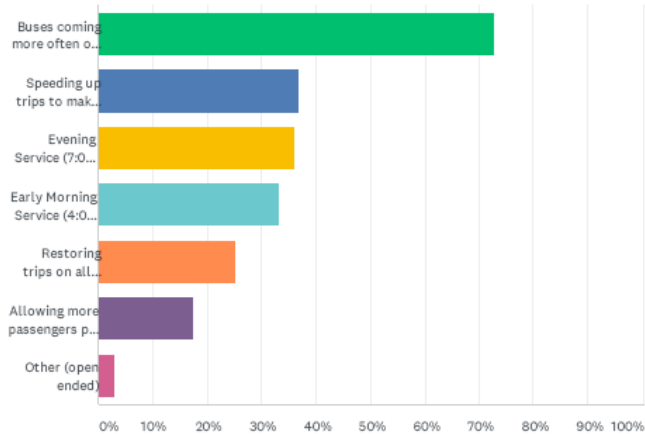
GO GOLD COAST TRANSIT

Route 17 & 23

Restore 30-minute frequency on weekdays

This improvement results in a **doubling** of frequency - cuts the wait time in half and speeds up travel time

GCTD Customer Survey COVID-19 Service

Q15 Due to the economic impacts of COVID-19, GCTD will need to prioritize the services we restore first. Which of GCTD service are most important to you? (Pick two)

Answered: 139   Skipped: 48

Public Outreach

- **Facebook Live Event:** Took Place on Thursday, June 17th (Event recorded and posted for public viewing)

- **Public notices onboard buses, social media, website**

- **Partner with jurisdictions to spread information**

- **Pop-up event at 4th & B street**

Questions?