

# Gold Coast Transit District Title VI Civil Rights Program

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Gold Coast Transit District (GCTD)

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#### 1 INTRODUCTION TO TITLE VI PROGRAM

This update to the Gold Coast Transit District (GCTD) Title VI program was developed pursuant to the revised procedures described in Federal Transit Administration (FTA) Circular 4702.1B, dated October 1, 2012. The previous program was submitted to FTA on May 25, 2022. The purpose of the update is to provide information to enable FTA to determine GCTD is in compliance with the U.S. Department of Transportation (DOT) Title VI regulations (49 CFR Part 21). The update also includes information about GCTD's language assistance measures to assure equal access for Limited English Proficient persons in the GCTD service area.

#### 2 ACTIVE LAWSUITS OR COMPLAINTS

Since the last report submittal on May 25, 2022, there have been no public transportation-related Title VI or civil rights investigations. There were no Title VI related lawsuits filed against GCTD during this period.

#### 3 PENDING APPLICATIONS FOR FINANCIAL ASSISTANCE

GCTD is a recipient of federal funding under Section 5307 of the FTA Act of 1964, as amended. Currently, GCTD has three (3) FTA grant applications pending. However, GCTD has is awaiting apportionment of FFY2025 Section 5307 funds for Operating Assistance, Paratransit Operating Assistance, Debt Service and Preventative Maintenance. GCTD has also been granted 5310 and JARC funds for vehicle replacements and operating assistance for DAR service expansion.

#### 4 MINORITY REPRESENTATION IN DECISION-MAKING BODIES

Gold Coast Transit District is governed by a Board of Directors. Each of GCTD's five member jurisdictions (Oxnard, Ventura, Ojai, Port Hueneme and the County of Ventura) appoints one elected official from its governing body to serve on the Board of Directors and a second to serve as an alternate member. This enables representation of the individual geographical areas on the GCTD Board. Appointments are generally based on the council/board member with the greatest interest in transit and not based on minority status. Currently, the Board consists of three minorities all of whom are also women.

Additionally, GCTD's bylaws provide each board member with one (1) vote, except that a board member appointed within a jurisdiction whose population is 100,000 or more shall have a vote whose value and effect is equal to 2.0 votes on only the following: annual budget, midyear budget changes and amendments; and capital expenditures of five million dollars (\$5,000,000) or more.

The GCTD Board of Directors directed the formation of a Technical Advisory Committee (TAC) in 1982 to serve in an advisory capacity to the Board. The Committee's mission is to provide advisory assistance and recommendations to the GCTD Board and staff on technical and policy issues affecting the interests of member jurisdictions, and to serve as a communication liaison among jurisdictions and GCTD. The TAC is comprised of staff

members from each of GCTD's five member jurisdictions who are appointed by the City Managers and the County of Ventura Public Works Director. The Ventura County Transportation Commission (VCTC) Executive Director designates staff to serve in an exofficio capacity for the purpose of providing information on state and federal funding requirements and options, transportation and transit planning and other issues. GCTD Planning staff provides staff assistance to the TAC. Four of the six GCTD TAC members currently serving are minorities, one of which is also female. One member is not reported because the corresponding city has not assigned a representative.

#### GCTD Minority Representation on Decision Making Bodies

Non-Elected Committees	Number of Members	Minority	Non-Minority
Board of Directors	5	3	2
Technical Advisory Committee (TAC)*	6	4	1

<sup>\*</sup>The City of Ojai has not assigned a TAC member; therefore, minority status could not be determined.

#### 5 FTA CIVIL RIGHTS & DOT TITLE VI ASSURANCES

In accordance with 49 CFR Section 21.7(a), every GCTD FTA grant application for financial assistance shall be accompanied by an assurance that GCTD will operate in compliance with DOT's Title VI regulations. This requirement shall be fulfilled when GCTD submits its annual certifications and assurances to FTA.

#### **6 TITLE VI NOTICE TO THE PUBLIC ASSURANCE**

GCTD is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended.

GCTD's Title VI notice to the public is posted in English and Spanish at the following locations:

- Public lobby of the GCTD Administration offices located at 1901 Auto Center Drive Oxnard, CA 93036-7966
- Public Window Display at the GCTD Administration offices located at 1901 Auto Center Drive Oxnard, CA 93036-7966
- Public window display at the GCTD Customer Service offices located at the Oxnard Transit Center, 201 E Fourth Street, Oxnard, CA 93030
- Public notices board at the Ventura Transit Center, 3400 Telegraph Road, Ventura, CA 93003
- GCTD website: https://www.gctd.org/contact/title-vi-civil-rights/
- All fixed-route and paratransit (ACCESS) vehicles
- GCTD Bus Book



#### Title VI – Civil Rights Notice to the Public

Gold Coast Transit District (GCTD) is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with Gold Coast Transit District.

- No person or group of persons will be discriminated against with regard to fares, routing, scheduling, or quality of transportation service that GCTD furnishes, on the basis of race, color, or national origin.
- Frequency of service, age and quality of vehicles assigned to routes, quality of bus stops and location of routes will not be determined on the basis of race, color or national origin.

In addition, GCTD recognizes both California and federal laws which protect your civil rights. The California Legislature has adopted statues to address discrimination in the private as well as the public sector. California and federal law should be examined together. People who believe that they have experienced discrimination or have been denied other rights may file a complaint with California's Department of Fair Employment and Housing (DFEH).

For a detailed analysis of the legal rights of disabled individuals, please refer to California's Office of the Attorney General.

More information on the Gold Coast Transit District civil rights program, and the procedures to file a complaint, can be obtained by calling 805-483-3959, online at <a href="https://www.gctd.org">www.gctd.org</a>, or in person at our administrative office located at 1901 Auto Center Drive Oxnard, CA 93036.

A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the FTA Office of Civil Rights. Address below:

Federal Transit Administration Office of Civil Rights Attention: Complaint Team East Building, 5th Floor – TCR 1200 New Jersey Avenue, SE Washington, DC 20590

If information is needed in another language, contact 805-483-3959.

Si necesita información en otro idioma, comuníquese al 805-483-3959.



#### Title VI – Civil Rights Complaint Procedures

#### **HOW TO FILE A COMPLAINT**

Any person who believes that he or she has, individually, or as a member of any specific class of persons, been subjected to discrimination on the basis of race, color, national origin by GCTD may file a Title VI complaint with GCTD. The complaint should be submitted by the complainant and/or his/her designee as soon as possible but must be filed within 180 days of the date of the alleged discrimination. For information on how to file a complaint, including obtaining a copy of GCTD's "Title VI Complaint Form" contact GCTD by calling 805-483-3959, visiting the Title VI page on the website at <a href="www.gctd.org">www.gctd.org</a>, or in person at GCTD's Administrative Office located at 1901 Auto Center Drive Oxnard, CA 93036-7966.

The "Title VI Complaint Form" is not mandatory to file a complaint. GCTD will provide appropriate assistance to complainants who are limited in their ability to communicate in English.

In addition to the Title VI complaint process at GCTD, a complainant may file a Title VI complaint with the <u>Federal Transit Administration (FTA)</u>, <u>Office of Civil Rights</u>, at the following address: Federal Transit Administration, Office of Civil Rights, Attention: Complaint Team East Building, 5th Floor – TCR, 1200 New Jersey Avenue, SE, Washington, DC 20590. If you have any questions, call the toll-free civil rights hotline at: (888)446-4511. The FTA's complaint procedure is contained in the FTA Circular C4702.1B.

#### HOW FEDERAL TITLE VI COMPLAINTS ARE PROCESSED BY GCTD

All complaints alleging discrimination based on race, color, national origin in a transit service or benefit provided by GCTD will be investigated promptly. GCTD will acknowledge in writing the receipt of the complaint within ten (10) working days. Based upon the receipt of all information required, the investigation will be completed with ninety (90) days of receipt. If additional information is required, GCTD will submit a written request to the complainant asking for additional information. Receipt of additional relevant information can expand the timing of the complaintresolution.

The GCTD General Manager will determine if the complaint will be administratively closed or if a final written response is needed. If a final written response is needed, GCTD will send the response to the complainant. The written response will notify the complainant that there were violations, and that effort is under way to correct them or that the file will be closed because the investigation did not uncover any violations.

The complainant also will be advised of their right to appeal the response to federal and state authorities as appropriate. The individual's right to prompt and equitable resolution of a complaint will not be impaired by their pursuit of other remedies. The use of this grievance process is not a prerequisite to the pursuit of other remedies.



#### Aviso de Derechos Civiles del Título VI al Público

Gold Coast Transit District (GCTD) está comprometido a garantizar que ninguna persona sea excluida de la participación, ni negar a ninguna persona las ventajas de sus servicios a base de raza, color o de su origen nacional según lo protegido por Titulo VI del acto de las derechos civiles de 1964 de la enmienda prevista:

- No se discriminará a ninguna persona o grupo de personas con respeto a precios, las rutas, la previsión, o la calidad del servicio del transporte que GCTD suministra, en base de raza, color, o de su origen nacional.
- La frecuencia del servicio, edad y calidad de los vehículos asignados a las rutas, la calidad de las paradas de autobús y de la localización de rutas no será determinada en base de raza, color o de origen nacional.

Además, GCTD reconoce las leyes de California y las leyes federales que protegen sus derechos civiles. La legislatura de California ha adoptado estatutos para abordar la discriminación en el sector privado y público. Las leyes federales y de California deben examinarse juntas. Cualquier persona que crea haber sido sujeto a la discriminación o se les ha negado otros derechos pueden presentar una queja con <u>California's Department of Fair Employment and Housing (DFEH)</u>.

Para un análisis detallado de los derechos legales de las personas discapacitadas, consulte la <u>Oficina del Procurador General de California</u>.

Puede obtener más información sobre el programa de derechos civiles de Gold Coast Transit District y los procedimientos para presentar una queja llamando al 805-483-3959, en línea en <a href="www.gctd.org">www.gctd.org</a>, o en persona en nuestra oficina administrativa ubicada en 1901 Auto Center Drive Oxnard, CA 93036.

Un demandante puede presentar una queja directamente ante la Administración Federal de Tránsito presentando una queja ante la Oficina de Derechos Civiles, el la siguiente dirección:

Federal Transit Administration Office of Civil Rights Attention: Complaint Team East Building, 5th Floor – TCR 1200 New Jersey Avenue, SE Washington, DC 20590

Si necesita información en otro idioma, comuníquese al 805-483-3959.



#### Título VI – Procedimientos De Quejas De Derechos Civiles

#### COMO PRESENTAR UNA QUEJA FEDERAL DEL TITULO VI

Cualquier persona que crea que él o ella tiene, individualmente, o como miembro de cualquier clase de personas, ha sido sujeto a la discriminación en base de raza, color, u origen nacional por parte de GCTD puede presentar una queja del Título VI. La queja debe ser presentada por el denunciante o su designado cuanto antes, pero se debe presentar en el plazo de 180 días de la fecha del acto de la discriminación alegada. Para más información sobre como presentar una queja, incluyendo como obtener el "Formulario de Reclamación del Título VI" hable al 805-483-3959, visite el sitio web de GCTD en <a href="www.gctd.org">www.gctd.org</a> en la página del Título VI o visite la Oficina Administrativa de GCTD en 1901 Auto Center Drive Oxnard, CA 93036-7966.

El "Formulario de Reclamación del Título VI" se puede usar para detallar el reclamo, pero no es obligatorio. GCTD proporcionará asistencia adecuada a los reclamantes que tienen una capacidad limitada para comunicarse en inglés. Adicionalmente, un demandante puede presentar una queja directamente ante la Administración Federal de Tránsito presentando una queja ante la Oficina de Derechos Civiles en la siguiente dirección, Federal Transit Administration, Office of Civil Rights, Attn: Complaint Team East Building, 5th Floor – TCR, 1200 New Jersey Avenue, SE, Washington, DC 20590. Si tiene alguna pregunta, llame a la línea gratuita de derechos civiles al (888)446-4511. El procedimiento de queja está contenido en la Circular C4702.1B

#### COMO PROCESA GCTD LAS QUEJAS FEDERALES DEL TÍTULO VI

Todas las quejas que alegan la discriminación basada en la raza, el color o el origen nacional en un servicio de tránsito o beneficio provisto por GCTD serán investigadas de inmediato. GCTD acusará recibo de la queja por escrito dentro de diez (10) días hábiles. Al recibir la información requerida, la investigación normalmente se completará con noventa (90) días de recibo. En algunos casos, GCTD puede presentar una solicitud por escrito al denunciante para proporcionar información adicional. El recibo de la información relevante adicional puede ampliar el tiempo de la resolución de la queja.

El Director General de GCTD determinará si la queja puede ser cerrada administrativamente o si se necesita una respuesta final por escrito. Si se necesita una respuesta final por escrito, GCTD enviará la respuesta al denunciante. La respuesta escrita notificará al denunciante que hubo violaciones y esfuerzos están en curso para corregirlos o que el archivo será cerrado porque la investigación no descubrió ninguna violación.

El denunciante también será informado de su derecho a apelar la respuesta a las autoridades federales y estatales, según correspondan. El derecho del individuo a una resolución pronta y equitativa de una queja se verá afectado por su búsqueda de otros remedios. El uso de este proceso de reclamo no es un requisito previo para la búsqueda de otros remedios.

#### Title VI Civil Rights Complaint Form



Return this completed form to: GCTD General Manager, 1901 Auto Center Dr., Oxnard, CA 93036

GCTD is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color, and/or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. Title VI complaints must be filed within 180 days from the date of the alleged discrimination.

The following information is necessary to assist us in processing your complaint. If you require any assistance in completing this form, please contact Gold Coast Transit District at (805) 483-3959.

First Name:	Last Name:	
Phone:	Email:	
Street Address:		City, State, Zip:
Name of Person(s) discriminated aga	inst: (if other than comp	plainant)
Street Address:		City, State, Zip:
Which of the following best descri reason the alleged discrimination (Check box)  Race Color National Origin (Limited Engli	took place?	Date of Incident:
Have you filed a complaint with a  No Yes If Yes, list agency, and Agency Name: Phone:	•	ate, Zip:
	lain what happene	ed and who you believe was responsible. Please use the
		Additional space on reverse
I affirm that I have read the above an	d that it is true to th	ne best of my knowledge, information and belief.
Complainants' Signature:		Date:

#### Formulario de Reclamación del Título VI



Complete y envíe este formulario a: GCTD General Manager, 1901 Auto Center Drive Oxnard, CA 93036

GCTD se compromete a garantizar que ningún individuo sea excluido de la participación en, o sea negado los beneficios de sus servicios por motivos de raza, color, origen nacional con el Título VI de la Ley de Derechos Civiles de 1964, según enmendada. Las quejas del Título VI deben presentarse dentro de 180 días a partir de la fecha de la discriminación alegada.

La siguiente información es necesaria para ayudarnos a procesar su queja. Si necesita ayuda para completar este formulario, comuníquese con el Distrito de Tránsito de Gold Coast al (805) 483-3959.

Nombre:	Apellido:
Teléfono:	Correo Electrónico:
Dirección:	Ciudad, Estado, Código Postal:
Nombre de la(s) persona(s) discriminada	(si no es el reclamante)
Dirección:	Ciudad, Estado, Código Postal:
¿Cuál de las siguientes opciones describe por la que se produjo la presunta discrimi la casilla) Raza	
Color Origen Nacional (Dominio limita	
Nombre de la Agencia: Teléfono: Describa el presunto incidente (s)	formación de contacto a continuación.  Dirección, Ciudad, Estado, Código Postal:  Persona contactada:  de discriminación. Proporcione los nombres y títulos de todos los án disponibles. Explique qué pasó y quién cree que fue responsable. Por lario si se requiere espacio adicional.
	Espacio adicional en reversa
Afirmo que he leído lo anterior y doy fe qu conocimiento y creencia	e la información es verdadera y correcta de acuerdo a mi mejor
Firma del Reclamante:	Fecha:

#### 7 **SUBRECIPIENTS**

GCTD does not have subrecipients that receive FTA funding through GCTD.

#### 8 MEANINGFUL ACCESS TO LEP PERSONS

Federal regulations require transit operators to take reasonable steps to ensure that Limited English Proficient (LEP) persons have meaningful access to their programs and activities. This means that public participation opportunities, normally provided in English, should be accessible to persons who have a limited ability to speak, read, write, or understand English. GCTD provides Spanish language assistance at all public participation activities to assure meaningful access.

GCTD shall ensure meaningful access to benefits, services, information, and other important portions of operations and activities for individuals who are limited-English proficient (LEP). To ensure meaningful access to programs and activities, GCTD utilized the Four Factor Analysis described in FTA Circular 4702.1B to determine the specific language services that are appropriate to provide. The analysis was utilized to develop the LEP Plan and is included as Appendix 1. Additionally, since the GCTD service area has such a large concentration of Spanish speakers, all outreach materials GCTD distributes are bilingual.

#### 9 PUBLIC PARTICIPATION PLAN (PPP) - GCTD Title VI Compliance

The Gold Coast Transit District (GCTD) Public Participation Plan (PPP) in **Appendix 4** outlines the strategies used to engage the community in a transparent, inclusive, and equitable manner. As a core element of GCTD's Title VI Program, the PPP ensures outreach efforts are designed to reach all community members.

GCTD utilizes a variety of outreach methods tailored to the needs of different audiences and the nature of proposed changes. These methods include onboard surveys, community meetings, social media, and virtual events. Outreach strategies are continuously adapted to ensure they remain accessible, relevant, and effective for all stakeholders.

For a full record of outreach activities during this review period, see the Community Outreach & Engagement Log in **Appendix 9**.

#### 10 APPROVAL OF TITLE VI PLAN BY GOVERNING BODY

In accordance with 49 CFR Section 21.9 (b), GCTD documents their compliance with DOT's Title VI regulations by submitting a Title VI Program to their FTA regional civil rights officer once every three years or as otherwise directed by FTA. This documentation must include approval of the Title VI Program by the recipient's Board of Directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.

Should the board approve GCTD's 2025 Title VI update the meeting minutes documenting the Board's approval of GCTD's 2025 will be attached in Appendix 5.

#### 11 FIXED ROUTE PROVIDER REQUIREMENTS

GCTD operates fewer than 50 fixed route vehicles in revenue service during peak service, therefore GCTD's Title VI program is not required to include a demographic analysis, analysis of travel pattern data, or the results of the monitoring program of service standards and policies. However, GCTD regularly monitors these aspects of its service, and conducts regular surveys of passengers to ensure service equity. GCTD completed passenger surveys in December 2023, May 2024 and October 2024. The results of these surveys can be found in Appendix 2. Additionally, GCTD plans to expand service over time and as it approaches 50 peak vehicles, staff is prepared for expanded outreach and reporting requirements. GCTD is prepared to conduct equity analyses when modifying service by 20% and will continue to follow the PPP and GCTD's Goals, Objectives and Standards for Fixed-Route Service. Additionally, GCTD has invested in transit planning software that provides information on population, jobs, poverty, minority population, car free households, limited English speakers and senior, youth and disabled populations in GCTD's service area. This software also includes Title VI analysis tools that will further aid planning staff in ensuring service equity as we expand our service.

**Services** - GCTD provides fixed-route service, complementary paratransit service, as mandated under the Americans with Disabilities Act of 1990, and general public dialaride service.

GCTD Facilities – GCTD's administration, operations and maintenance facility is located at 1901 Auto Center Drive, Oxnard, CA 93036 and is accessible by GCTD's Route 15. The Customer Service Center is located in Downtown Oxnard at the Oxnard Transit Center. The Customer Service Center is located in a high demand transit area, providing easy access for the application and distribution of Reduced Fare (Senior/Disabled) ID Cards, 75+ Free Fare ID Cards, Fare Media including Multi-Ride (15-ride) tickets, Day and 31-Day passes for each fare category, as well as route and schedule information. Additionally, due to the ubiquity of smart phone technology GCTD offers a mobile ticketing option with the opportunity to buy single ride and multi ride passes for Adult, Youth and Reduced Fare types. The mobile ticketing option is also available to Paratransit users.

#### **GCTD Fares** - Passenger fares for GCTD are as follows:

#### CASH FARE

Adult (Through age 64)	\$2.00
Youth (Through age 18 with school I.D. or proof of age)	
Reduced Fare Senior (65 to 74 with proof of age)	
Reduced Fare Disabled (with disability identification)	\$1.00
Reduced Fare Medicare (with Medicare card)	
Reduced Fare Veteran (with V.A. identification)	\$1.00
Senior 75+ (with GCTD 75+ ID card)	Free
Child (Under 45 inches tall) - when accompanied by paid fare	
Transfers (with initial fare)	Free

#### **TICKETS & PASSES DAY PASS**

Adult/Youth Day Pass	\$5.00
Reduced Fare (Day Pass) Senior/Disabled/Medicare)	
15-RIDE TICKET	
Adult	\$25.00
Reduced Fare (Senior/Disabled/Medicare)	\$12.00
31-DAY PASS	
Adult	\$65.00
	•
AdultReduced Fare (Senior/Disabled/Medicare)	\$12.00

**Service Standards and Policies -** On March 1, 2000, the Gold Coast Transit District Board of Directors adopted agency Goals, Objectives and Standards for Fixed-Route Service, these have been updated in 2009 and 2014 and are presented in Appendix 3. Their purpose is to provide an operationally oriented set of standards that are easily measured.

There are several transit service standards and policies considered by FTA to be significant to monitor a public transit system's compliance with Title VI: Vehicle Load, Vehicle Headway, On- time Performance, Service Availability, Transit Amenities Distribution and Vehicle Assignment. Their applicability to GCTD service together with minimum service standards are identified, as follows, for each indicator.

**Vehicle Load:** Vehicle load, or load factor, is a ratio of the number of seats on a vehicle to the number of passengers. Load factor is an indicator of the extent of probable overcrowding or the need for additional vehicles. It is also a means to determine whether the level of service on a particular route at a particular time is adequate to ensure a level of service deemed appropriate for the transit system. The load factor is calculated by dividing the highest passenger load count by the total seat capacity provided in the bus.

**Applicability to GCTD Service:** Vehicle loads are closely monitored for all routes to determine if additional vehicles are needed to avoid overcrowding and to identify routes which may have an excessive amount of coach runs assigned to them.

**Minimum standard:** Maximum load factor should not exceed 1:1.5 based on seated capacity. The most recent system-wide load profile using data from October 2024 (Table 1) determined that all routes experience an average daily maximum load factor of 1:1.49 or less. All routes therefore fall within the acceptable range adopted by the GCTD Board of Directors. The average load factor in the system is .40. Staff utilize automatic passenger counters to collect ridership data and assess ridership demand throughout the system and throughout the day. GCTD's automatic passenger counters have been approved by the FTA for NTD reporting and are checked for accuracy weekly and are maintained by GCTD staff.

**Vehicle Headway:** Vehicle headway is the measurement of the time interval between two vehicles traveling in the same direction on the same route. The frequency of service is a general indication of the level of service provided along a route and a factor in the calculation of the amount of travel time expended by a passenger to reach his/her destination. It is generally expressed as peak and off-peak service as an increment of time.

Applicability to GCTD Service: GCTD provides transit service levels relative to the needs of each area. Many LEP and high poverty areas like neighborhoods in Central, South and East Oxnard and neighborhoods in Northwest Ventura rely on public transportation and these high demand areas receive greater service frequency. Weekday headways vary on the routes that serve these areas but are as low as 20 minutes and as high as 45 minutes. The Oxnard/Port Hueneme route and Oxnard/Ventura/Main Street route, the two highest ridership routes, have a frequency at every 20-30 minutes. Areas with less transit demand, predominately suburban areas of east Ventura and Ojai receive less frequent service with headways averaging 60 minutes. Weekend headways are less frequent than on weekdays due to lower demand. Please refer to Table 2 for an overview of route headways.

Minimum standard: Based on VCTC's Short Range Transit Plan and GCTD's Fixed-Route Service Planning Guidelines and Evaluation Policy, routes are classified as intercity, frequent local, local or circulator routes. Minimum frequency targets are 20-minute peak and 30 minute off-peak for frequent local routes, 30-minute peak and 60 minute off-peak for local routes and 30-minute peak and 60-minute off peak for circulator routes. GCTD's aims to have clockface headways to match morning and evening commute patterns on intercity routes. GCTD has not been able to achieve these desirable levels of service while maintaining its current levels of service on all routes in its service area due to fleet size and funding limitations. Though GCTD does not currently meet these standards for many of its routes, headways have increased over time when resources have increased.

**On-Time Performance:** On-time performance is a measure of runs completed as scheduled and is generally calculated based on when a bus arrives or departs from each scheduled timepoint along each route.

**Applicability to GCTD Service:** Utilizing the NTD approved automatic passenger counters, GCTD measures on-time performance based on the departure time leaving scheduled timepoints, with departure times of one minute early and five minutes late considered acceptable.

**Minimum standard:** GCTD's goal is 90% on-time, and its current on-time performance is 86.4%. This represents a 1.6% drop since GCTD's last Title VI update, however given the significant ridership recovery and return to normal traffic conditions in the service area over the past three years this change is expected. Table 3 below contains on-time performance by month for 2023-24 and year to date 2024-25

**Service Availability:** Transit access is a measure of the distance a person must travel to gain access to the transit service. When measured in time intervals, it is a component of

the calculation of travel time. Transit access is a general measure of the distribution of routes within a transit district. The standards or policies covering this area apply to existing services as well as proposed changes in levels of service.

**Applicability to GCTD Service:** GCTD generally has a high penetration of the residential and business areas with its few routes. In many of the minority census tracts, the population is low income and does not have other means of transportation available to them. The majority of fixed-route mileage is operated in the minority census tracts.

**Minimum standard:** A route shall be located within ¼ mile of any area determined to have transit needs that would provide a minimum productivity of 20 passengers per hour on trunk routes and 15 passengers per hour on local routes. Bus stops should be spaced every ¼ (0.25 miles). In rural areas spacing may be ½ mile apart (0.5 miles). Service should be expanded to areas currently not served only if the service can meet and maintain specific productivity and efficiency standards established prior to implementation.

**Distribution of Transit Amenities:** Transit amenities refer to items of comfort and convenience available to the general riding public such as bus shelters, benches, trash cans, etc. Policies or standards in this area address how these amenities are distributed within a transit system. The way such amenities/facilities are distributed determines whether transit users have equal access to these.

Applicability to GCTD Service: The responsibility for installation and maintenance of street furniture (benches and shelters) has been retained by each individual jurisdiction in the GCTD service area. GCTD neither owns nor controls the placement of these items. GCTD maintains a database with bus stop locations and amenities and provides this information to jurisdictions upon request. GCTD does offer recommendations on the placement of benches in locations where they are most needed, specifically through its Bus Stop Guidelines (please see table below from the GCTD Bus Stop Guidelines). In addition, GCTD adopted Bus Stop Improvement Plan that provided equity weighted lists to prioritize recommended improvements for each jurisdiction. The GCTD member agencies have worked toward increased and improved amenities at bus stops in their jurisdictions. Due to the favorable weather in Ventura County, shelters have only been utilized on a limited basis in most jurisdictions, while benches are predominately used to enhance bus stops.

The Oxnard Transit Center (OTC), located in downtown Oxnard is a multi-modal center and provides an island that accommodates ten GCTD buses. The bus island features a canopy of the island, several benches, a real-time arrival sign, a refreshment vending machine and informational window containing GCTD route maps, fare information and telephone numbers for information. The GCTD Customer Service Center is located at the OTC and is open 8:00 a.m. – 6:00 p.m., Monday through Friday. At the Customer Service Center, passengers are able to purchase fare media, obtain reduced and free identification cards, as well as route and schedule information.

Within the OTC there are public restrooms and a snack shop which are available to GCTD passengers. The OTC also serves VCTC and Greyhound intercity bus services and Metrolink and Amtrak intercity train services. The Ventura Transit Center (VTC), located near the Pacific View Mall in Ventura, consists of a bus island with public restrooms, drinking fountain, telephone, a real-time arrival sign, benches and shelter. The VTC serves both GCTD and VCTC Intercity service buses.

**Minimum standard:** GCTD provides the local jurisdictions with suggestions on which bus stops warrant and which type of amenity. Please see the table below from GCTD's Bus Stop Guidelines detailing recommendations for amenities at bus stops.

Bus Stop Classification and Recommended Amenities					
Amenities	Class I	Class II	Class III		
	21 + daily boardings	) to 20 daily boardings	< 10 daily boardings		
Pole with Bus Stop Sign and					
Route Number	Required at all	stops			
Red Curb or No Parking Restriction	·	•			
Lighting	Prov	ide			
Seating	Provide*	Provide	Recommended		
Waste Receptacles	Provide	Provide	Optional		
Shelter	Provide*	Recommende	edOptional		
Bike Rack	Optional	Optional	Optional		

<sup>\*</sup>Stops with 50 or more daily boardings may require more than one shelter and bench.

**Vehicle Assignment:** Vehicle assignment refers to the process by which transit vehicles are assigned to routes throughout the system due to variations among vehicles, types of service offered, timing of vehicle assignments and other factors.

**Applicability to GCTD Service:** Buses are assigned to routes daily, utilizing the newest buses regularly. Buses are rotated among all routes.

GCTD is a relatively small transit agency with a fleet of 61 buses (plus three in contingency) and a peak requirement of 49 buses in revenue service. A CNG fleet requires a spare ratio to provide the service while adhering to the maintenance schedule. In contrast to its small size, it serves a large 91 square mile area with a population of approximately 350,000.

GCTD's fleet consists of the following:

Number of Buses	<u>Year</u>	<u>Model</u>	<u>Fuel Type</u>
3	2006	New Flyer (40' low floor)	CNG
5	2006	Contingency Buses New Flyer (40' low floor) L9 Engine Repowers	CNG
9	2008	NABI (35' low floor)	CNG
<u>8</u>	2009	NABI (35' low floor)	CNG
<u>8</u>	2015	Gillig (40' low floor)	CNG
<u>5</u>	2016	Gillig (40' low floor)	CNG
<u>5</u>	2019	Gillig (40' low floor)	CNG
<u>3</u>	2021	Gillig (40' low floor)	CNG
9 -	2022	Gillig (40' low floor)	CNG
<u>8 8 5 5 3 9 5 4 </u>	2023 2024	Gillig (40' low floor) Gillig (40' low floor)	CNG CNG

61 Buses for revenue service Three (3) buses are in a contingency fleet 64 Buses Total

**Minimum standard:** Vehicles shall be assigned solely on the load requirements and length of service day for a specific route to maximize fleet utilization. Vehicles should be replaced on a schedule consistent with FTA lifecycle guidelines. Preventive Maintenance Inspections (PMI) shall be conducted on schedule and consistent with the manufacturers' recommendations. All vehicle interiors are cleaned daily, and, to conserve water, exteriors are cleaned once a week or as needed. There shall be no mechanical defects in equipment when placed into revenue service.

TABLE 1
VEHICLE LOAD FACTORS

(Maximum load factor should not exceed 1:1.5 based on seated capacity)

Route	Number of Buses	Average Daily Riders	Number of Trips	Peak Load Factor (max load/s eats)
Route 1A / 1B Oxnard - Port Hueneme	4	1,717	83	1.28
<b>Route 2</b> Downtown Oxnard - Colonia	4	273	20	.56
<b>Route 3</b> J St - Naval Base – Centerpoint Mall	4	491	36	.51
<b>Route 4A</b> North Oxnard – Ventura Rd	1	1,140	20	1.42
<b>Route 4B</b> North Oxnard – St. John's Hospital	2	240	38	1.05
<b>Route 5</b> Hemlock - Seabridge	1	2,983	34	.69
<b>Route 6</b> Oxnard – Ventura – Main St	10	196	69	1.19
Route 7 Oxnard College – Centerpoint Mall	1	339	30	.28
Route 8 Oxnard College - OTC	4	387	35	.67
Route 10 Pacific View Mall – Telegraph -Saticoy	5	879	31	1.29
Route 11 Pacific View Mall – Telegraph – Wells Center	3	192	56	.71
<b>Route 15</b> Esplanade – El Rio – St. John's Hospital	2	811	23	.23
Route 16 Downtown Ojai – Pacific View Mall	5	699	32	.90
Route 17 Esplanade – Oxnard College	6	356	49	.50
Route 18A, 18C, 18E, 18F, 18G School Trippers	8	365	13	1.49
<b>Route 19</b> OTC – 5th – Airport – Gonzales Rd	1	1,274	14	1.44
Route 21 Centerpoint Mall – VTC – Victoria Ave	4	752	56	1.04
<b>Route 23</b> Oxnard College – NBVC - Esplanade	6	1,717	46	.78

TABLE 2
FY 24-25 ROUTE SERVICE HOURS AND HEADWAYS

	Monday - Friday		Mon-Fri	Saturday - Sunday		Sat-Sun
Route	1st trip starts	Last trip ends	Headways (minutes)	1st trip starts	Last trip ends	Headways (minutes)
Route 1A / 1B Oxnard - Port Hueneme	4:50 am	9:47 pm	20	6:05 am	9:43 pm	20
<b>Route 2</b> Downtown Oxnard - Colonia	5:21 am	7:46 pm	45	7:25 am	7:29 pm	60
<b>Route 3</b> J St - Naval Base – Centerpoint Mall	5:35 am	7:03 pm	45	7:11 am	7:07 pm	60
<b>Route 4A</b> North Oxnard – Ventura Rd	6:05 am	8:23 pm	45	6:10 am	8:13 pm	45
<b>Route 4B</b> North Oxnard – St. John's Hospital	6:10 am	8:36 pm	20	6:10 am	8:31 pm	25
<b>Route 5</b> Hemlock – Seabridge	6:50 am	7:54 pm	45	6:50 am	7:54 pm	45
<b>Route 6</b> Oxnard – Ventura – Main St	4:50 am	10:12 pm	30	5:15 am	10:02 pm	30
Route 7 Oxnard College – Centerpoint Mall	6:55 am	6:56 pm	45	10:14 am	5:44 pm	50
<b>Route 8</b> Oxnard College - OTC	6:35 am	7:56 pm	45	7:45 am	7:47 pm	60
<b>Route 10</b> Pacific View Mall – Telegraph - Saticoy	6:10 am	8:57 pm	60	6:10 am	8:57 pm	60
<b>Route 11</b> Pacific View Mall – Telegraph – Wells Center	6:00 am	9:12 pm	30	6:00 am	8:37 pm	40
<b>Route 15</b> Esplanade – El Rio – St. John's Hospital	8:23 am	6:33 pm	50	9:45 am	5:36 pm	100
Route 16 Downtown Ojai – Pacific View Mall	5:10 am	8:50 pm	60	6:05 am	8:50 pm	60
<b>Route 17</b> Esplanade – Oxnard College	6:36 am	9:00 pm	30	7:15 am	8:29 pm	60
<b>Route 18A, 18C, 18E, 18F 18G</b> School Trippers	See sched	See sched	N/A	No Weekend		
<b>Route 19</b> OTC – 5 <sup>th</sup> – Airport – Gonzales Rd	5:55 am	7:55 pm	60	No Weekend		
<b>Route 21</b> Centerpoint Mall – VTC – Victoria Ave	5:40 am	8:20 pm	30	7:05 am	8:29 pm	60
<b>Route 23</b> Oxnard College – NBVC - Esplanade	6:50 am	9:00 pm	30	6:40 am	8:15 pm	60

## TABLE 3 ON-TIME PERFORMANCE

On-Time is considered: less than 1 min early to 5 min late

	2024-25	2023-24
Jul	84.8%	85.0%
Aug	82%	86.5%
Sep	80.9%	84.1%
Oct	82.2%	83.4%
Nov	83.5%	84.4%
Dec	81.7%	79.8%
Jan	85.9%	84.5%
Feb	86%	83.5%
Mar	86.7	82.4%
Apr		82.0%
May		81.8%
Jun		84.4%
Year End		83.5%

# APPENDIX 1 LEP NEEDS ASSESSMENT FOUR FACTOR ANALYSIS AND PLAN

#### FOUR FACTOR ANALYSIS AND LANGUAGE ASSISTANCE PLAN

Under the U.S. Department of Transportation's (US DOT) guidance, GCTD is required to take reasonable steps to ensure meaningful access to their programs and activities by Limited English Proficient (LEP) persons. The DOT defines an LEP person as someone "whom English is not their primary language and who have a limited ability to read, write, speak, or understand English." To address this requirement GCTD has conducted a four-factor analysis and identified appropriate LEP services. The US DOT provides that federally-funded recipient's obligation to accommodate LEP populations is determined by the following:

- 1. the number or proportion of LEP persons in the GCTD service that are eligible to be served;
- 2. the frequency LEP persons come in contact with GCTD services;
- 3. the nature and importance of GCTD services; and
- 4. the current resources that are available to the recipient.

### Factor 1: The number or proportion of LEP persons in the GCTD service that are eligible to be served

GCTD conducted an analysis of the most recently available data from the American Community Survey (ACS). The data analysis estimates that of the total population within the GCTD service area who speaks a language other than English, 68,882 individuals speak English less than "very well" (i.e., speak English well, not well, or not at all) and are LEP persons. This constitutes 21.03% of GCTD's service area population, which is 327,558.

The Safe Harbor provision states that "if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations." (FTA C 4702.1B). Vital documents include Title VI complaint forms, ADA Civil Rights complaint forms, reduced fare edibility and applications.

GCTD has identified two LEP populations of 1,000 or more individuals who speak English less than "very well." In previous reporting years, GCTD identified Spanish-speaking LEP populations as meeting the threshold of requirements under the Safe Harbor provision. However, data from the most recent American Community Survey shows that the Tagalog LEP population is comprised of an estimated 2,584 individuals or 3.75% of the total LEP population within the GCTD service area. Still, the most prevalent non-English language in the GCTD service area is Spanish. The Spanish LEP population of 60,272 makes up 18.4% of the total GCTD service population and accounts for 87.5% of the total LEP population in the GCTD service area (Figure 1).

Language	LEP Population (speak English less than "very well")	% of Total Population	% of Total LEP Population
Spanish	60,272	18.40%	87.50%
French/Haitian/Cajun	65	0.02%	0.09%
German/other West Germanic languages	183	0.06%	0.27%
Russian/ Polish/ other Slavic languages	172	0.05%	0.25%
Other Indo-European languages	545	0.17%	0.79%
Korean	177	0.05%	0.26%
Chinese (including Mandarin, Cantonese)	560	0.17%	0.81%
Vietnamese	990	0.30%	1.44%
Tagalog (including Filipino)	2,584	0.79%	3.75%
Other Asian and Pacific Island languages	696	0.21%	1.01%
Arabic	532	0.16%	0.77%
Other and Unspecified languages	2,288	0.70%	3.32%
Total LEP Population (5 years and over) in GCTD Service Area	68,882	21.03%	100.00%
Total Population (5 years and over) in GCTD Service Area			357,558

**Figure 1.** LEP Population Estimates for GCTD service areas. (ACS 5-Year Ventura County LEP Estimates for the Population 5 Years or Older, who speak English less than "very well").

Using data from ACS, GCTD estimated eligible LEP populations in the GCTD service area within each of GCTD's represented jurisdictions, including: the cities of Oxnard, Ventura, Port Hueneme and Ojai, and the Ventura County areas serviced by GCTD. While Spanish is the primary language of the LEP populations across all five jurisdictions, in Oxnard, the largest city in Ventura County, Tagalog LEP persons make up over 4% of the total LEP population in the GCTD service area (Figure 2).

In addition to census data, GCTD reviewed data from the California Department of Education (CDE) to quantify the number of "English learner" students in school districts within GCTD's service area. In California, Assembly Bill (AB) 680 requires the California Department of Education (CDE) to notify districts of their schools where languages other than English are spoken by 15 percent or more of the student body and for which translations of parental notifications are needed, pursuant to Education Code (EC)

Section 48985. These statistics are based upon information districts themselves provide to the CDE.

Languages	Oxnard	Port Hueneme	Ventura	Ojai	County of Ventura
Spanish	49,187	3,613	6,525	515	2,267
French/Haitian/Cajun	31	0	3	0	33
German/other West Germanic languages	47	0	82	0	39
Russian/ Polish/ other Slavic languages	111	0	41	0	0
Other Indo-European languages	185	53	324	0	4
Korean	150	0	39	0	0
Chinese (including Mandarin, Cantonese)	168	0	327	0	39
Vietnamese	836	15	116	0	0
Tagalog (including Filipino)	2,357	118	170	0	0
Other Asian and Pacific Island languages	515	9	166	5	19
Arabic	36	0	315	18	0
Other and Unspecified languages	2,073	22	36	0	127
% Total of Spanish- speaking LEP Population in GCTD Service Area	88.31%	94.33%	80.12%	95.72%	89.68%
% Total of Tagalog- speaking LEP Population in GCTD Service Area	4.23%	3.08%	2.09%	0.00%	0.00%

**Figure 2.** LEP Population Estimates by Jurisdiction for GCTD service areas (ACS, 5-Year Ventura County LEP Estimates for the Population 5 Years or Older, who speak English less than "very well").

GCTD categorized English Learner data from the CDE for each district by the top three languages spoken: Spanish, Mixteco and Tagalog. For the purposes of this analysis, all other languages (specified or unspecified) were grouped into one category ("Other"). GCTD identified that 91.58% of English Learners speak Spanish and 0.4% speak Tagalog (Figure 3). An additional 5.49% speak Mixteco in GCTD's service area. Mixteco is a term identifying a small population of indigenous people from the Mexican states of Oaxaca, Guerrero, and Michoacán (Source: https://mixteco.org/). While Mixteco makes up a higher percentage of English Learners than Tagalog, it does not meet the FTA Safe Harbor threshold through readily available census data.

School District	Spanish	Mixteco	Tagalog (incl. Filipino)	Other	Total
Ventura County	331	20	0	36	26,754
Hueneme Elementary	2,752	219	9	44	3,197
Rio Elementary	1,701	115	20	50	2,006
Ocean View	1,118	39	8	9	1,166
Oxnard	6,193	411	11	34	7,055
Oxnard Union High	2335	188	24	38	2,527
Ventura Unified	1,999	0	0	129	2,530
Ojai Unified	162	2	0	17	192
Total English Learners by Language	16,591	994	72	460	45,427
% of Total English Learners by Language	91.58%	5.49%	0.40%	3%	100%

**Figure 3.** Spoken Languages of English Learners by School Districts within GCTD Service Area (California Department of Education).

#### Factor 2: The frequency LEP persons come in contact with GCTD services

LEP persons come in contact with GCTD daily via its fixed route and paratransit services throughout the District, at the GCTD administrative office and its Customer Service Center in Oxnard, CA.

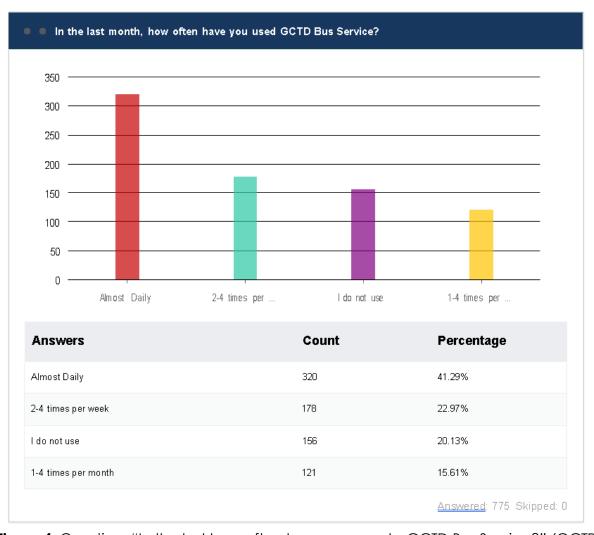
GCTD serves a high Spanish-speaking population. All of GCTD's Customer Service Representatives have Spanish native or bilingual fluency and respond to numerous questions, both verbally and in writing, to Spanish-speaking passengers.

Although analysis in Factor 1 identified Tagalog LEP populations as meeting the Safe Harbor threshold, observational data suggests that this population, while an eligible LEP group, may not be coming in contact with GCTD services. In oral interviews with each Customer Service Representative, the participant was asked if in the last three years, they recalled an instance where they came in contact with a passenger who required language assistance services in Tagalog. Each Customer Service Representative member could not recall any instance. Furthermore, each Customer Service Representative added that they could not recall any instance during their tenure in working for GCTD's customer service center. Collectively, GCTD customer service representatives have over 25 years of experience.

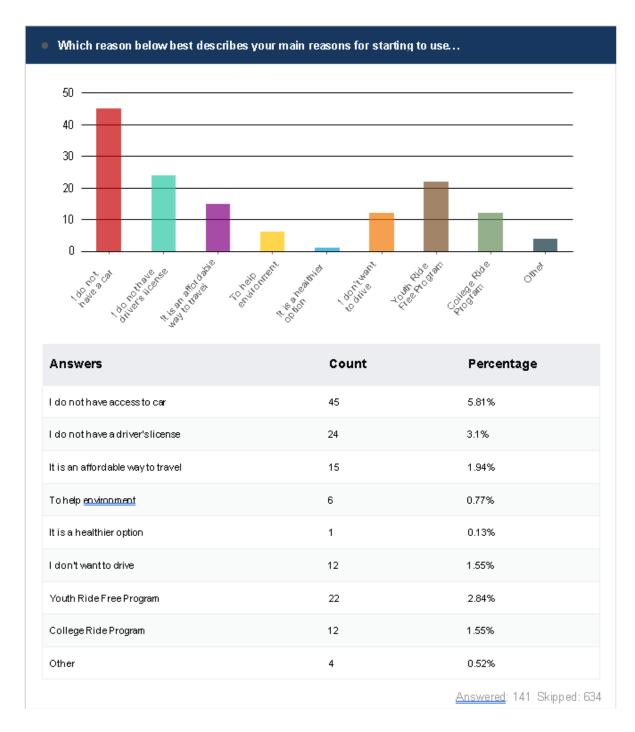
To monitor emerging LEP populations, GCTD will survey customer service staff and bus operators on their experience concerning any contacts with LEP persons during the previous year.

#### Factor 3: The nature and importance of GCTD services

GCTD is Ventura County's largest provider of public transit. In 2024, GCTD accounted for 79% of total ridership in Ventura County (Source: Ventura County Operator Ridership, Ventura County Transportation Commission). GCTD's transit services are important to its Spanish-speaking LEP population and its general rider pool. Results from GCTD's 2024 Community Survey show that over 64.3% of GCTD riders frequently use GCTD services (2-4 days a week or more) for essential trips (Figure 4). Additionally, the majority of GCTD riders are transit dependent because they lack access to a vehicle or do not have a license (Figure 5). Therefore, the ability to access GCTD services is vital as it provides riders with a primary mode of transportation.



**Figure 4.** Question: "In the last how often have you used...GCTD Bus Service?" (GCTD 2024 SRTP Community Survey)



**Figure 5.** Question: "Which reason below best describes your main reasons for starting to use Gold Coast Transit?" (GCTD 2024 SRTP Community Survey).

#### Factor 4: The current resources that are available to the recipient

GCTD provides an array of information and services to its Spanish-speaking LEP population. These are possible as a result of its Spanish native or bilingual fluency staff including: three Customer Service Representatives (including one with trilingual fluency

in Mixteco), one Customer Service Supervisor, one Communications & Marketing Manager, and one Marketing Intern. Additionally, GCTD's vital documents such as the Bus Book (maps & schedules, rules, riding tips, fare information, etc.), Title VI notices and procedures, Rider Alerts, routes and schedule brochures and meeting notices are all translated and provided in Spanish.

According to the US DOT's Policy Guidance Concerning Recipient's Responsibilities to Limited English Proficient (LEP) Persons:

"A recipient's level of resources and the costs imposed may have an impact on the nature of the steps it should take in providing meaningful access for LEP persons. Smaller recipients with more limited budgets are not expected to provide the same level of language services as larger recipients with larger budgets. In addition, "reasonable steps" may cease to be reasonable where the costs imposed substantially exceed the benefits."

GCTD recognizes the importance in providing meaningful access of service to all of its riders, including its LEP populations. Providing language assistance for the Spanish LEP population in the GCTD service area is costly. However, since the Spanish-speaking LEP population accounts for nearly 90% of the total LEP population in GCTD's service area, the costs are highly justifiable. While GCTD has identified a new LEP population in its service area, Tagalog-speaking individuals, there is no indication to suggest that the Tagalog-speaking LEP population is frequently coming in contact with GCTD services. In this circumstance of low contact frequency, it may be unreasonable to provide language services given GCTD's limited budget.

#### GCTD Language Assistance Plan (LAP)

As mentioned in the Four Factor Analysis, GCTD identified the Spanish-speaking LEP population as its largest LEP population in its service area. GCTD reviewed data from the American Community Survey and data on school districts in its service area from the California Department of Education. GCTD will continue to provide services to Spanish-speaking individuals. The assistance that GCTD currently offers to Spanish-speaking LEP populations include, but are not limited to:

- Service by two Customer Service Representatives with Spanish native or bilingual fluency (including one with trilingual fluency in Mixteco)
- Notices of Public Hearings in English and Spanish
- Spanish language assistance at all public participation activities and meetings
- Printed vital information materials (Bus Book maps & schedules, rules, riding tips, fare information, etc.), Title VI notices and procedures, Rider Alerts, routes and schedule brochures and meeting notices) in English and Spanish
- Public outreach events that include at least one staff member who is fluent in Spanish
- An auto--translate feature that translates all content on the GCTD website into Spanish

- All frontline staff members receive a glossary of common transit terms translated into Spanish.
- Post the GCTD Title VI Program and LAP on the GCTD website: www.gctd.org

As part of GCTD's Biannual service change process staff review all the elements of the LAP listed above to ensure that they remain available and are updated to reflect any changes that may be going into effect.

# APPENDIX 2 Survey Results

2024 Fare Structure Survey Questions and Results

https://www.gctd.org/wp-content/uploads/2025/05/GCTD-2024-Fare-Structure-Survey.pdf

2024 GCTD 2024 SRTP Recommendations Questions and Results

https://www.gctd.org/wp-content/uploads/2025/05/GCTD-2024-SRTP-Recommendations-Survey.pdf

2023 GCTD 2024 SRTP Community Survey Questions and Results

https://www.gctd.org/wp-content/uploads/2025/05/GCTD-2024-SRTP-Community-Survey.pdf

# APPENDIX 3 Goals, Objectives and Standards for Fixed-Route Service



## Goals, Objectives and Standards for Fixed-Route Service Adopted by the Gold Coast Transit District Board

on March 1, 2000 (updated in 2009 and 2014)

#### Goal 1: Increase Mobility Options in the GCTD Service Area

This goal seeks to increase the awareness and attractiveness of GCTD fixed-route service.

**Objective:** Maintain and attract new ridership to the GCTD fixed-route service.

#### Minimum Performance Standards:

- During the next **five years** ridership should achieve an annual average increase equal to or greater than the percentage increase in population.
- When GCTD introduces <u>express services</u>, the average transit travel time should be no more than 130% of comparable trip time by automobile.
- Routes should be structured so that <u>transfer activity</u> shall be kept to a minimum, notto exceed 30%.
- Routes should <u>serve all major activity centers</u> that can support fixed-route service (such as major employment centers, shopping centers, colleges, other schools, public and private medical facilities, and other major activity centers).
- Develop an <u>aggressive marketing program</u> directed at all market segments, <u>especially the "choice" rider</u>.

#### Goal 2: Provide Safe and Reliable Transit Service

The purpose of this goal is to enhance the safety and reliability of GCTD transit service so that more of the general public will choose transit for their transportation needs.

**Objective:** GCTD shall operate vehicles that are clean, comfortable and dependable. GCTD shall provide reliable service.

#### Minimum Performance Standards:

- 90% of all fixed-route departures should be no more than five (5) minutes late.
- 100% of scheduled departures should be no more than 1 minutes early.
- Less than **one percent** (1%) of all scheduled trips should be missed on any day service is provided.
- Vehicles should be replaced on a schedule consistent with **FTA lifecycle auidelines**.
- Preventive Maintenance Inspections (PMI) shall be conducted on schedule and consistent with the **manufacturers' recommendations**.

- Maximum load factor should not exceed **1.50 based on seated capacity**.
- Operate a minimum of 50,000 miles between preventable accidents.
- Operate a minimum of 10.000 miles between road calls.
- All coach <u>interiors</u> shall be <u>cleaned daily: exteriors</u> shall be cleaned <u>every other</u> <u>day</u>.
- Verified passenger complaints shall not exceed 10 per 100.000 boardings annually.

#### Goal 3: Provide Efficient and Productive Service

This goal addresses the need to maintain cost-effective services in the GCTD service area.

**Objective:** Minimize operating costs and maximize ridership.

#### Minimum Performance Standards:

- Minimum productivity should be **20 passengers per hour on trunk routes, and 15 passengers per hour on local routes**.
- Recover at least 20% of operating costs from passenger fares systemwide.
- Annual increases in operating cost per vehicle hour <u>should not</u> <u>exceed the CPI</u> for the Ventura County region.

#### Goal 4: Provide a Seamless Transit Service in the Region

This goal maximizes convenience for passengers who transfer between systems.

**Objective:** Coordinate with other regional and local transportation providers.

#### Minimum Performance Standards:

- Coordinate <u>schedules with VISTA</u> to minimize wait times between systems.
- Coordinate fares with VCTC and Metrolink, including transfer fare agreements.
- Continue to provide guidance to all jurisdictions regarding bus stop amenities, including benches, shelters, and signage that includes schedule information for each systemserving the transfer point.

For more detailed information on GCTD's planning process, please see GCTD's Fixed-Route Service Planning Guidelines & Evaluation Policy at:

https://www.gctd.org/wp-

content/uploads/2021/06/Service Planning Guidelines Evaluation Policy.pdf

# APPENDIX 4 PUBLIC PARTICIPATION PLAN

The main objectives of GCTD Public Participation Plan are to:

- Ensure compliance with public involvement and environmental justice requirements of Federal and State regulations.
- Provide meaningful opportunities for local citizens and community-based organizations to discuss their views and offer input on GCTD plans, projects or policies.
- Inform and educate the public about GCTD planning activities, and encourage their participation in shaping transit initiatives
- Collaborate with local and state organizations that share similar goals of community engagement and equitable access.
- Guarantee meaningful access to information, services, and benefits for individuals with limited English proficiency (LEP).

#### A. Public Relations and Communications Strategy

GCTD aims to engage a broad cross-section of the community, regardless of their prior knowledge of transportation planning. Through consistent outreach, we promote awareness of our services and foster community partnerships. Outreach methods include:

- Coalition building and participation in community events.
- Media relations and distribution of press releases to media outlets
- Posted signage includes posters, flyers, brochures and other printed materials in public spaces.
- Regular updates via social media platforms (Facebook, Instagram, X)

These efforts enhance public awareness of GCTD's role and encourage greater community participation.

#### **B. Public Engagement Methods**

Early and inclusive public engagement is essential to meaningful participation. Citizens are more likely to feel valued when included early in the planning process. GCTD employs the following engagement tools:

**Special Events:** These include community fairs, educational workshops, community meetings, or other forums that help raise awareness about specific projects or initiatives. Special events are a great way to expose a large number of people to a project, program or service planning. We take a "go to where the people are" approach, as we find this to be most effective in capturing larger audiences.

**Community Roundtable Meetings:** Interactive forums where a diverse group of attendees discuss topics in-depth, often facilitated by a speaker or in breakout groups. are the next highest level of participation. Roundtables have the advantage of providing a forum for direct, and extensive interaction between community members, stakeholders and staff.

**Public Hearings:** Formal presentations of nearly complete, or completed plans for public

review, with advance notice provided per the Brown Act. If the above methods were deployed, the community has been actively involved from the beginning, and a public hearing is a formal overview of the proposed changes. As with all of these tools, care must be taken to ensure that the public is made fully aware of the event well in advance, and that the goals and values espoused by the plan are clearly stated.

#### C. Targeted Marketing and Education

Targeted outreach focuses on engaging specific individuals or groups, such as community stakeholders, advocacy groups, city staff, business leaders, landowners, or other communities. Targeted marketing and education include:

- Direct invitations to key stakeholder and community leaders
- Outreach to communities without access to digital communication
- Tailored communications via direct-mail, radio, TV, or in-person meetings
- Collaboration with local organizations serving disadvantaged communities

Though resource-intensive, this approach fosters meaningful and inclusive community participation.

#### D. Engagement with Limited-English Proficient (LEP) Persons

Federal and State regulations require GCTD to provide the public with information and to reach out and include traditionally under-served populations. This document has been prepared to serve that purpose. Additionally, GCTD is committed to a transparent decision-making process that actively seeks and incorporates input from a cross section of the community we serve. Together, staff, community stakeholders and members of the public can shape the future of public transit in Ventura County.

All information presented and printed materials are available in both English and Spanish to ensure meaningful access to benefits, services, information, and other important portions of operations and activities for individuals who are limited-English proficient (LEP). GCTD provides Spanish language assistance at all public participation activities and meetings to assure meaningful access. All customer service staff (2 staff members) are fully bilingual and one GCTD customer service staff is tri-lingual speaking English, Spanish and Mixteco.

#### E. Other Qualitative Input

Members of the public and GCTD employees are valuable sources of information in planning quality bus service. To incorporate input from these sources, proposed service changes will be communicated far enough in advance of implementation so that input can be evaluated effectively. This process will also be applied to any potential fare policy changes.

#### **Public Input**

GCTD's public input process includes some or all of the following elements:

- Transit guides stationed at major stops
- Public meetings and community events
- Website notices, radio and print ads, and social media posts

#### **Employee Input**

Employees contribute valuable insights through:

- Comments collected in monthly safety meetings
- Ride Checks and informal sessions like and "Day with a Planner" or "Coffee with the GM"
- The Planning Advisory Committee, composed of experienced and new operators, and team members from the Operations and Planning departments.

#### **Stakeholder Collaboration**

Planning staff work with various partners, including the Technical Advisory Committee (TAC), Ventura County Transportation Commission (VCTC), member city staff, and other community agencies to collect input from all communities in the service area. Feedback from these stakeholders informs planning decisions across the service area.

#### F. Utilizing Public Input in Planning

Planning staff evaluates and considers all input received from all sources for potential integration into future service plans. Following the planning process, GCTD thanks participants for their input and shares the final outcomes. Concurrently, GCTD begins implementing the approved marketing and communications plan to promote and educate the public about the planned service changes.

Outlined below are examples of the public participation plan in action.

#### I) General Public Relations and Communications Strategy (Conducted Annually)

#### A. Community Outreach

- 1. Attend community events
  - Community Festivals & Fairs
- 2. Host community meetings
  - Organize community meetings to gauge the public's opinion on the quality of our service in order to establish how to best serve them
  - Distribute survey and comment forms to be completed by the public
- 3. Implement transit-related public education campaigns
  - How to Plan Your Trip
  - Fare Payment Options
  - Reduced Fare/ADA eligibility requirements
- 4. Build Coalitions
  - Secure partnerships with environmental and community service organizations.
     Past examples include Climate First: Replacing Oil and Gas (CFROG), Central Coast Alliance for a Sustainable Economy (CAUSE)
  - Collaborate with organizations on specific causes, such GCTD's partnership with Ventura County Behavioral Health's RISE program, to address mental wellness and addiction issues in our community.
- 5. Expand Transit in Education Program
  - Establish a local network of school administrators and teachers in an effort to promote the transit programs and services.

#### **B.** Printed Communications

Monthly Gold Coast Transit newsletter/e-newsletter

• A monthly newsletter will cover recent GCTD events, accomplishments, partnerships, as well as relevant legislative and mass transit news.

#### Media Ad placement

• Publish ads that coincide with a specific public education campaign.

#### Bus ads

• Place ads on the interior and exterior of the bus to continuously promote our services and increase brandawareness.

#### Rider alerts

 Place flyers and posters inside all buses and work with maintenance staff to restock materials.

#### Rider Surveys

Collect Surveys to gauge public awareness about GCTD services.

#### C. Social Networking and Website

- 1. Maintain active social media engagement
  - Update posts to reflect any and all GCTD developments as they occur.
- 2. Update GCTD website and add new interactive tools when possible
  - Promote real time arrival capabilities and mobile apps more prominently.
  - Regularly audit content as needed, quarterly at a minimum, to maintain information accuracy and compliance.

#### D. Media Outreach

- 1. Develop and maintain relationships with local media contacts to increase public exposure.
- 2. Distribute press releases to promote GCTD involvement in community events and public education campaigns.

#### II. Targeted Marketing and Education Plan (Conducted Bi-Annually)

#### A. Community Outreach (Starting at 6 months prior to changes-ongoing)

Community meetings

- Hold bi-lingual community meetings at locations throughout the county and/ or the impacted areas.
- Partner with community organizations to help with outreach and promotion.

#### Survey Compilation/Comment Forms

Distribute customer comment forms and surveys to gather feedback.

#### Tabling and In-Person Outreach

- Create tabling schedule and alternate locations (i.e. OTC, VTC, etc.) and have staff available (Transit Guides) to answer questions about proposed changes.
- Distribute educational materials, such as FAQs, to the public.

#### B. Printed Communications (1-3 months prior to changes)

- 1. Create and distribute bi-lingual rider alerts, posters, postcards and interior car cards.
- 2. Create and distribute GAR materials
- 3. Ad placement
  - Place ads on the bus advertising new programs and services
  - Place ads/posters throughout the OTC and VTC
- 4. Direct Mail Campaign (budget permitting)

#### C. Social Networking (1-2 months prior to changes)

- 1. Post updates on social media pages
  - Post updates before, day of, and after changes occur
  - Answer any questions or replies from the public
- 2. Update website
  - Create home page slide advertising new changes and link a page containing more detailing information
- 3. Email blasts/E-newsletter
  - Send emails to all members of the listserv before, day of, and after the changes occur
- 4. Live Social Media/Streaming Events
  - Hold bi-lingual community meetings streaming on online platforms such as Facebook Live and Zoom webinars.

#### D. Media Outreach (2-3 weeks prior to service changes)

- 1. Press Release
  - Distribute to local news outlets
  - Post on all social networking sites and websites
  - Work with member agency PIO's and ask for their cooperation in releasing the press release to their local networks
- 2. TV
  - If funding allows, create short PSA
  - Leverage city contacts to place the ad on local television at a reduced cost
- 3. Radio
  - Create short PSA to be read by radio announcers.
  - Negotiate rates with local radio stations
- 4. Media Buy
  - Budget permitting, place 10-12 week media buy for digital, print / radio ads.

#### E. Miscellaneous

- 1. Phone recording
  - Record short message to be played on GCTD phone system- both administrative offices and the CSC.
- 2. Develop informational materials for staff
  - Create and disseminate Q&A's, FAQ's, and talking points for all staff to be prepared to answer public inquiries.

#### G. Additional Information for Soliciting Public Comments (As Needed)

Public comments are accepted all year long though a variety of mediums. Interested parties are invited to use one of the tools below to provide their feedback:

- GCTD website Submit Your Comments Page
- Contact the GCTD Customer Service Team Monday- Friday, 8am-5pm, where bilingual staff are available to take comments
- Attend public Board of Directors meetings on the first Wednesday of every month where there is time allocated for public comment
- Attend public GCTD Technical Advisory Committee Meetings held on the third Wednesday of every month
- Complete and submit a printed comment form, available at the customer service center and administration office
- Leave comments on GCTD's social media sites, including Facebook, Instagram and Twitter
- Email GCTD staff directly. Contact information is available on the staff directory on GCTD's website.
- On-board surveys (conducted as needed)

# APPENDIX 5 APPROVAL OF TITLE VI UPDATE DOCUMENTATION BOARD MEETING MINUTES FROM MAY 7, 2025 MEETING

(scheduled to be Board Approved on June 4, 2025)

# APPENDIX 6 BUS BOOK

#### The full Bus Book can be found here:

https://www.gctd.org/getting-around/routes-schedules/

# APPENDIX 7 TITLE VI NOTICE TO THE PUBLIC – ENGLISH & SPANISH



# TITLE VI NOTICE TO THE PUBLIC

Gold Coast Transit District (GCTD) is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color, and national origin in accordance with Title VI of the Civil Rights Act of 1964.

Any person who believes that he or she has been subjected to discrimination under Title VI may file a complaint using the contact information below. Complaints must be filed within 180 days of the alleged discriminatory act.

To request additional information on GCTD's Title VI policy and other anti-discrimination obligations, or if information is needed in languages other than

English, please contact GCTD using the contact

information below.

# ANUNCIO PÚBLICO DEL TÍTULO VI

Gold Coast Transit District (GCTD) se compromete a garantizar que ninguna persona sea excluida de participar en, o negado los beneficios de sus servicios sobre la base de raza, color y origen nacional, en conformidad con el Título VI de la Ley

de Derechos Civiles de 1964

Cualquier persona que cree que él o ella ha sido objeto de discriminación bajo el Título VI puede presentar una queja con GCTD. Las quejas deben presentarse dentro de los 180 días del supuesto acto discriminatorio.

Para solicitar información adicional sobre la políza del título VI de GCTD y otras obligaciones contra la discriminación, o si se necesita información en idiomas distintos del Inglés, por favor, póngase en contacto con GCTD utilizando la información de contacto a continuación.

# TO FILE A COMPLAINT | PARA PRESENTAR UNA QUEJA:

MAIL | CORREO GCTD General Manager, PHONE | TELÉFONO PHONE | 805-478-4222

GCTD General Manager, 1901 Auto Center Dr., Oxnard, CA93036
PHONE | 805-478-4222 FAX | 805-483-0925

www.GoldCoastTransit.org

#### **APPENDIX 8**

#### **COMMUNITY OUTREACH & ENGAGEMENT LOG**