

## CHAPTER 8

### 5-YEAR EXPANSION PRIORITIES & FUTURE SERVICE CONCEPTS

This chapter proposes the framework for overcoming shortfalls in existing service by adding service to areas currently underserved and establishing priorities to meet the most immediate travel needs. ***This proposed five-year expansion plan is over and above the baseline service and financial plans described in the previous chapter.***

#### CONSTRAINTS TO IMPLEMENTING FIVE-YEAR EXPANSIONS PLAN

##### Identification of Funding

In order to implement the proposed expansion, **additional funding beyond current levels** will be required. While not guaranteed, access to additional funding is a realistic objective. The most likely source of additional funding is from awards for transportation projects identified in programming plans developed through VCTC and in SCAG's Regional Transportation Plan (RTP). The RTP is a long term blueprint of the region's transportation system. Funds are awarded to those agencies whose projects facilitate VCTC's regional goals for traffic mitigation and emission reduction. The selection of projects is based on a competitive process that determines the funds to be received by each agency for projects deemed to have the highest priority. GCTD is reasonably confident it can successfully compete for the funds to implement its highest priority projects, which are identified in this chapter.

##### Construction of New Facility

Moving forward, GCTD's biggest priority is the completion of the new Administration and Operations Facility, which will ultimately allow for GCTD to more than double service by accommodating a fleet of 123 buses. Due to constraints of the current facility, GCTD cannot expand service and is dependent on the expanded facility in order to improve and increase service.

##### Countywide Sales Tax Measure

Ventura County is the largest urbanized county that does not have a transportation sales tax. The lack of a dedicated source of local funding limits GCTD's ability to provide additional service or procure items improving the transit experience of the riders. Passage of a local county-wide transportation sales tax measure would require a two-thirds voter majority. In the absence of a sales tax, it is even more imperative that GCTD compete for any applicable grant programs to implement the priorities identified below. Passage of a transportation sales tax would be used to help fund the unfunded priorities outlined in this chapter.

#### SERVICE IMPROVEMENT PRIORITIES

In order to prepare for eventual expansion, GCTD staff has developed service improvement priorities based on current route analysis and input from the community. Implementing the following recommendations will help to correct identified shortcomings in our service. Additional

funding for these projects will be pursued as the new Administration and Operations Facility opens, thus allowing space for an expanded fleet size required to provide the recommended improvements.

**Five-Year Recommended Service Priorities for Expansion of Service**

- A. Implement Ventura Road Route to Oxnard College, Port Hueneme & RiverPark**
- B. Restructure service in South Oxnard to support faster travel times**
- C. Provide improved service to/from NBVC Port Hueneme**
- D. Decrease travel time between Oxnard/Ventura/Ojai (Route 6 & 16)**
- E. Seasonal Ojai Bike Bus**
- F-K. Implement other non-capital program improvements**

These priorities take into consideration a combination of analysis of demographics, ridership data and public input collected over the course of the last year. An analysis of the extensive public outreach meetings and surveys conducted by GCTD staff, including a list of the service options that received the highest number of requests by passengers, can be found in Appendix II.

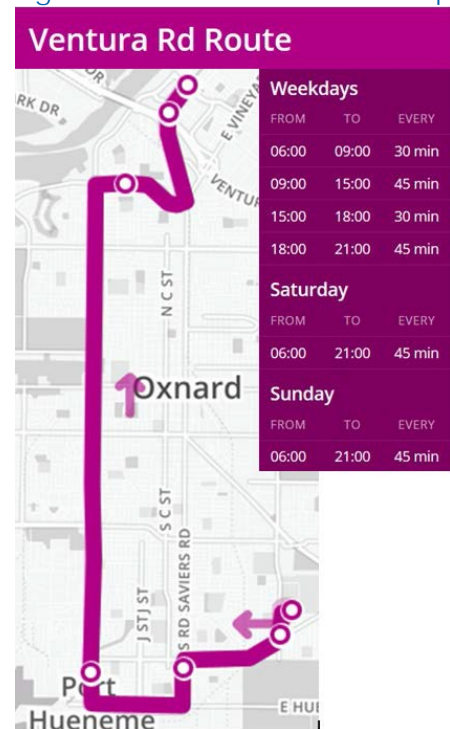
**RECOMMENDATIONS FOR EXPANSION OF EXISTING SERVICE**

**RECOMMENDATION A**

**Implement Ventura Road Route to Oxnard College, Port Hueneme & Riverpark (Route 23)**

The first recommendation is for new service connecting Oxnard College, NBVC and RiverPark via Ventura Road in FY 2017-18. Service for this area has been highly requested from those responding to GCTD’s public outreach process and Ventura Road is the main Oxnard arterial remaining without transit service. This service would improve connections to educational facilities, major employment centers, retail facilities and intercity transit services. The proposed service would require four buses to operate 30 minute peak-hour and 60 minute non-peak service. Funding for the additional buses needed is listed in the FY 2015-16 CMAQ shelf list. *(To fund the operation of this route, GCTD intends to seek funding through the next CMAQ call for projects. As a note, Route 23 would require a number of sidewalk improvements along the corridor to allow bus stops to be constructed.)*

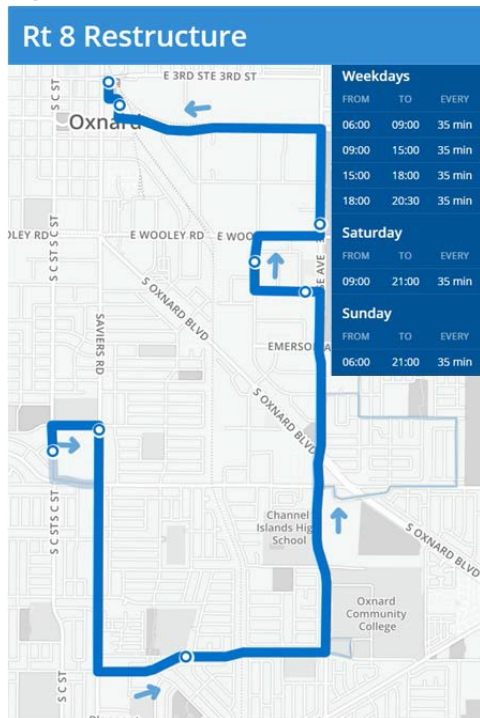
Figure 8.1: Ventura Rd. Route Map



## RECOMMENDATION B

### South Oxnard Restructure (Routes 3, 7, 8 and 9)

Figure 8.2: Route 8 Restructure Map



By serving densely populated neighborhoods throughout South Oxnard, the implementation of Route 23 would allow for routes 3, 7, 8 and 9 to be restructured and enhance connectivity. Additionally, routes 4A and 4B could be modified to skip the Lantana Loop as Route 23 would provide service in that area, allowing for improved frequency.

Routes 7 and 8 are in the third quartile in terms of service productivity. Route 9 is in the lowest quartile, which requires review of the route and a service improvement proposal per GCTD service planning guidelines. *(The proposed south Oxnard restructure would be revenue neutral.)*

### Route 7 Elimination

The new Route 23 will serve the section of Pleasant Valley Road between Rose Avenue and Saviers Road, and the new Oxnard College express service between the OTC and Oxnard College will serve the Butler loop, allowing Route 7 to be eliminated.

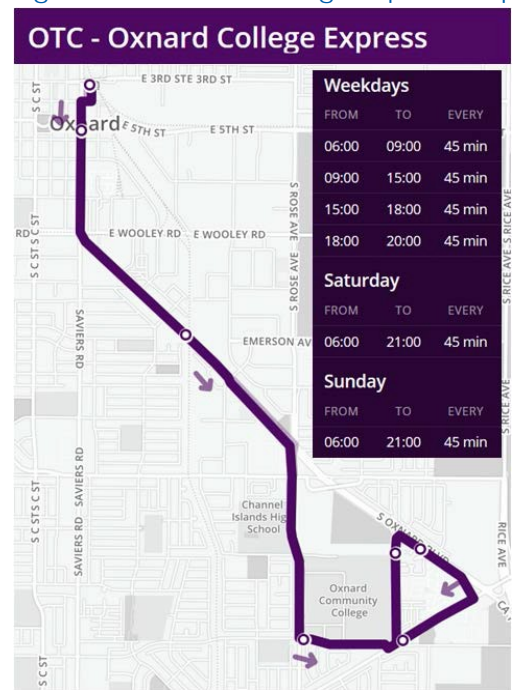
### Route 8 Restructure

Route 8 service would be improved by eliminating the unproductive and time consuming Lemonwood loop. The Lemonwood loop is currently served by 64 trips but has low ridership, with only 3.78 average passengers per trip for the entire loop. The elimination of the loop on Route 8 will cut approximately 10 minutes, allowing for frequency to improve to approximately every 35 minutes. The Lemonwood loop will continue to be served by Route 9 with a 60 minute frequency, which should be sufficient based on the demand.

### OTC-Oxnard College Express Route

This route will provide fast, direct service between the OTC and Oxnard College. The Origin-Destination survey conducted in 2011 showed that Oxnard College is the most popular destination along Route 8, with most trips originating at the OTC. By being more direct, this route will cut travel time, making it more comparable to the same trip in an automobile. It will also provide service to the highest ridership stops in the Gisler

Figure 8.3: Oxnard College Express Map

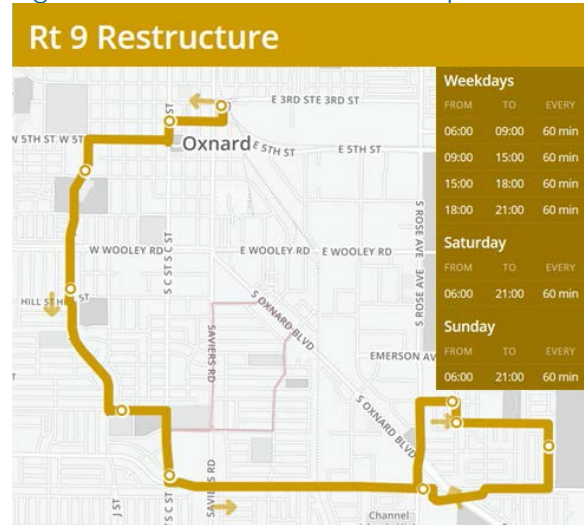


neighborhood, allowing Route 9 to be restructured. Furthermore, it will provide service on a currently unserved segment of Oxnard Boulevard. Additional transit service along this corridor is in concert with the Oxnard Corridor Community Transportation Improvement Plan (OCCTIP), which calls for improved transit service and pedestrian and bike connectivity along the route.

### Route 9 Restructure

Route 9 would continue to provide service along Channel Islands Boulevard to Lemonwood but would be restructured to serve J Street/Hobson Way between the CTC and the OTC, which is currently served by Route 3. The Gisler loop will be served by the new express services between the OTC and NBVC and between the OTC and Oxnard College. This change will allow Route 9 to continue to serve transit dependent areas and free up other routes to provide faster and more direct service.

Figure 8.4: Route 9 Restructure Map

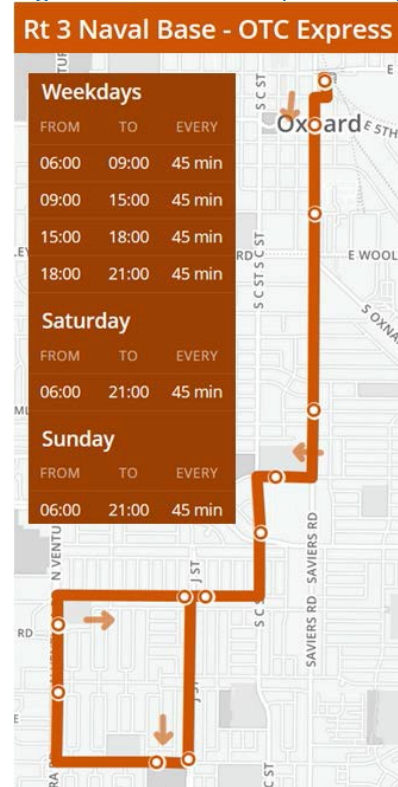


### RECOMMENDATION C

#### Provide Improved Service To/From NBVC Port Hueneme (Route 3)

As mentioned previously, NBVC is the largest employer in the GCTD service area, employing 18,000 military personnel and civilian employees. Service to NBVC Port Hueneme has been highly requested. These requests have come through the SRTP outreach process and directly from community stakeholders to planning staff. The proposed Route 3 Naval Base–OTC Express (right) would provide quick, direct service between NBVC, the OTC and the CTC. This route would also provide service along Teakwood Street, currently served by Route 3. Between the OTC and CTC, it would utilize Saviers Road/Oxnard Boulevard. With this change, Route 3 would serve the Gisler neighborhood (previously served by Route 9) and Route 9 would provide service along J Street/Hobson Way (previously served by Route 3). Though Routes 1, 3 and 21 currently provide service to NBVC Port Hueneme, better last mile connections to jobs and resources on base has been specifically requested. Because the base is so large, the issue of last mile connections to and from the base and bus stops is a huge detractor from using public transportation. VCTC has conducted a Joint Land Use Study, which references GCTD’s transit service in this area and identified the need for better service to this area. In order to determine preliminary feasibility, GCTD staff has reached out to transit agencies that currently provide service to military installations to determine ways to best serve NBVC. GCTD intends to work with NBVC and seek

Figure 8.5: Route 3 Express Map





funding to develop a more comprehensive study that would identify better ways to serve this location. *(Depending on final configuration of this route, most of the service would be revenue neutral with the South Oxnard Restructure.)*

For an overall concept map of recommendations A-C, please see Appendix III.

#### RECOMMENDATION D

##### Decrease Travel Time between Oxnard/Ventura/Ojai

Adding two expansion buses to provide increased frequency during peak demand hours on Route 6 will help to improve travel time between the cities. In FY 2016-17, increased revenue hours are planned and one additional bus is scheduled for Route 6 in Fiscal Years 2015-16 and FY 2018-19. Revenue hours and two buses are scheduled to be added to Route 16 in FY 2018-19. These added resources will reduce overcrowding and improve service frequency and on-time performance. For additional service improvements to decrease travel time between Oxnard and Ventura, see Express Service on page 63. *(Funding has been PARTIALLY identified for this recommendation.)*

#### RECOMMENDATION E

##### Implement Seasonal Ojai Bike Bus

This service would promote both active transportation and transit use. This service would provide a mobility option for riders to transport their bikes up to Ojai, allowing them to take the Class I bike trail to Ventura. It could also be a potential use for retired paratransit vehicles. *(This service could be operated with an unused or retired paratransit vehicle. Service hours would be limited and cost of the trailer will be minimal.)*



#### PROGRAM AND PROJECT IMPROVEMENTS

#### RECOMMENDATION F

##### Implement Automatic Vehicle Announcement / ITS Components

Implementing an Automatic Voice Annunciation (AVA) system will satisfy the FTA requirement for on-board passenger announcements, which keeps passengers up to date automatically, and helps create more accessible buses for visually impaired and hearing challenged riders. AVA systems alert passengers to upcoming stops and are coordinated with LED signage on board the bus.

Additionally, VCTC currently uses NextBus as an AVL (automatic vehicle location) system and passenger information system for all Ventura County operators but that contract expires in 2016. Looking forward and because the AVA system includes many AVL components, GCTD intends to look at the option of purchasing an AVL system as well. Estimated costs, using the method in TCRP Synthesis 73 - AVL Systems for Bus Transit (2008), are approximately \$3.5 million though more recent procurements for agencies of GCTD's size have cost significantly less. *(Funding has been identified through Proposition 1B for the AVAs.)*

## RECOMMENDATION G

### Complete Rebranding, Including Website & Bus Stop Signage

Continue efforts to complete agency wide rebranding, including transition of entire fleet to new paint scheme and redesigning website and bus stops signs, both for the purpose of better functionality and visual appeal. Update existing website to be more functional and user friendly for mobile users including bi-lingual information and easier to access schedule and detour information. Update Bus Stop signs with the new logo and be more reflective, especially at night. *(Funding has been PARTIALLY identified for this project.)*

## RECOMMENDATION H

### Coordinate with Community Colleges

Work with local student organizations and Community College representatives to develop student fare program to encourage ridership among college students and alleviate parking demands to college campuses. Options to consider may range from a reduced fare for students to a “free fare with college ID” pass program. Reduced or Free fare programs are typically funded through student fees paid to the school by each student and is passed on to the transit agency. *(Depending on the final program, this recommendation may be revenue neutral.)*

## RECOMMENDATION I

### Coordination with VCTC

Work with VCTC staff to improve coordination and timing between GCTD and VCTC Intercity service at transfer centers, including upgrade and improvement of radio communications, coordination of service change planning and information distribution. *(This recommendation is revenue neutral.)*

## RECOMMENDATION J

### Modernize Pass Purchasing & Fare Payment Options

Currently, the majority of fares paid on GCTD’s buses are paid with cash. This is largely because GCTD’s magnetic stripe 31-day and 15-ride passes are only sold at the GCTD Customer Service Center (CSC) and at a limited number of ticket outlets. Most locations accept cash or check only for the purchase of tickets, including the CSC. Creating the extra step of having to make a special trip to purchase a ticket makes paying the fare more difficult. It is recommended that GCTD staff work to implement more user-friendly methods of purchasing fare media. Options that should be investigated

include but are not limited to: accepting credit and debit cards online and at the CSC, expanding sales to grocery stores, implementing online ticket sales, participation in a regional smartcard system, installation of vending machines at transit centers. Additional options being tested in larger metropolitan areas include smartphone e-payment. These technologies, if proven successful, should be looked at for their application in GCTD’s service area.



Additionally, as mentioned in Chapter 2, a smartcard that works on all services provided by Ventura County transit providers would be an enhancement for transit riders in the county. GCTD will work with VCTC on the development of a smartcard or consider joining established programs such as the LA TAP program. Extending the TAP card to Ventura County would facilitate transportation between the two counties and would help bridge the gap in Ventura County created by the elimination of the GoVentura Smartcard, allowing all the operators in the area to be on an integrated fare system. *(Funding has not been identified for this project.)*

## RECOMMENDATION K

### Expand Holiday Service Schedule

On the following six major holidays, GCTD service does not operate:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

Implementing a Saturday/Sunday schedule on four of the six holidays (New Year's Day, Memorial Day, Independence Day, and Labor Day) would be extremely beneficial to passengers as many businesses and retail shops are open, not to mention many recreational activities that often take place on holidays. The cost of adding this additional service would be partially offset by a reduction of service hours on other holidays where major employment centers and schools are closed, such as Martin Luther King Jr. Day, Presidents Day, Veteran's Day and Cesar Chavez Day, and would be less than \$100,000. Requests for service on Memorial Day, Independence Day and Labor Day was specifically requested at multiple outreach events. *(Funding for this recommendation will be built into the budget.)*

## RECOMMENDATION L

### Improve Bus Stops – Stop Spacing, Operational Improvements and Passenger Information

GCTD is always looking to improve its bus stops. As part of the outreach conducted for the SRTP, many comments were received requesting improved bus stops. GCTD intends to create a bus stop improvement plan that looks at ADA compliance, distance between bus stops and operational and/or safety issues in order to prioritize and best address stop improvements. Addressing stop spacing can help to improve route speed considerably. The plan will also identify stops that should have improved amenities based on ridership using thresholds recommended in the Bus Stop Guidelines.

Additionally, ways to improve availability of passenger information at bus stops will also be investigated. Trip planning information is easily accessible through Google Transit and real time information is available through NextBus and Smart Ride (online and through Smartphone apps). Additionally, GCTD has guide-a-ride panels with wayfinding and schedule or frequency information at over 40% of its stops. Information on how to



find real time information (through NextBus or by texting a number) can also be found on these signs. GCTD is committed to providing passengers with as much information as possible as well as using available technology to improve the passenger experience. *(Funding for this recommendation has not been identified but may be applied for through such programs as the Caltrans Sustainable Communities or Active Transportation grant programs.)*

Table 8.1: Projected Five-Year Resources for Expanded Service

	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19
Route	Revenue Hours	Revenue Hours	Revenue Hours	Revenue Hours	Revenue Hours	Revenue Hours
1A/1B	20,964	21,375	21,419	21,419	21,419	21,419
2	5,436	5,399	5,453	5,453	5,453	5,453
3	5,126	5,150	5,148	5,148	5,148	5,148
4A/4B	14,508	14,864	14,888	14,888	14,888	14,888
5	5,315	5,366	5,416	5,416	5,416	5,416
6	40,531	41,698	43,859	47,403	47,667	51,237
7	5,093	5,058	5,165	5,165	-	-
8	10,873	10,973	11,417	11,441	13,159	13,289
9	5,050	5,020	5,033	5,033	5,371	5,396
10	7,480	7,491	7,536	7,536	7,536	7,536
11	12,405	13,101	13,164	13,164	13,164	13,164
14	8,003	7,619	525	--	--	--
15	8,003	7,619	5,565	5,400	5,400	5,400
16	14,463	14,510	14,545	14,545	14,545	18,947
17	9,078	8,449	10,817	10,932	10,932	10,932
18 Trippers	929.25	950	919	919	919	919
19	5,213	4,940	5,178	5,178	5,178	5,178
20	4,590	4,889	4,903	4,903	4,903	4,903
21	13,865	14,142	14,170	14,170	14,170	14,170
22	--	--	7,949	8,529	8,529	8,529
23-Ventura Rd	--	--		-	17,955	17,955
	<b>196,925</b>	<b>198,613</b>	<b>203,069</b>	<b>206,642</b>	<b>222,848</b>	<b>231,840</b>
<b>Recommendation</b>			Add Route 22/ Restructure 15/17/14 <b>(Complete)</b>	Add Frequency Route 6	Add Route 23	Add Frequency Route 6, and 16
<b>Estimated VOMS*</b>	45	45	<b>46</b>	<b>51</b>	<b>54</b>	<b>57</b>
	<b>Actual</b>	<b>Actual</b>	<b>Projected</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>
<b>Total Passengers</b>	3,817,758	3,908,847	4,025,241	4,136,503	4,213,881	4,406,314
Annual Operating Cost	\$16,019,298	\$17,106,200	\$19,171,400	\$20,157,000	\$22,666,600	\$24,203,800

\*VOMS = Vehicles operated in maximum service. Numbers based on VCTC's Fleet Acquisition Plan



Table 8.2: Non-Service Recommendation Cost Estimates

Recommendation Options – Non Service - Cost Estimates		
Letter	Project	Cost
F	Automatic Vehicle Announcement System/ITS Components	\$ 3,500,000.00
G	Complete Rebranding	\$ 470,000.00
K	Expand Holiday Service Schedule	\$ 100,000.00
L	Improve Bus Stops	\$ 185,000.00

## FUTURE SERVICE CONCEPTS - BEYOND FIVE-YEARS

GCTD is aware that to completely address the transit needs and desires of the region, improvements that go well beyond the five-year window of the SRTP are necessary. To highlight these needs and stimulate discussion, this section reflects a **long-range plan** that advances ideas for future improvements to the District’s current service. These ideas are for projects beyond those proposed in the above five-year plan.

These concepts are based on the fundamental notion that expediting travel time with added mobility options and improved connectivity is essential in establishing public transit as a viable transportation alternative. A system envisioned by the plan would energize economies in neighborhoods, reduce traffic congestion, improve the quality of the air and provide real savings for people, thus benefitting the entire region. It is followed by a table outlining the resources required for each category.

The process of taking these projects from concept to reality is dependent on additional long-term investments in transit beyond the current financial sources identified in the earlier chapters of this document. It will require GCTD to be successful in pursuing funding opportunities from sources such as new or expanded federal and state grant programs, growth in Cap-and-Trade funds, greater access to VCTC discretionary funds, or through a local county-wide transportation sales tax measure.

### FUTURE SERVICE CONCEPTS INCLUDE:

- A. IMPROVED FREQUENCIES
- B. EXPRESS SERVICES
- C. SERVICE TO AREAS NOT SERVED
- D. SEASONAL SERVICES (BEACH BUS)
- E. EXPANDED CUSTOMER SERVICE CENTER HOURS

#### A. IMPROVED FREQUENCY

The District’s long range plan includes improving frequencies *to exceed* the standards described in GCTD’s adopted service guidelines. During peak hours for its most popular routes, this would include buses every 15-20-minutes and frequency every 40-60-minutes during low usage periods. Additionally, the plan would exceed the service standards for frequencies

recommended by VCTC in their SRTP. While costly, this plan would respect our passengers value of time and encourage use of the bus as a convenient transportation alternative. The following are recommended service levels by route type classification, as compared to the standards recommended by VCTC.

- **Frequent Local (Routes 1 and 6)**

These are routes that operate on corridors with relatively high concentrations of population and employment or other major ridership generators. Routes 1 and 6 meet this classification. VCTC recommends service every 20 minutes during peak periods and every 30-60 minutes during non-peak periods. Both routes currently meet or exceed the recommended levels but do not meet ridership demands. These two routes receive the highest number of complaints regarding over-crowded buses that are uncomfortable, running late, and missing connections. GCTD recommends 15 minute peak-hour and 20 minute non-peak frequencies with service spans extended to conclude at 11 p.m. to accommodate late work shifts.

- **Local (Routes 4, 7, 8, 10, 11, 17, 19, 20, 21, 22, and 23)**

Over half (11 of 20) of GCTD routes are identified as “local.” These routes make local stops and operate bi-directionally all day on arterial corridors with contiguous development or along collector streets of neighborhoods with a high demand for service. VCTC recommends 30-60 minutes frequency on weekdays and at least every 60 minutes on weekends for these routes. The 11 GCTD local routes are consistent with the VCTC recommendation. GCTD recommends a minimum frequency of 30 minutes during weekday peak hours.

- **Circulator (Routes 2, 3, 5, 9, 15)**

Routes operating within suburban or predominantly residential areas are classified as circulators. For these, VCTC recommends frequencies of 30-60 minutes. Current GCTD service varies between 45 and 50 minutes daily. GCTD recommends a minimum frequency of 30 minutes during weekday peak hours.

- **Intercity (Route 16)**

Intercity routes provide connectivity between two or more neighboring communities. These routes typically traverse rural or undeveloped areas and therefore may operate on a combination of highways and arterial streets with few stops between destinations. Intercity routes should operate at simple, clockface frequency of 30 or 60 minutes and have a service span that takes into consideration potential early morning and late night commute patterns. Currently, Route 16 operates with hourly service. GCTD recommends a frequency of 30 minutes during weekday peak hours.

## **B. EXPRESS SERVICES**

The express service recommended in VCTC’s SRTP is for regional destinations outside of Ventura County. Because of GCTD’s 91 square mile service area, express routes are recommended for several travel zones appropriate for such service.

- **Express Service Between Oxnard And Ventura**

One of the most highly requested new services is for express routes between Oxnard and Ventura. Current service takes on average three times as long as the same trip in an automobile. Express service would provide much quicker and direct service between the two cities, filling a major need.

Two concepts that would provide quicker and more direct service between the two cities are provided below. A **Route 6 Express** would follow much of the current Route 6 path but would have limited stops, greatly speeding up service.

The second option, **Oxnard-Ventura Express**, would provide service from the OTC to downtown Ventura, stopping at the Esplanade and the VTC along the way. The first option provides more coverage, but is slower, and the second is much faster, but does not serve as many places.

Figure 8.6: Route 6 Express Map

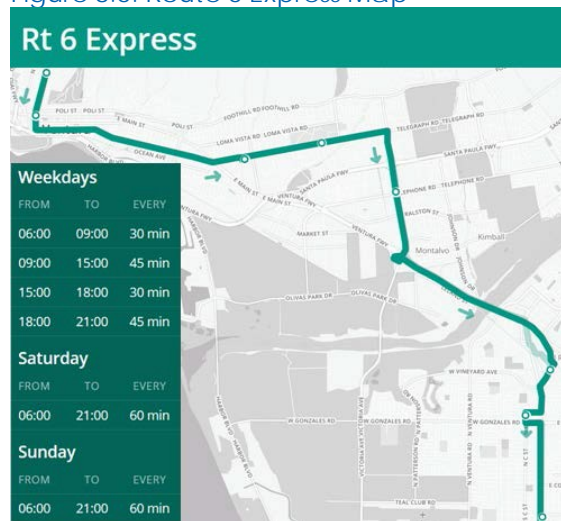
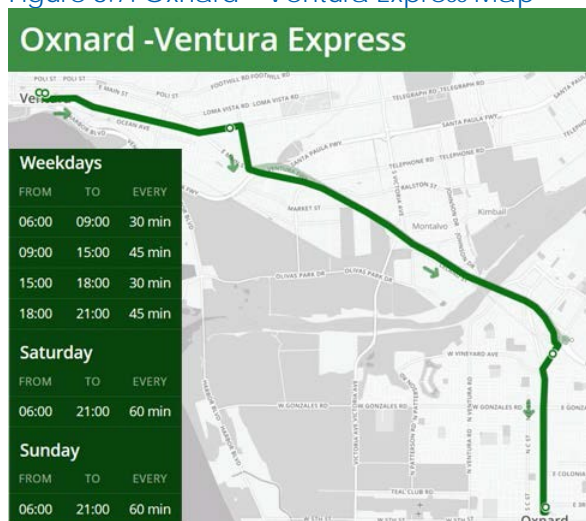


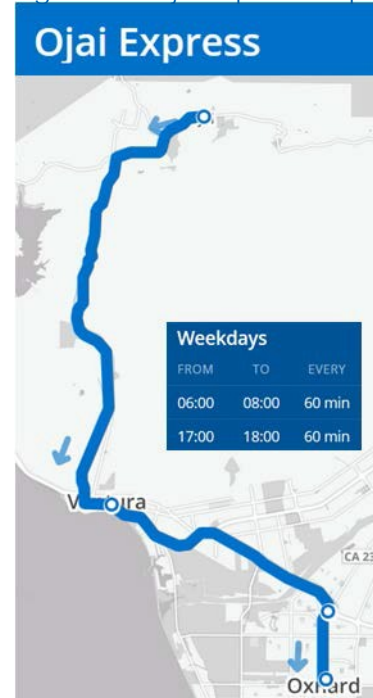
Figure 8.7: Oxnard – Ventura Express Map



- **Ojai Express Service**

Express service between Oxnard and Ojai was previously provided by GCTD and was quite productive. However, it was eliminated during the “Great Recession” due to lack of funds. This commuter route would provide limited stop express service from central Oxnard to Ventura and the Ojai Valley in the morning with the same limited stop express service returning in the afternoon. This would be a valuable service for lower income agricultural workers and would attract new riders as travel time on this route would be very comparable to car trips. The route would return as a Route 16 or as express service to the County Government Center (and do the opposite in the afternoon). This route could also provide service from GCTD’s new facility to downtown Oxnard.

Figure 8.8: Ojai Express Map



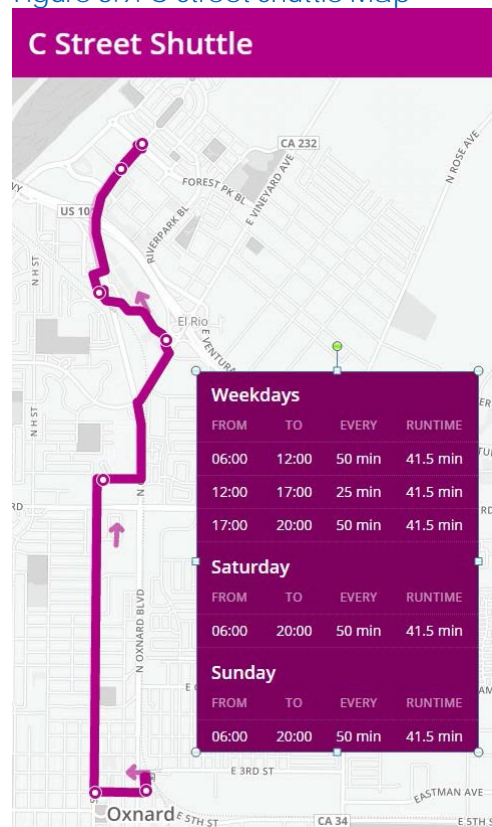
**C. SERVICE TO AREAS CURRENTLY NOT SERVED**

This category would respond to planned long-term changes to major transportation corridors and requests for service to areas not currently served.

- **C Street Shuttle**

Currently route 6 operates along C Street with the highest service frequency of all routes. As part of the OCCTIP plan, bike and pedestrian improvements are planned along Oxnard Boulevard. These improvements would allow Route 6 to provide service along this major arterial that is currently un-served by transit. Relocating Route 6 to Oxnard Boulevard will help to improve its slow speed. Due to high ridership along C Street, this change could only be made possible by a route like the C Street Shuttle, which would maintain local service in the Wilson and Carriage Square Neighborhoods. Additionally, this route would provide direct service to the Esplanade, The Village and The Collection retail areas.

Figure 8.9: C Street Shuttle Map

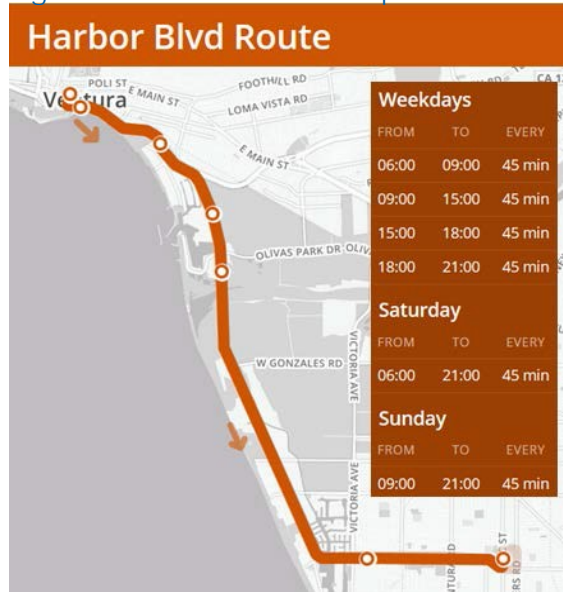




- **Harbor to Harbor Route**

Harbor Boulevard serves as the coastal connector between the beach communities of Oxnard and Ventura. Through the community outreach program, a route servicing the Ventura Harbor and Channel Islands Harbor and surrounding areas, such as Pierpont, has been requested. This route would serve as an additional connection between Oxnard/Port Hueneme and Ventura. The route would also provide the only direct connection from Oxnard or Port Hueneme to west Ventura. Adding this route will give access to fixed-route transit service to two areas where service is not currently provided. However, this route may also pose challenges as much of the route is sparsely populated and lacks pedestrian connectivity.

Figure 8.10: Harbor Route Map



As a note, GCTD previously operated a three year demonstration Route to the Ventura Harbor. After three years of low ridership the route was ultimately discontinued. Since then Downtown Ventura Partners has implemented a shuttle that provides service between downtown Ventura and Ventura Harbor. GCTD will work with the City of Ventura and local business groups to help coordinate service to these areas in the future.

In Oxnard, the City of Oxnard currently operates the Harbor and Beaches dial-a-ride service that connects passengers from the harbor and beach areas to GCTD's main transit centers and the Oxnard airport. The City of Oxnard has inquired into the possibility of GCTD taking over the operation. GCTD will work with the City of Oxnard to develop plans for this service in the future.

- **Ventura Crosstown Service**

One of the factors currently limiting GCTD's ability to provide fast cross-town service in Ventura is the location of the Ventura Transit Center. While the location makes transferring and relieving drivers easier, all buses traversing Ventura currently make planned layovers here, delaying passengers who wish to simply travel across town. This Route would look at ways to provide service across Ventura along

Figure 8.11: Ventura Crosstown Service Map



portions of Route 11 and Route 16, to enable passengers a faster trip across the city of Ventura. In order to make this route possible, a layover point for buses to turn around in Downtown Ventura or West Ventura would be required.

For an overall concept map of all suggested service improvements, please see Appendix III.

## SPECIAL SERVICES

Because the District's service area is in close proximity to County beaches and mountain areas, seasonal service would provide access to these areas via the bus.

These services would help promote to and attract "choice riders" by allowing for utilization of our services in an unconventional way in order to build comfort with transit use.

- **Seasonal Beach Shuttle Service**

As part of the outreach process, GCTD received requests for seasonal service to local beaches in Oxnard and Ventura. Currently the only direct beach access provided by GCTD is on Route 1, which services the Port Hueneme Pier and Beach Park. This concept would look at



providing a couple trips a day, likely between transit centers and the beach in their respective cities. Service would operate from Memorial Day to Labor Day.

- **Expansion of Customer Service Hours**

GCTD's customer service center is located at the OTC and is currently open Monday through Friday, from 7a.m.-7p.m. In order to provide access to passenger information and ticket sales as our service area grows and service span increases, a limited expansion of business hours for providing passenger information in the evening and on weekends may be considered. However, since the majority of the demand on the customer service center revolves around purchasing fare media, the implementation of vending machine(s) at transit centers and online ticket sales could potentially alleviate the need to add additional staff while still allowing for expanded information access. Additionally, a ticket vending machine at the VTC would greatly help meet passenger needs in the short term, as there is currently no ticket outlet within a mile of the VTC.

Table 8.3 Future Concepts-Cost

Future Concepts - Cost Estimates			
Enhancement	Add. Annual Revenue Hours	Cost	Add. Vehicles
<b>Improved Frequency:</b>			
Frequent Local (Routes 1 & 6)	23,395	\$2,208,722	7
Local (Routes 4, 8, 10, 17, 19, 20, 22)	12,120	\$1,144,249	8
Circulator (Routes 2, 3, 5, 9, 15)	5,280	\$498,485	3
Intercity (Route 16)	3,315	\$314,925	2
Total	44,110	\$4,166,381	20
<b>Express Service</b>			
Route 6 Express	19,485	\$1,851,075	5
Oxnard - Ventura Express	16,425	\$1,560,375	3
Ojai Express	3,060	\$290,700	4
C Street Shuttle	6,385	\$602,808	2
Harbor to Harbor Route	10,620	\$1,002,634	2
Ventura Crosstown	12,480	\$1,185,600	3
Total	68,455	\$6,493,192	19
<b>Special Services</b>			
Seasonal Beach Shuttle Service	768	\$72,960	2
Add. CSC Hours & Vending Machines	0	\$172,735	
Total	768	\$245,695	2