



Item 5

DATE October 2, 2019
TO GCTD Board of Directors
FROM Matthew Miller, Planning Manager
SUBJECT **Receive Update on Planning / Public Outreach Plans for January 2020 Service Changes**

SUMMARY

As discussed at the September Board meeting, GCTD's staff are planning for a number of service changes for January 2020. The changes are a result of implementing recommended service changes identified in the 2015-2019 Short Range Transit Plan. One of the changes being planned is the new Route 23 (Oxnard College-Ventura Road-Esplanade), which will enable a redesign of routes, primarily in south Oxnard.

Attached herein is a report that contains details and information about each change that is planned, including information about service schedule and headway information, the specific changes of Routes 3, 4A/B, 8, 9, 15, 17 and bus stop consolidation for Route 1. The route redesigns all support the goals of faster travel by offering more frequent and direct routes and reducing duplicative service on small neighborhood streets, which was a top priority in GCTD's Short Range Transit Plan.

In order to effectively implement these changes, a robust public information campaign and outreach will be undertaken. The attached report provides details on our plans to inform the community of these changes which include community meetings, a social media campaign and other traditional means of distributing information including posting flyers and posters inside bus and at key bus stops.

RECOMMENDATION

It is recommended that the Board of Directors receive and file this report and provide input to staff on outreach plans to reach communities to educate and inform the public about planned changes for January 2020.

GENERAL MANAGER'S CONCURRENCE

A handwritten signature in blue ink that reads 'Steven P. Brown'.

Steven P. Brown
General Manager

Attachment 1: DRAFT 2020 Recommended Service Changes

GOLD COAST TRANSIT DISTRICT

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DRAFT 2020 Recommended Service Changes

GOLD COAST TRANSIT DISTRICT

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1 SUMMARY

In 2015, the GCTD Board of Directors adopted the 2015 Short Range Transit Plan (SRTP) that identified recommended improvements that could be made if funding were made available. **Recommendation A** in the SRTP was a concept to expand service by implementing a new route servicing Ventura Road that would allow a redesign of routes in south Oxnard. This South Oxnard Restructure was **Recommendation B** in the SRTP and had the goals of supporting faster travel times, reducing duplicative service and increased frequency and reliability in the area.

By FY18-19 GCTD was able to secure CMAQ funding for five expansion buses and for operating the new demonstration route on Ventura Road. As a result, Planning staff began to consider the South Oxnard Restructure (Recommendation B) and re-evaluate which aspects were most beneficial and which, if any, needed to be scaled down or changed to meet the current needs of the community. To help with this decision, and future years' improvement decisions, GCTD staff released an onboard passenger survey asking questions that related to travel time, desired improvements and satisfaction of GCTD services.

After a re-evaluation of Recommendation B, the South Oxnard Restructure, and an analysis of the survey results, staff has recommended some changes to the original South Oxnard Restructure that will accomplish the goals of supporting faster travel times through improved frequency and direct routing and reducing duplicative service in small neighborhoods.

The following recommended service changes are utilizing a mix of existing funds and CMAQ funds for the demonstration route, Route 23 – Ventura Road Route. Among the changes contained herein are adjusting route structure to serve higher speed arterial roads, bus stop consolidation and interlining routes to provide more frequency and service.

2 2020 SERVICE CHANGES: SOUTH OXNARD RESTRUCTURE

2.1 ROUTE 23: SOUTH OXNARD – PORT HUENEME – ESPLANADE VIA VENTURA ROAD

Route 23 is a new demonstration route that will serve south Oxnard, Port Hueneme and north Oxnard Via Pleasant Valley Road, Hueneme Road and Ventura Road on 30-minute headways on the weekdays and a 45-minute headway on the weekends. This route will be interlined with Route 17 which will improve the frequency of that route from every 50 minutes to every 30 minutes on the weekdays.

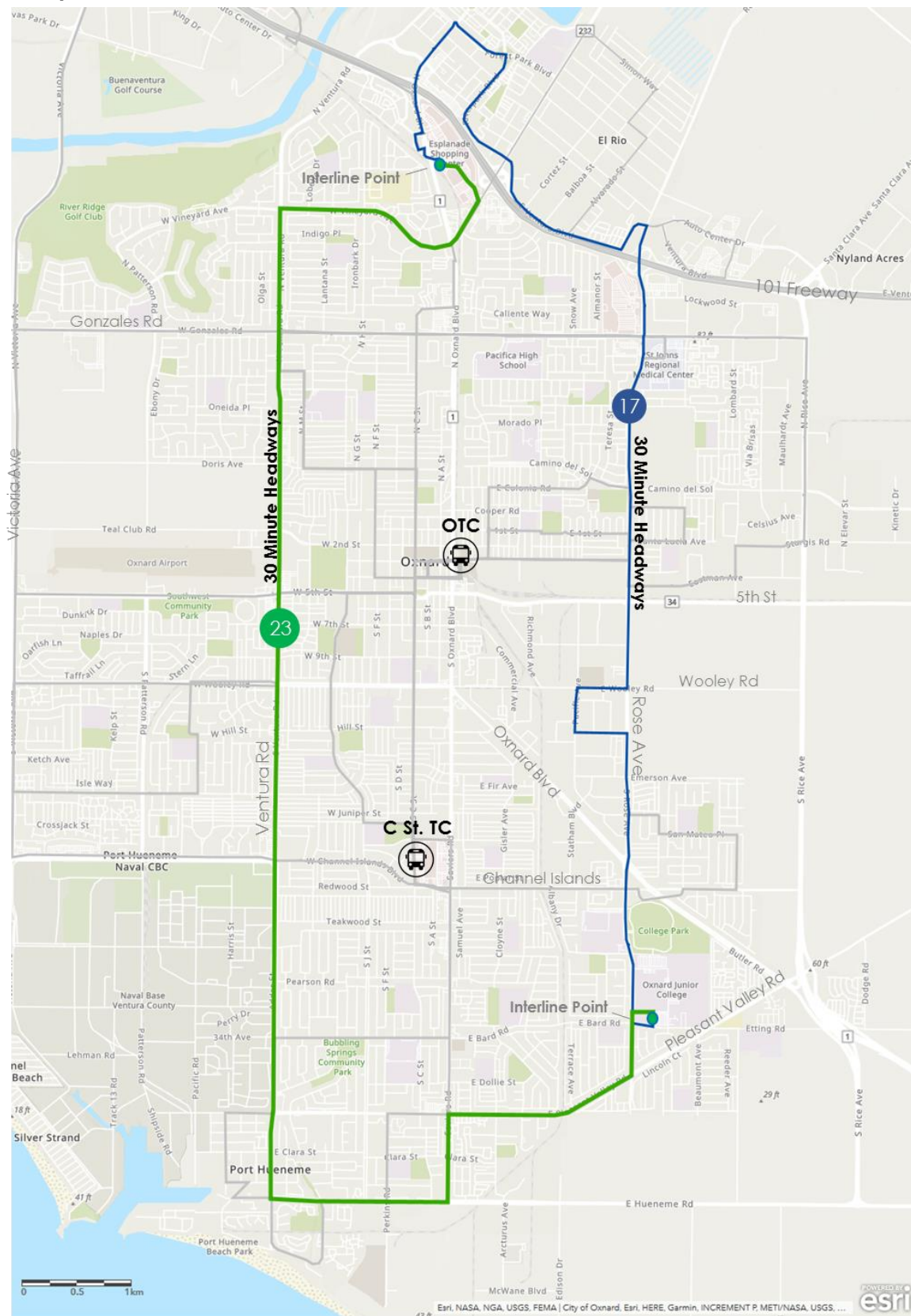
The route will serve areas of Ventura Road where there was no service previously, so staff expects strong ridership at the start of service and steadily growing as the route matures. This route will directly serve Oxnard College, City of Port Hueneme Municipal Buildings, Naval Base Ventura County's (NBVC) Main Gate at Port Hueneme, medical

facilities on Ventura Road, shopping areas at Esplanade and the Collection and a population of approximately 51,800.

The Route 23 is defined as a Trunk route per GCTD's Planning and Evaluation Guidelines and will have a performance target of 20 passengers per revenue hour by the end of its demonstration period of three years. Since this is a CMAQ funded demonstration route, it will not be included in systemwide performance evaluations but will nevertheless be monitored with goal of reaching 20 passengers per hour.

Interlining Route 17 with the Route 23 will allow its frequency to increase 40% from every 50 minutes to every 30 minutes. Due to the increased demand on Route 17, VCTC's College Free Ride program, and the high demand destinations this route serves, staff expects to see an increase in ridership on this route. Route 17 is considered a Trunk route and has a performance target of 20 passengers per hour. Please see a Route 17 and 23 map on the following page.

Map of New Route 23 – 17 Interline



2.2 ROUTE 3: OTC – CENTERPOINT MALL – LEMONWOOD VIA J ST & CHANNEL ISLANDS BLVD

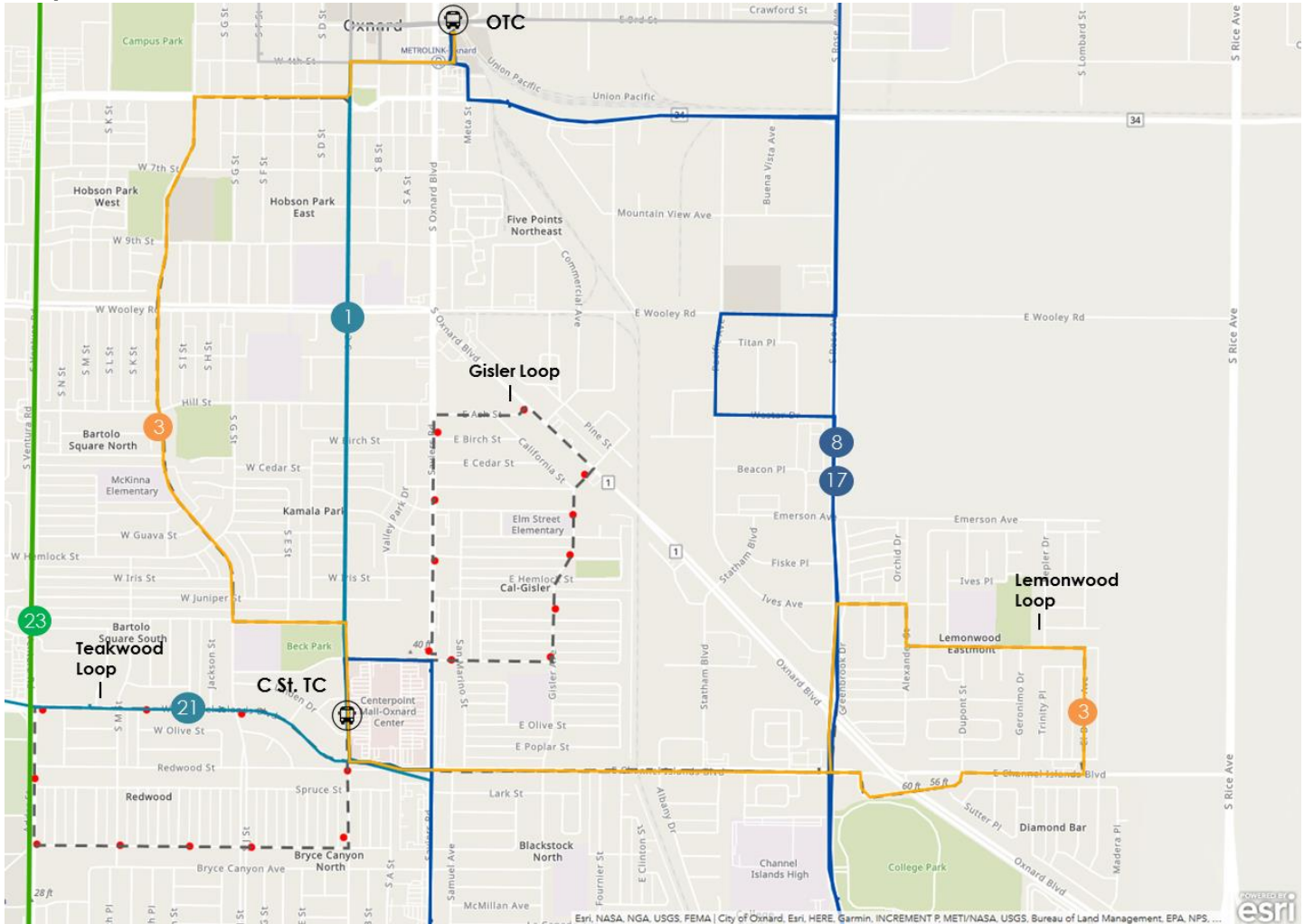
The restructured Route 3 will serve the most productive route segments of the current Route 3 combined with the most productive route segments of the current Route 9 as seen on the following map. This new redesigned route will no longer directly serve the Teakwood area of Route 3 and the Gisler neighborhood of Route 9. The redesigned Route 3 will run on a frequency of every 45 minutes from 5:45 am to 8:30 pm on the weekdays and from 5:45 am to 8:00 pm on the weekends.

The major changes are the discontinuation of service in the Teakwood area and Gisler neighborhood as shown on the map. The Teakwood area will continue to be served by the new Route 23 on Ventura Rd, which will be implemented concurrently with these changes, as well as Route 21 currently serving Channel Islands Blvd. in this area.

The benefits of this change are that the route will maintain service the Lemonwood area of south Oxnard and provide passengers boarding in this area with a one seat ride to CTC and OTC where a variety of connections can be made. This redesign will also allow GCTD to reallocate resources (hours & buses) to other routes that will help provide faster service.

The tradeoffs of this redesign are that the Gisler neighborhood will no longer have direct fixed route transit service and the Teakwood neighborhood will have reduced direct fixed route service. A total of 17 bus stops, 11 from Route 9 and six from Route 3, will be no longer be served by fixed route and some service will still be offered to five of these stops by Route 21 on Channel Islands Blvd. and by the new Route 23 on Ventura Rd.

The redesigned Route 3 is defined as a Local route and will have a performance target of 15 passengers per revenue hour. The map on the following page shows the changes to Route 3 and 9.

Map of New Route 3

2.3 ROUTE 8: OTC – OXNARD COLLEGE – CENTERPOINT MALL

Route 8 will continue to serve a large majority of its current area. To reduce duplicative service and to speed up the route, Route 8 will no longer be directly serving the Lemonwood Loop neighborhood as shown on the map. This neighborhood will continue to be served by the new Route 3. The Route 8 will continue to be operate on a 45-minute frequency from 5:35 am to 9:30 pm on the weekdays and from 6:10 am to 8:40 pm on the weekends.

By not deviating onto small neighborhood streets in the Lemonwood area, Route 8 will now be able to operate on a higher speed road and serve destinations much more directly, quickly and efficiently. For example, with Route 8's current schedule it takes passengers 28 minutes to get to Oxnard College from the Oxnard Transit Center. With this adjustment it will take passengers 14 minutes to get to Oxnard College from Oxnard Transit Center, cutting the travel time in half.

The tradeoff is that the Lemonwood neighborhood will see a small reduction in service but ultimately the neighborhood will still be served by Route 3 as seen on page 5 of this report.

Removing Route 8 from the Lemonwood neighborhood, where it served a residential area, to a main arterial corridor will reclassify this route from a Local to a Trunk route that will have a performance target of 20 passengers per revenue hour. The map on the following page shows the changes to Route 8.

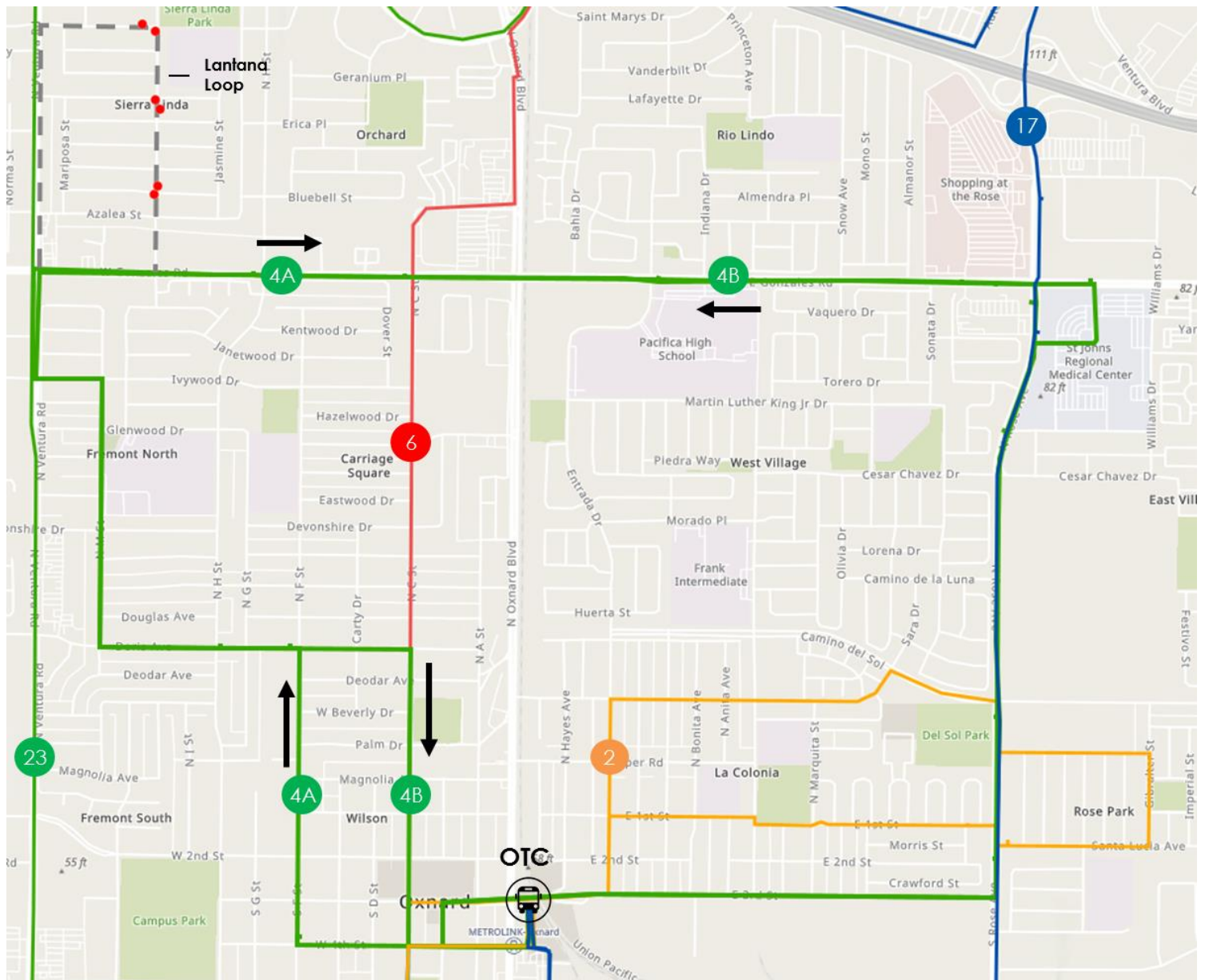
2.4 ROUTE 4A & 4B: OTC – ST JOHNS – FREMONT

Route 4A and 4B will retain its current route structure which includes St. John's Hospital, numerous high ridership destinations on Rose Ave and Gonzales Rd, and the Fremont neighborhood with one exception. The routes will no longer deviate into the Sierra Linda neighborhood and serve the "Lantana Loop" in north Oxnard which will be now served by the new Route 23 on Ventura Rd.

By not deviating into small neighborhood streets, these routes will be able to save time and operate at higher frequency with a more reliable service schedule. The Route 4A, the less utilized variation, will operate on a clockface schedule making it easier to understand and maintain a consistent frequency of every 45 minutes during calm traffic periods and 50 minutes when traffic is higher in the afternoon hours of the day. The Route 4B will benefit in similar ways, it too will have clockface departures and a higher frequency of every 25 minutes during low traffic periods and 30 minutes when traffic higher.

Route 4A and 4B will continue to be classified as a Local route with a performance target of 15 passengers per revenue hour.

Map of New Routes 4A & 4B



2.5 ROUTE 1A & 1B: OTC – C. ST. TRANSFER CENTER – PORT HUENEME

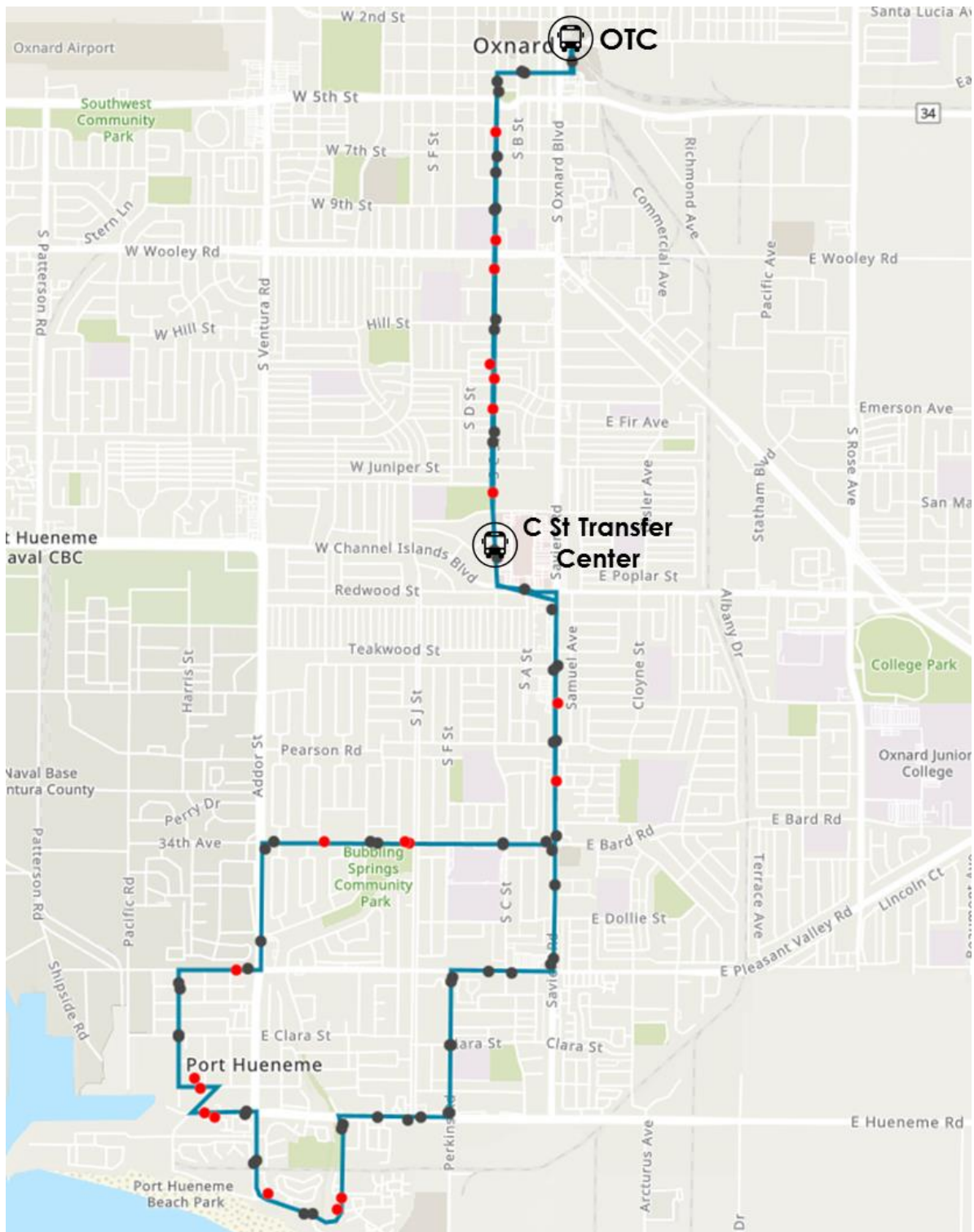
Route 1 will experience no route design changes as part of the 2020 Service Changes. Instead, bus stop consolidation will be implemented here to speed up the route's travel time under GCTD's Less Stop More GO initiative as was implemented in Ventura in 2018.

Route 1A and 1B have a total of 78 stops many of which have low ridership and are spaced less than GCTD's goal of .25 mile (1,320 ft). A total of 20 stops, shown on the map in red, have been identified to be consolidated.

The benefits of bus stop consolidation on this route is that it will reduce travel time and speed up the service on one of GCTD's most traveled corridors. As a result of the reduction of stops on the route, GCTD will be able to add three additional trips to the route therefore increasing service and bringing the frequency down a consistent every 20 minutes from an inconsistent 22-25 minutes. Lastly, the route schedule will feature clockface departures for more convenience.

The additional three trips and increase of frequency to a consistent every 20 minutes is cost neutral since the time used is from saved time by speeding up the travel time.

Routes 1A and 1B are considered Trunk routes and will have a performance target of 20 passengers per revenue hour.

Map of Route 1: Bus Stop Consolidation

3 PUBLIC OUTREACH

3.1 OUTREACH MEETINGS

Public outreach meetings are currently being planned at locations in the areas where route changes are occurring. Through many years of experience, GCTD staff has learned that the best way to distribute specific information is to attend other well established neighborhood council meetings and other public meetings already planned and present information while making staff available to answer questions one on one.

So far, GCTD staff has attended one Neighborhood Council meeting in the Rose Park Neighborhood in Oxnard and has reached out to three other Neighborhood Councils in Central and South Central Oxnard, Cal Gisler, Blackstock South and Pleasant Valley Estates. Staff will be present planned route changes and be available to answer any questions the public may have.

Following GCTD's attendance of a series of Neighborhood Council meetings, GCTD plans to host a community meeting at the South Oxnard Community Center to further inform the public and answer any questions attendees may have.

3.2 ONLINE, SOCIAL MEDIA AND TRADITIONAL MEANS

In addition to the outreach meetings, GCTD staff will develop digital information for the website and to distribute through its social media presence on Facebook, Twitter and Instagram. This information will include news about the outreach meetings and specific information about the planned changes. Staff will also use traditional means such as printed flyers in buses, interior bus car cards, post card mailings and printed flyers to disseminate at meetings or in person via direct outreach.

4 CONCLUSION

The draft changes described above are currently planned to be implemented in January 2020 and staff is continuing to make adjustments as needed. The outreach described here is also in the planning phase and staff expects it to begin this Fall and last until the service changes take effect in 2020. As with most service changes, outreach will continue past the implementation date to make sure that passengers that may have not received information have the opportunity to do so.