

# 2<sup>ND</sup> QUARTER FIXED-ROUTE & PARATRANSIT UPDATE

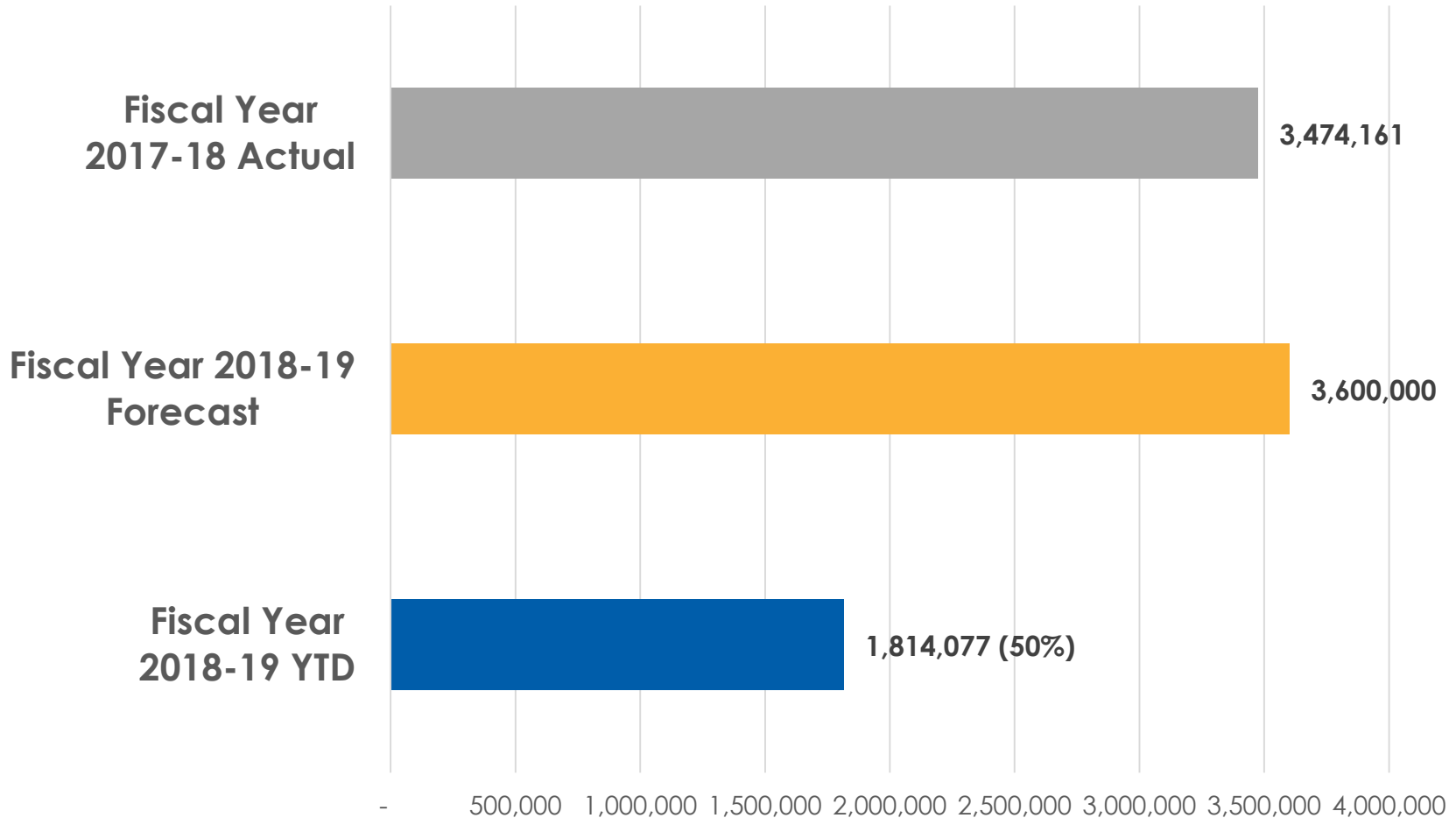
## PRESENTATION TO GCTD BOARD OF DIRECTORS

February 6, 2019

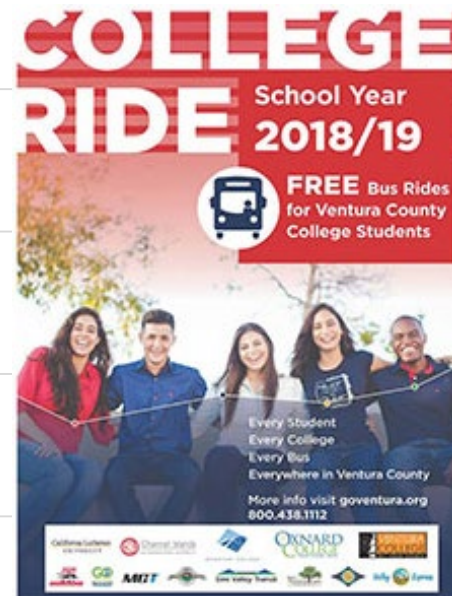
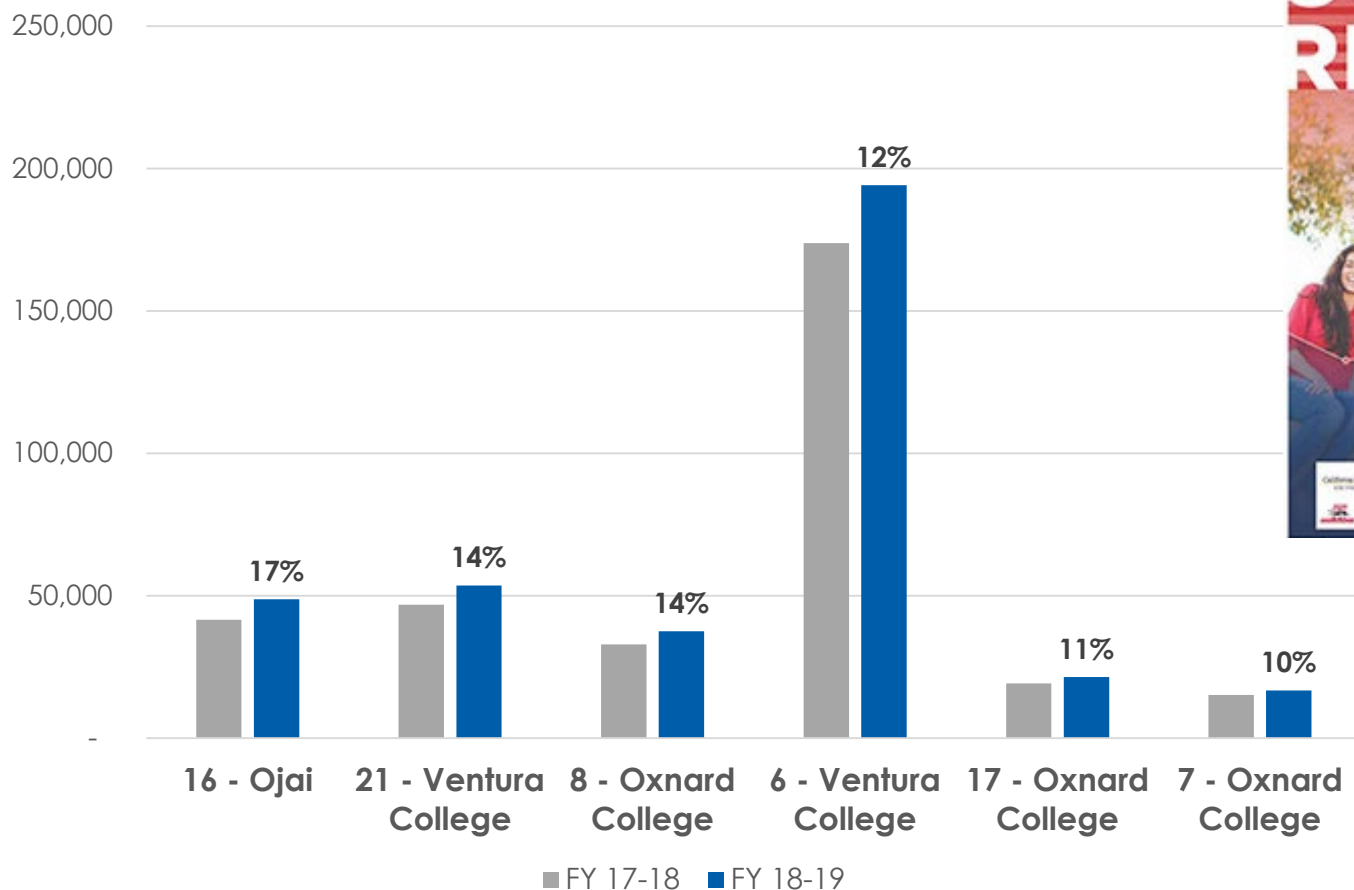
**Matt Miller**  
Planning Manager

**Margaret Heath-Schoep**  
Paratransit & Special  
Projects Manager





## Routes with Highest Ridership Increases



## GOALS & RESULTS

- Determine satisfaction with current service
- What types of improvements are most desired
- Gathered over 600 completed surveys
- Next Step: Conduct analysis and publish report on feedback received

### TAKE A BRIEF SURVEY! ¡TOME UNA BREVE ENCUESTA!

How are we doing?

Help us improve your service by taking a brief survey.

¿Cómo vamos?

Ayúdenos a mejorar su servicio mediante una breve encuesta.

Take the survey  
Tome la encuesta

### TAKE OUR SURVEY!

#### RIDER SURVEY

Gold Coast Transit requests your assistance in collecting information about our services. Please complete this survey to help us improve your service. Thank you!

#### 1. Why do you ride Gold Coast transit?

- ☐ Don't drive
- ☐ No car
- ☐ Save gas/money
- ☐ Good for the environment
- ☐ Other (please specify)

#### 2. How often do you ride the bus?

- ☐ 1-2 times a week
- ☐ 3-4 times a week
- ☐ 5 or more days a week
- ☐ First time riding

#### 3. How did you get to the bus stop?

- ☐ Walked 1 block or less
- ☐ Walked 2-4 blocks
- ☐ Transferred from other GCT bus
- ☐ Transferred from VOTC (VISTA)
- ☐ Ride bicycle
- ☐ Drive car/parked and walked

#### 4. How did you pay for the trip?

- ☐ Cash/coin
- ☐ Token/Multi-Ride Pass (1-Ride, Day Pass, 15 Ride, 31 Day)
- ☐ Transfer
- ☐ Mobile Pass

#### 5. How much time will you spend on the bus to reach your destination?

- ☐ Less than 30 minutes
- ☐ Between 30-60 minutes
- ☐ More than 1 hour

#### 6. Once you get off the bus, how are you going to get to your destination?

- ☐ Walk 1 block or less
- ☐ Walk 2 or more blocks
- ☐ Transfer to other GCT bus
- ☐ Transfer to VOTC (VISTA)
- ☐ Ride bicycle
- ☐ Drive car/parked and walked

#### 7. How many transfers do you use before reaching your destination?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3

#### 8. Do you have a cell phone?

- ☐ Yes, smart phone
- ☐ Yes, basic phone
- ☐ No, I don't have a cell phone

#### 9. How do you get information about Gold Coast buses?

- ☐ Select all that apply.
- ☐ Website ([www.gctb.org](http://www.gctb.org))
- ☐ Bus book
- ☐ Ask the bus driver
- ☐ Guide None at the bus stop
- ☐ Textbus or other app (list here):
- ☐ Google maps
- ☐ Call Customer Service (800-487-4222)
- ☐ Ask friends or family
- ☐ Other:

#### 10. Which routes do you ride? Select all that apply.

- ☐ Gold Coast Transit Routes (list route numbers below)
- ☐ ACCESS Paratransit Service (ADA/GAR)
- ☐ VOTC (list route numbers)
- ☐ Cjail Trolley
- ☐ Annex/MetroLink (To Los Angeles or Santa Barbara)
- ☐ Other

#### 11. In the past year, have you used Uber or Lyft for your transportation needs?

- ☐ Yes: 1-8 times
- ☐ Yes: 6-10 times
- ☐ Yes: 10 or more times
- ☐ No, I don't use Uber or Lyft
- ☐ Yes, with public transportation (at the beginning or end of your trip)

#### 12. Which service improvement would make you ride more often?

Service	Check <input type="checkbox"/> box below
More frequent service	<input type="checkbox"/>
Serve more destinations	<input type="checkbox"/>
Later evening service	<input type="checkbox"/>
Reduced travel times	<input type="checkbox"/>
Earlier morning service	<input type="checkbox"/>
Other:	<input type="checkbox"/>

#### 13. Thinking about your experience on Gold Coast transit, how satisfied or dissatisfied are you with the below categories. Please circle one number in each row using the rating scale below, with 1 being very dissatisfied and 5 being very satisfied.

Service	1	2	3	4	5
Reliability					
Bus arrives on time					
Frequency of service					
Information (accessing bus information, reading schedules)					
Customer service (driver and customer service staff helpfulness and friendliness)					
Bus stops (cleanliness, availability of amenities, lighting, safety)					

#### 14. What is your bus stop spacing preference? Select one.

- ☐ Walk shorter distances to stops but have slower bus service
- ☐ Walk longer distances to stops but have faster bus service

#### 15. Do you agree/disagree with the following statements? Please circle one in each row.

I can easily find information on Gold Coast Transit services.	Agree	Neutral	Disagree
I would recommend Gold Coast Transit to family and friends.			
I am satisfied with Gold Coast Transit District.			
Public transit is an important public service.			

When complete, you can drop it off in the survey collection box located on the bus or submit it at the Customer Service Center, 201 E. Fourth St., Orange (Orange Transit Center), Monday - Friday, 7am-7pm.  
Thank you for your time!

## COMPLETED PROJECTS

- Operations & Service Planning Efficiency Study
- GCTD Community Economic Impact Report
- January 2019 Service Changes: New Bus Book & Outreach



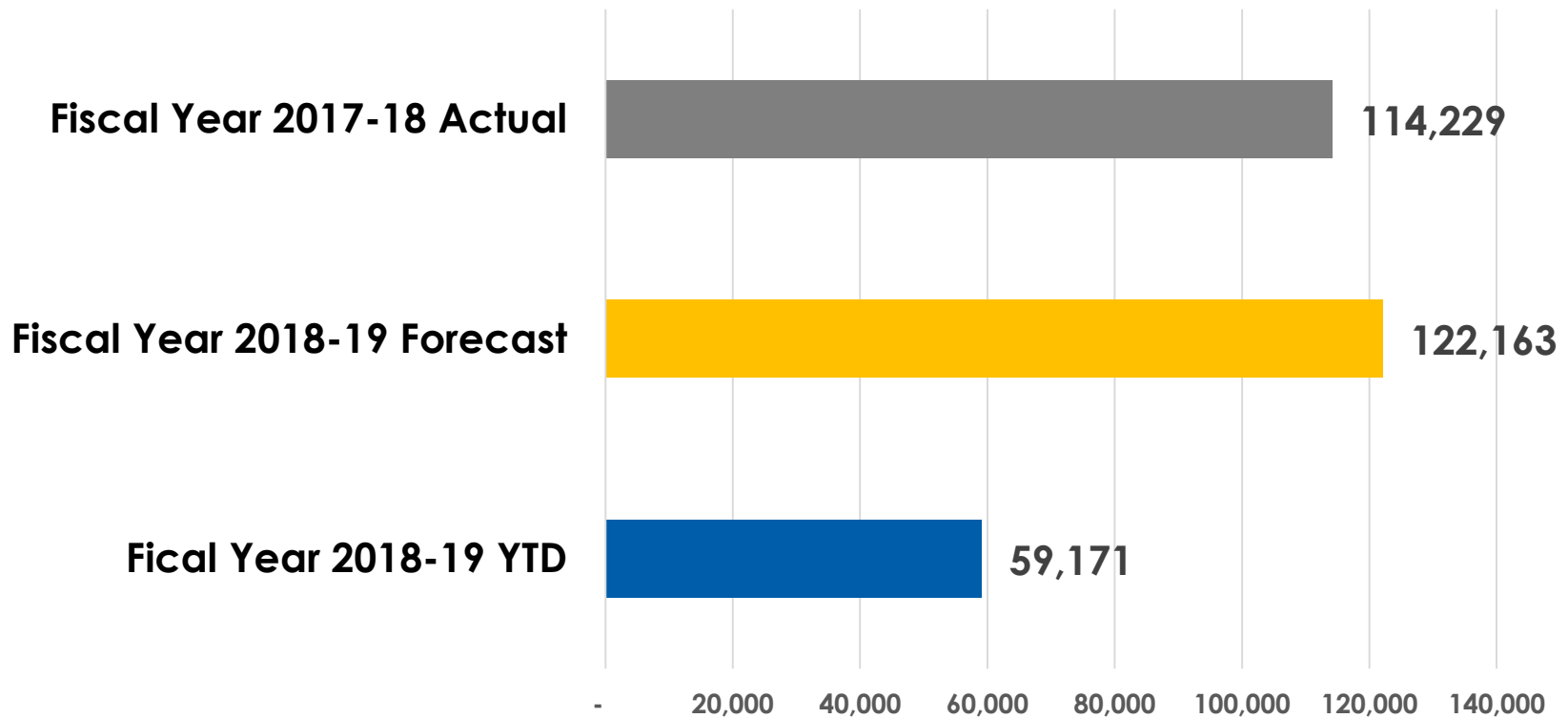


## IN PROGRESS

- Syncromatics Automatic Vehicle Announcements & Location System
- Revised Bus Stop Guidelines
  - *Under GCTD TAC Review*
- New Route 23: Ventura Rd Route & South Oxnard Redesign - Planning Phase
  - *Planned Implementation: January 2020*



## YTD Boardings



# Update on MAA (\$)



## MAA = Medical Administrative Activities

- Most common MAA eligible locations include: Dialysis Centers, Hospitals & Nursing Homes.

- **Received \$175,440 in MAA reimbursements for transportation provided in 1<sup>st</sup>/2<sup>nd</sup> Qtrs. FY2017.**



- **Unfortunately, MAA is no longer available for transportation provided past 1<sup>st</sup> Qtr. FY2018.**



***To date GCTD has received \$1,045,174***



Interactive Voice Response (IVR) automatically makes calls to customers the “Night Before” & “Day of Service”

## ***“Night Before” Call includes:***

- **Reminder of “Pick up Windows” for next day’s trips**
- **Cancellation Instructions if trip(s) no longer needed.**
- **Customers advised that driver will wait two minutes upon arrival before proceeding to next stop.**

## ***“Day of Service” Call Includes:***

- **5 minutes prior to the estimated arrival time of the vehicle based on the vehicle’s actual location.**
- **Customer asked to come meet his/her ride.**
- **Cancellation instructions repeated.**
- **Customers reminded that driver will wait two minutes upon arrival before proceeding to next stop.** Passengers have a total of seven minutes to make contact with drivers.

## Benefits to Passengers

- **Improved Customer experience for a vulnerable population** - less anxiety for the customer while waiting for vehicle to arrive.
- **Dwell time at “No Show” stops reduced 33%**, from 6 minutes to 4 minutes. Other passengers are not having to wait as long for “No Shows”.
- **Faster trips** - average trip duration reduced by up to 3 minutes or 10%.

## Benefits to Gold Coast Transit District

- Average dwell time at No Show stops reduced 33%.  
**Fewer hours over the course of a month = reduced operating cost.**
- **Operating costs reduction anticipated to exceed \$20K before the end of the current FY.** (Recover the capital investment within the same Fiscal Year.)





**QUESTIONS?**