



DRAFT

SHORT RANGE TRANSIT PLAN

S RTP

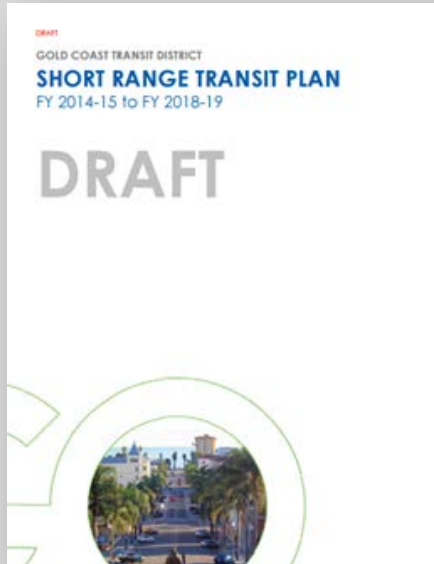
FY 15-19



Presentation to Board of Directors
October 14, 2015

Great transit builds great cities.

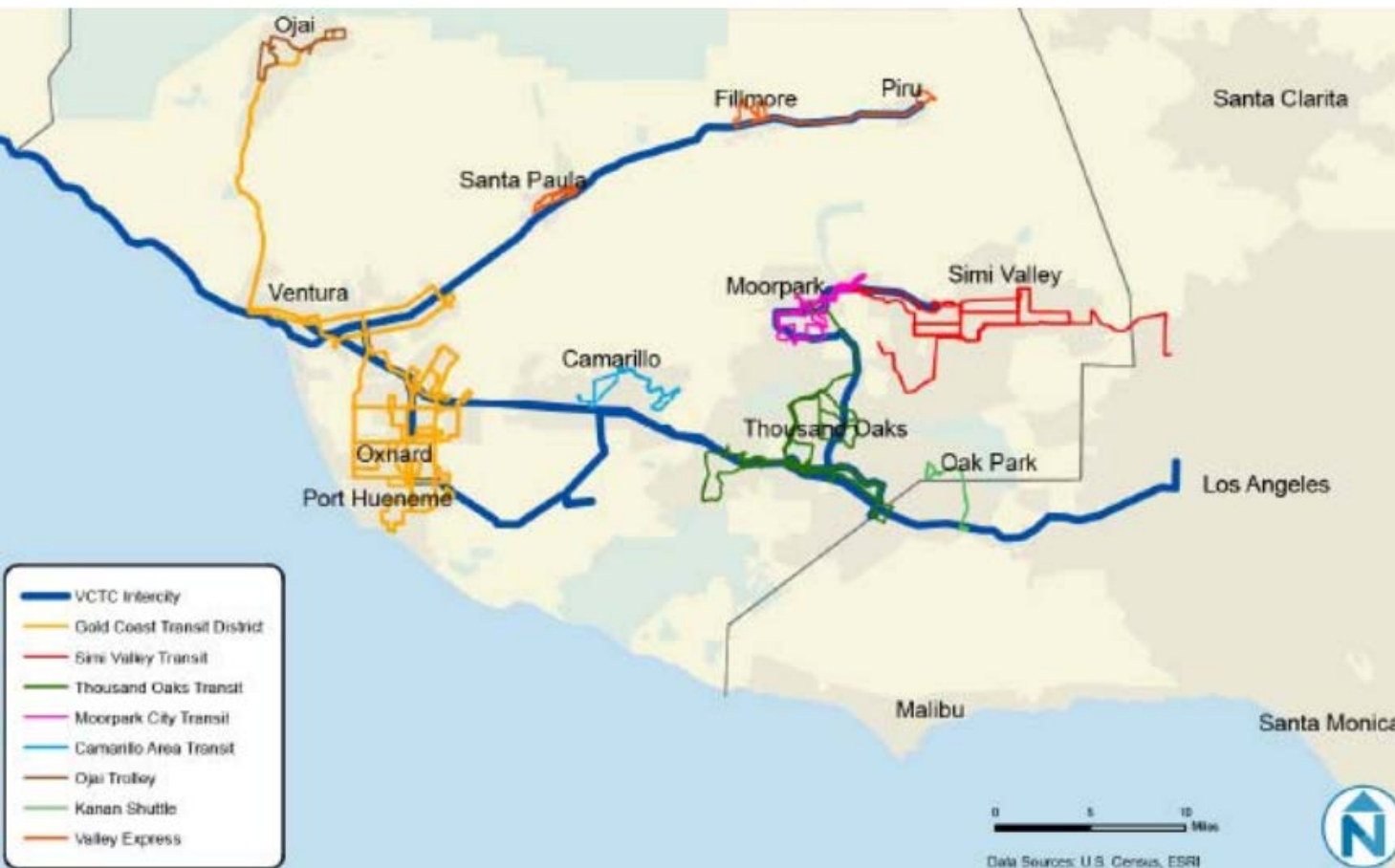
PURPOSE OF SRTP



- Public Information Resource
- Informs Local & Regional Plans
- Supports applications for funding
- Meets FTA guidelines *(It's good practice.)*
- *Helps us prioritize better transit!*

COORDINATION WITH REGIONAL PLANS

VENTURA COUNTY FIXED-ROUTE TRANSIT SYSTEM



SOUTHERN CALIFORNIA



ASSOCIATION of
GOVERNMENTS

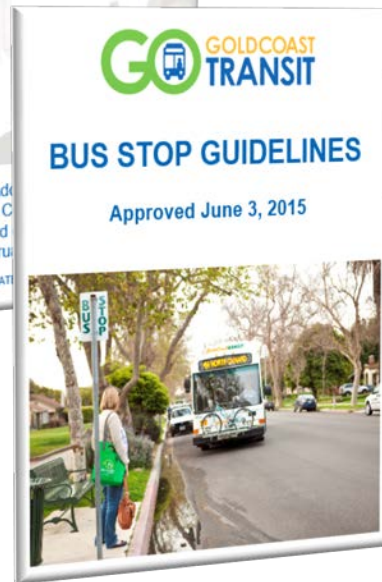
WHY NOW?

2014



DISTRICT
FORMATION

2015



2016



2017



2018



NEW FACILITY
UNDER
CONSTRUCTION

WHATS IN THE SRTP?

Chapter 1 – Purpose, GCTD's History & Organizational Structure

Chapter 2 – Description of Existing Services

Chapter 3 – Service Area Demographics & Trip Generators

Chapter 4 – Financial Data

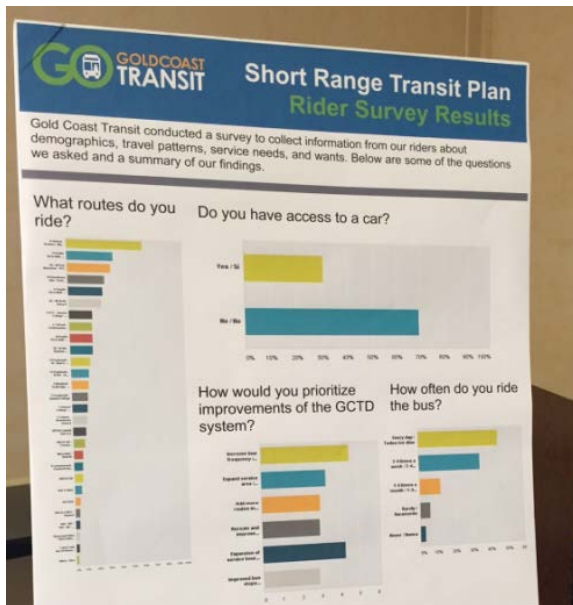
Chapter 5 – Description of Capital Assets

Chapter 6 – Planning Process & Public Input to this Plan

Chapter 7 – 5-Year Service Plan and Financial Forecast

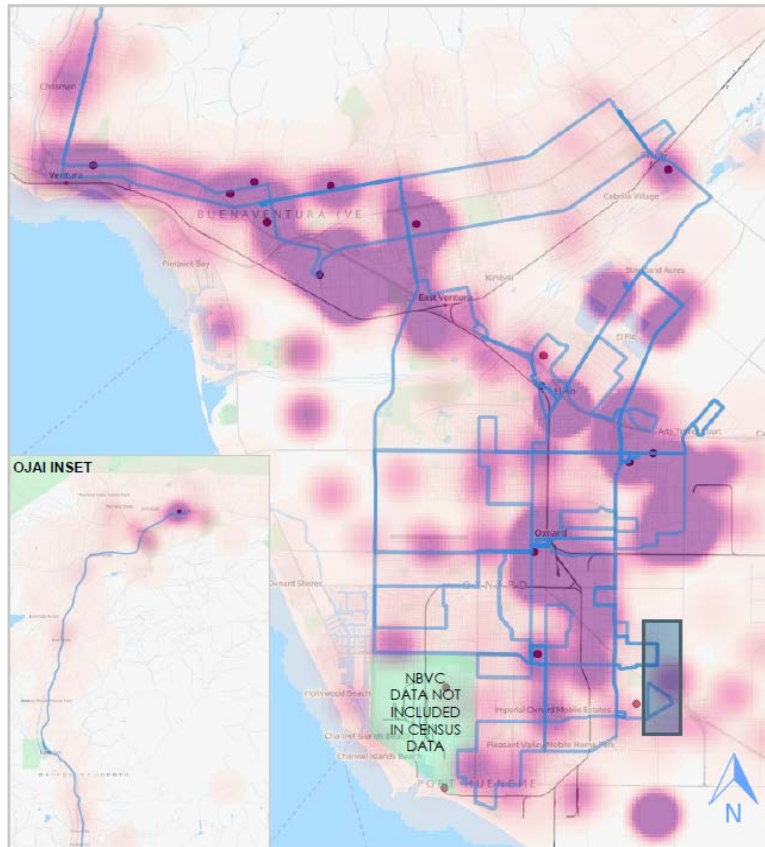
Chapter 8 – Options for Service Expansion

IT ALL STARTS WITH PUBLIC INPUT



Collected input from 1000+ through surveys, meetings with community groups, residents and businesses.

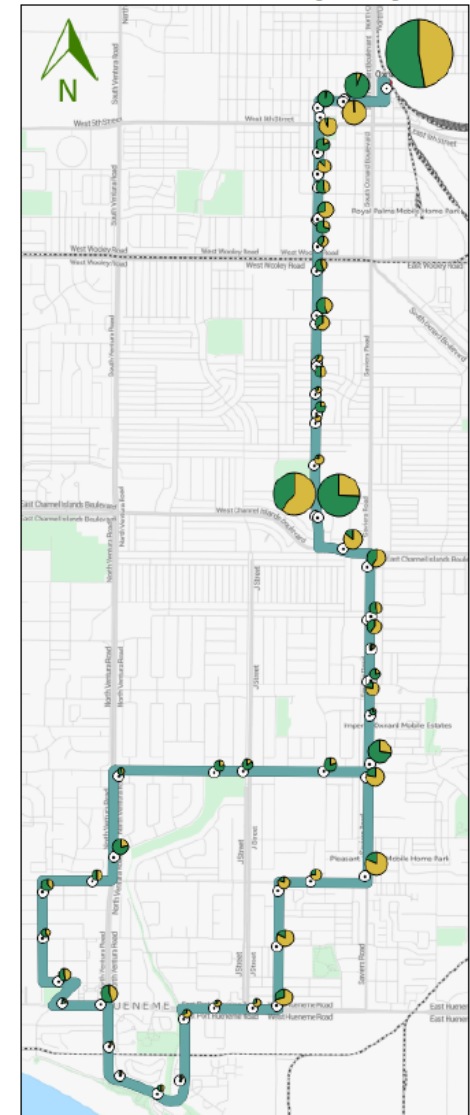
ANALYSIS OF EXISTING SERVICE



Jobs and Major Trip Generators

Route Profiles Prepared for Each Route

Route 1A Ridership Map



ANALYSIS OF

EXISTING SERVICE

System shortcomings identified:

- Slow speeds and overcrowding on Route 6
- Declines in ridership on Routes 5 and 8
- Duplication of service on Routes 7 and 10
- Slower one-way loops on routes 1, 2, 3, 7, and 15

5-YEAR PLAN FORECAST

Baseline service assumptions:

- ✓ Maintain service levels
- ✓ Continue grant funded routes:
 - ❑ Route 20 OTC – 5th St – Gonzales Rd
 - ❑ Route 21 Pacific View Mall – Centerpoint Mall
 - ❑ Route 22 Wells Ctr – St. John's – Nyeland Acres
- ✓ Completion of New Facility
- ✓ Continue schedule adjustments (evaluation policy)

CONSTRAINTS



- Current site at capacity (Building New Facility)
- Grant funding for demonstration routes is ending
- No dedicated local sales tax

But... there ARE opportunities!

FUTURE FUNDING

OPPORTUNITIES

CMAQ Congestion Mitigation & Air Quality (Federal)

Can be used for vehicles, demonstration routes

Cap-and-Trade (State of California)

Operations or Capital Projects

Sustainable Communities Grants (Caltrans)

Planning Studies

Active Transportation Program (ATP)

Bus Stop Accessibility



SERVICE EXPANSION

PRIORITIES (SHOULD FUNDING BECOME AVAILABLE)

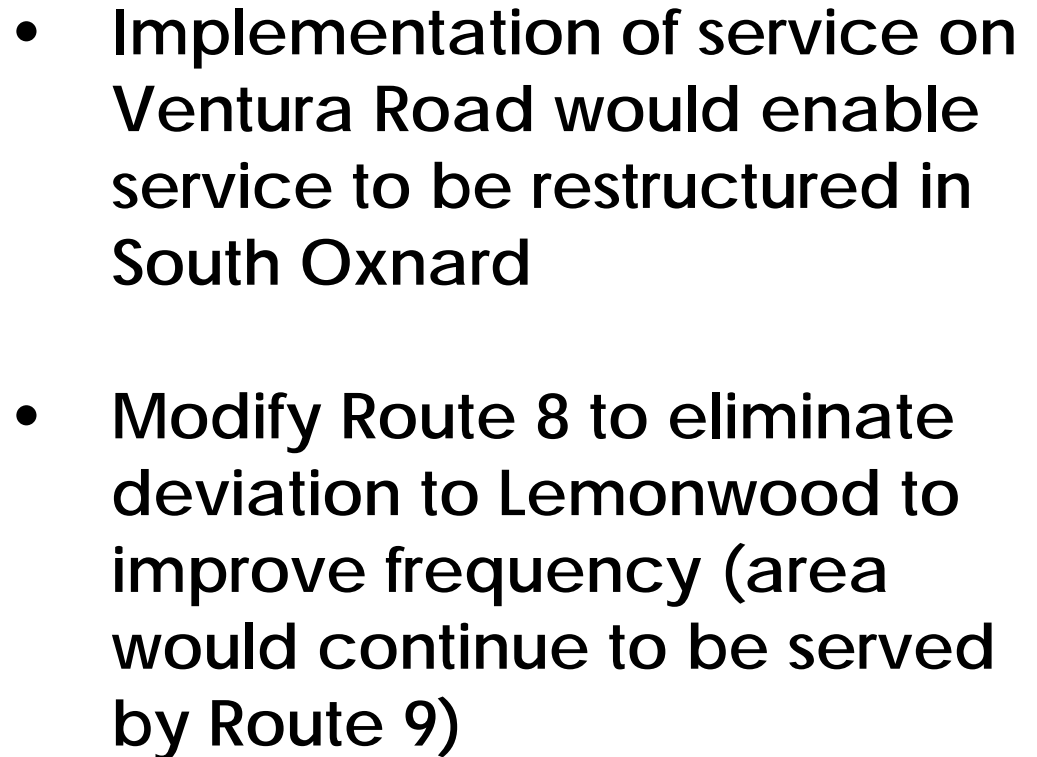
- Ventura Rd route
- Improve service in south Oxnard (modify/add routes)
- Express service from NBVC Port Hueneme to OTC
- Decrease travel time between Oxnard-Ventura (Route 6)
- Ojai Bike Bus - seasonal
- Other program improvements that will help make transit more accessible and attractive!

VENTURA ROAD ROUTE

- Fills gap in service along Ventura Road
- Stops at Oxnard College, Naval Base, The Collection & Esplanade
- Enables better routing in south Oxnard to improve service
- CMAQ funding for additional buses on shelf. Funding for operation of route would be applied for in next CMAQ call for projects



B

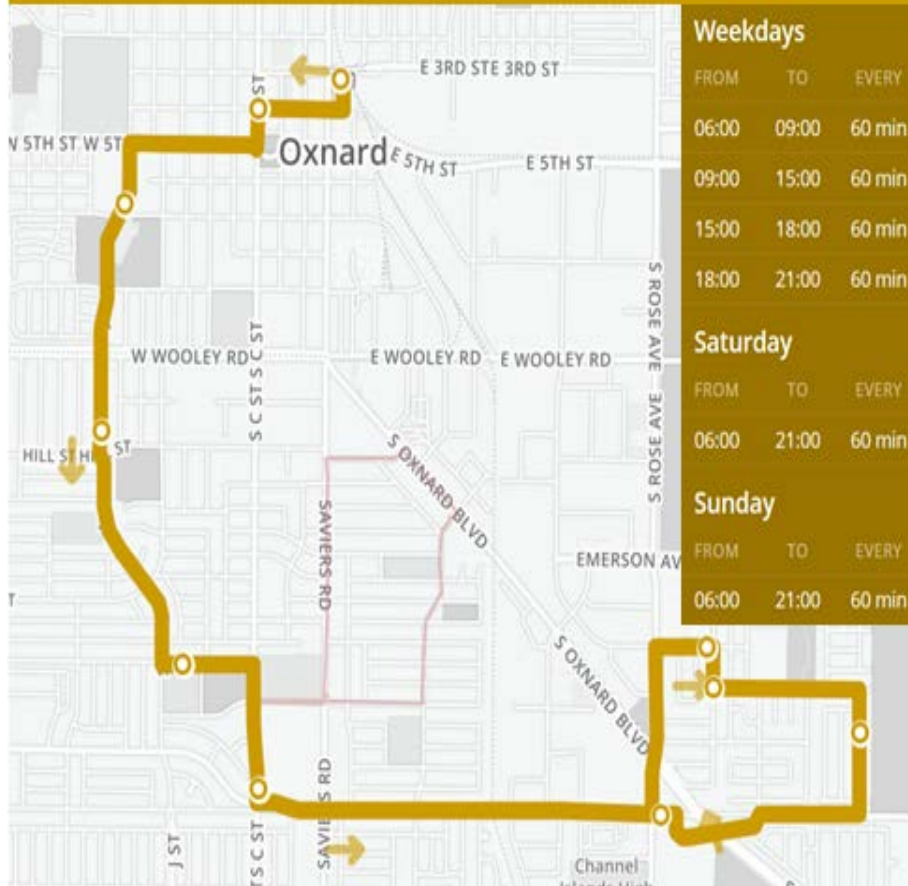


SOUTH OXNARD

RECOMMENDATION

B

Rt 9 Restructure

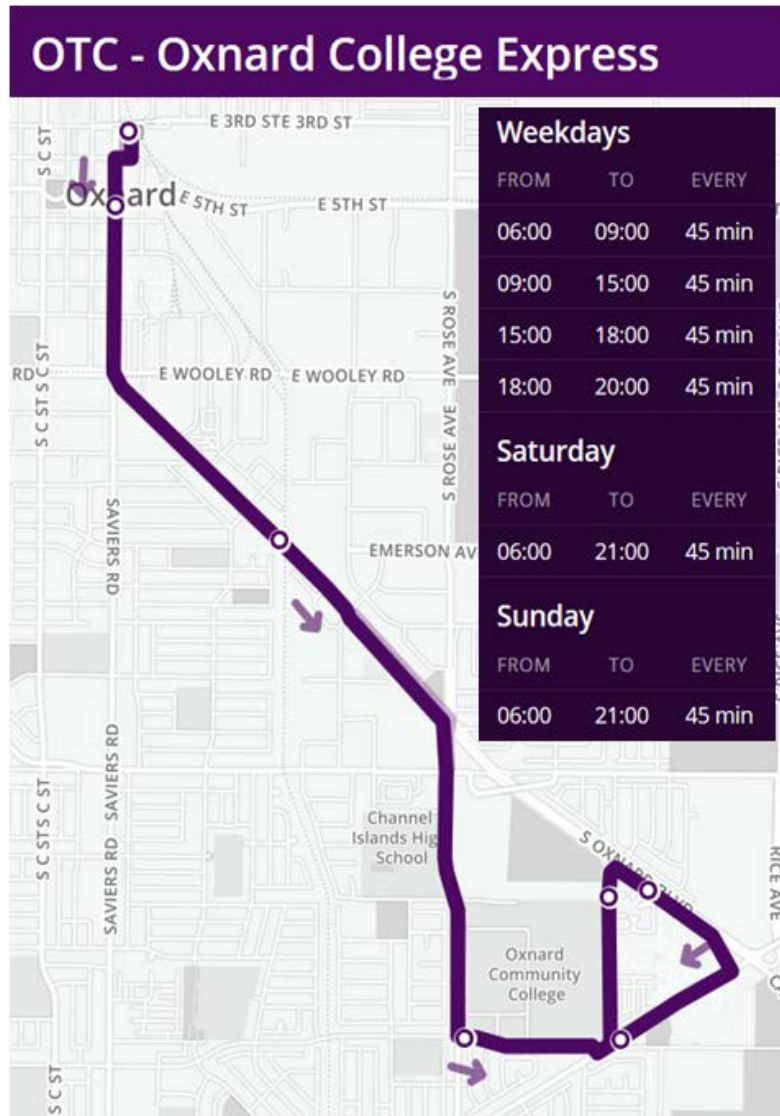


- Continue service to Lemonwood
- Extend Route to serve J Street/Hobson Way – (allows Route 3 to improve service)
- Gisler neighborhood would still be served

SOUTH OXNARD

RECOMMENDATION

B

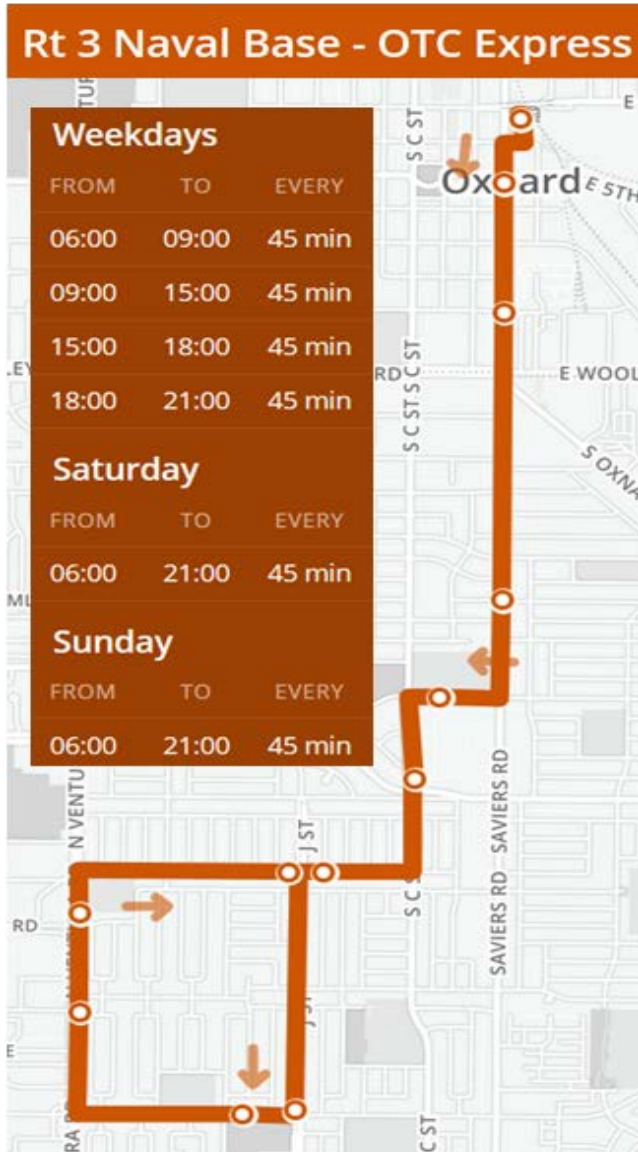


- Provides fast, direct service between OTC and Oxnard College
- Provide service on unserved segment of Oxnard Blvd
- Serves the Gisler neighborhood where most boardings occur (replaces Route 9)

RECOMMENDATION



SERVICE TO NAVAL BASE VENTURA COUNTY

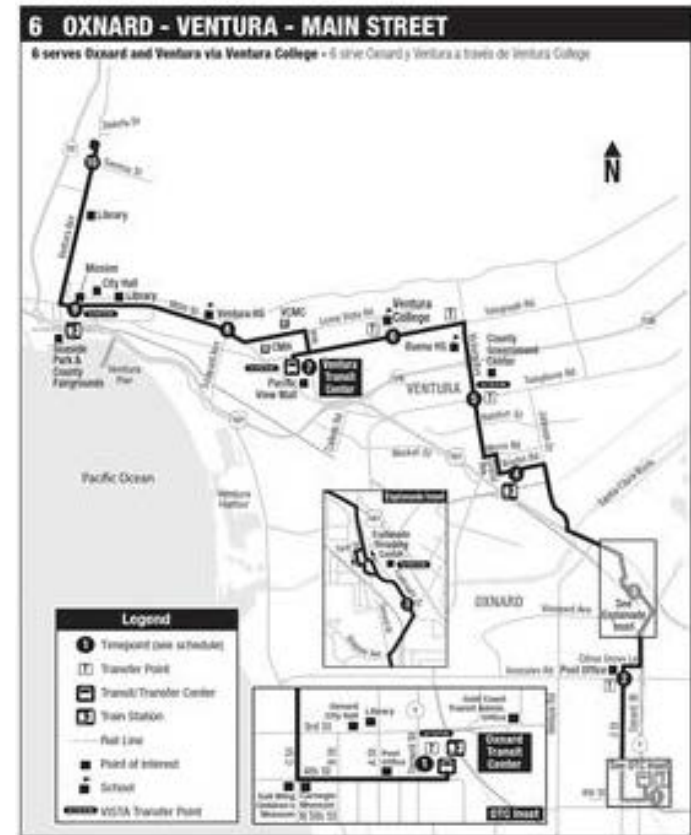


- Provides fast service to/from NBVC – CTC – OTC along Oxnard Blvd
- Connects Naval Base to VISTA, Metrolink and Amtrak
- Also serves the Gisler neighborhood (replaces Route 9)

DECREASE TRAVEL TIME BETWEEN OXNARD & VENTURA

Provide improved midday frequency on Route 6

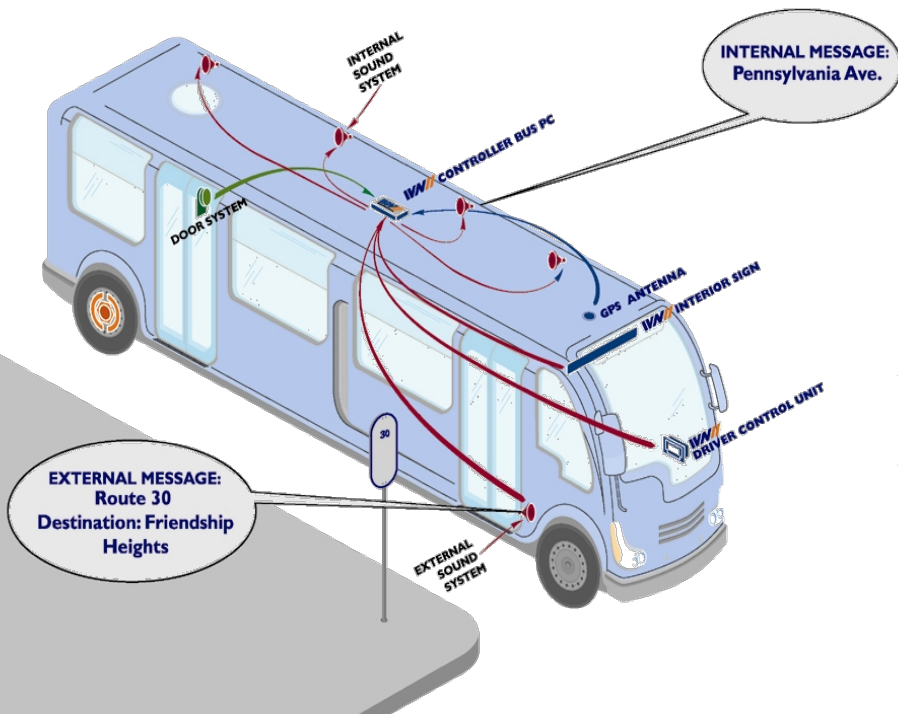
- A bus every 20 min during peak
- Speeds up service from Oxnard-Ventura
- Relieves lateness & overcrowding
- Analyze stop spacing to speed up route



SEASONAL OJAI BIKE BUS



- Promotes active transportation and transit use
- Increases ability to transport bikes to Ojai Trail
- Service could be operated with retired paratransit vehicle



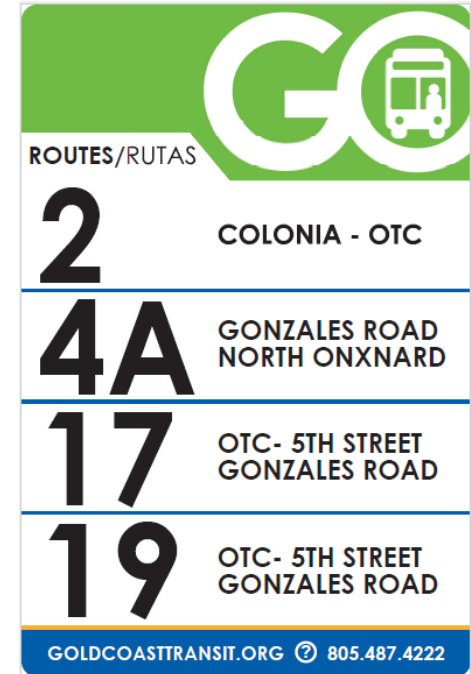
AUTOMATIC VOICE ANNOUNCEMENT SYSTEM

- Fulfills FTA requirement to announce major stops
- Increased accessibility to visually and hearing impaired passengers
- Funding has been identified through Prop 1B



CONTINUE REBRANDING EFFORTS

- Transition of fleet to new paint scheme
- Redesign website for better functionality and visual appeal
- Update Bus Stop Signs with new logo and reflective material, and update passenger information panels.
- Funding has been partially identified



Conceptual
Bus Stop Sign Design

COORDINATE WITH COMMUNITY COLLEGES

- Continue to work with local colleges to encourage ridership and develop student fare program
- Investigate opportunities for pass program funded through student fees or develop special pass options with discounts for students



IMPROVE COORDINATION WITH VCTC Intercity Service

- Upgrade radio communications systems
- Coordinate service change planning
- Improve information distribution
- Continue transfer and pass agreements



MODERNIZE PASS PURCHASING & FARE PAYMENT OPTIONS

Make it easier to pay the fare

- Online ticket sales
- Accept credit/debit cards
- Expand ticket sales to grocery stores
- Consider installing vending machines at transit centers
- Work with VCTC on replacement smartcard system



IMPLEMENT HOLIDAY SERVICE SCHEDULE

GCTD currently does not operate on 6 holidays each year.

- Reduce service on non-major holidays where most schools are closed to a limited “holiday” schedule
- Add “holiday” service to 4 of the major holidays



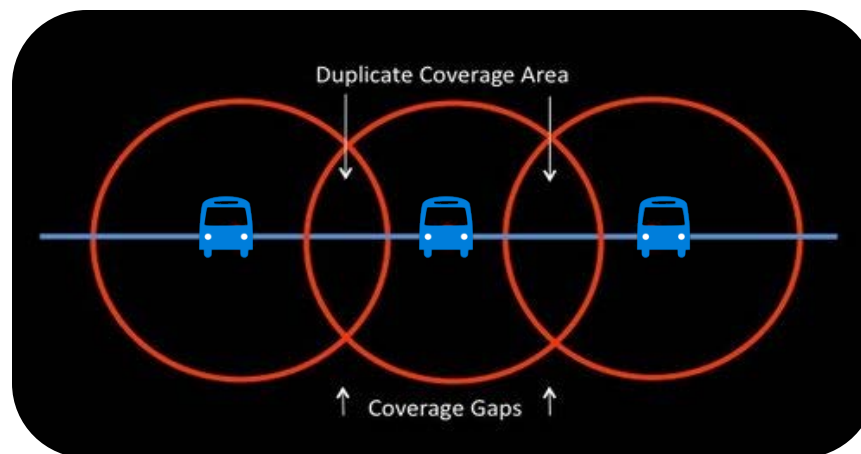
4th of July
Labor Day

New Years
Memorial Day

IMPROVE BUS STOPS AND STOP SPACING

Develop Bus Stop Improvement Plan to prioritize:

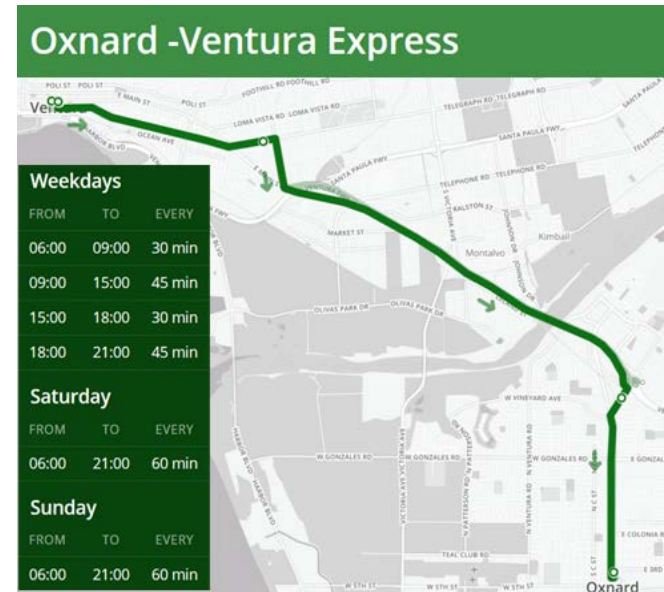
- ADA improvements
- Operational and safety improvements
- Stop spacing and public access improvements



RECOMMENDATION

OTHER RECOMMENDATIONS - LONG RANGE

- Improved frequency to minimum standards
- Incorporate more express services
- Fill in gaps in areas not served
- Implement other special services students



Provide Your Feedback at:

Planning@GoldCoastTransit.org

