



INTRODUCTION

Gold Coast Transit District

Ojai | Oxnard | Ventura | Port Hueneme | County of Ventura

Presentation to Board February 3, 2021

INTRODUCTION

HISTORY & MISSION

OUR ORGANIZATION

LOOKING AHEAD 2021

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OUR HISTORY 48yrs...

1973

Originally “SCAT”, included: Ojai, Oxnard, Port Hueneme, Ventura & Ventura County (Santa Paula until '94)

1995

One of the 1st transit agencies to switch to Compressed Natural Gas (CNG)

1996

Launched SCAT ACCESS
(ADA Curb-to-curb service)

2007

Name Changed to “Gold Coast Transit”

2014

AB 664 –Forming the District
“Transit Agency of the Year” @ CTA Small Operators

2019

Construction of New Facility Complete



DISTRICT FORMATION

In 2009, SB 716, passed which requires that TDA “transit” funds be used for public transit purposes in larger urban counties.

In 2012, VCTC’s Regional Transit Study was completed. One of the proposals from the study was the formation of the Gold Coast Transit District.

In 2013, Gov. Brown signed Assembly Bill AB 664, which formed the Gold Coast Transit District effective July 1, 2014.



DISTRICT FORMATION

As a special purpose transit district, GCTD's focus is on the mission of providing transit services on behalf of member cities.

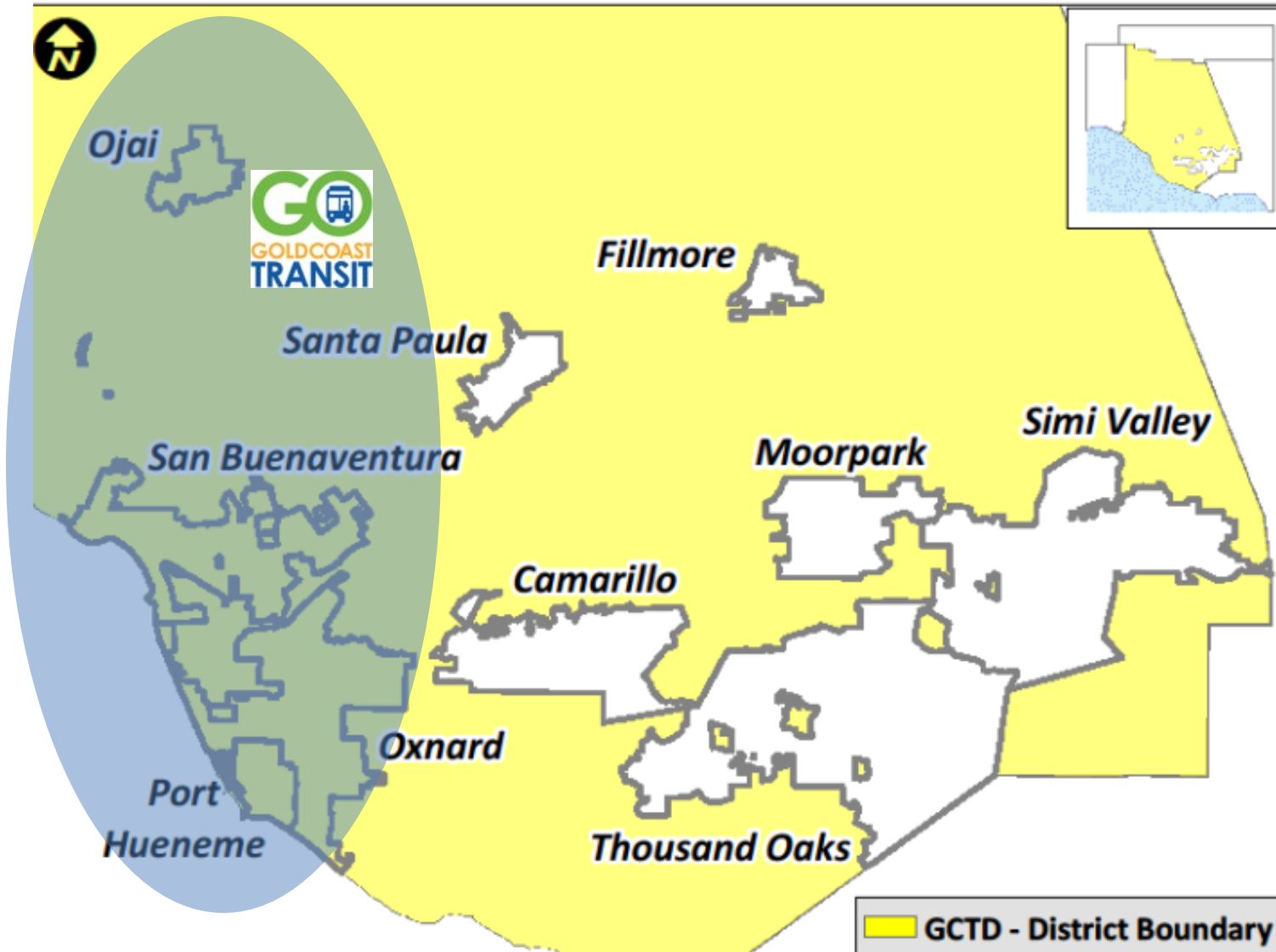
- TDA Article 4 "Transit" funds are allocated to GCTD (through VCTC) based on population.
- Members may claim a portion of the funds annually for transit needs.
- Members have staff assigned to the TAC (Technical Advisory Committee).
- Each member gets 1 vote, except for Budget & Large Capital Purchases.

The District is able to:

- Plan based on transit needs where demand is highest
- Advocate for transit on behalf of the member communities
- Own and manage transit fleet and property
- Apply for grants for projects, or initiate ballot measures
- Allows other cities to join the district in future upon their City Council & GCTD Board approval

GCTD member jurisdictions:

Ojai | Oxnard | Port Hueneme | Ventura | County of Ventura

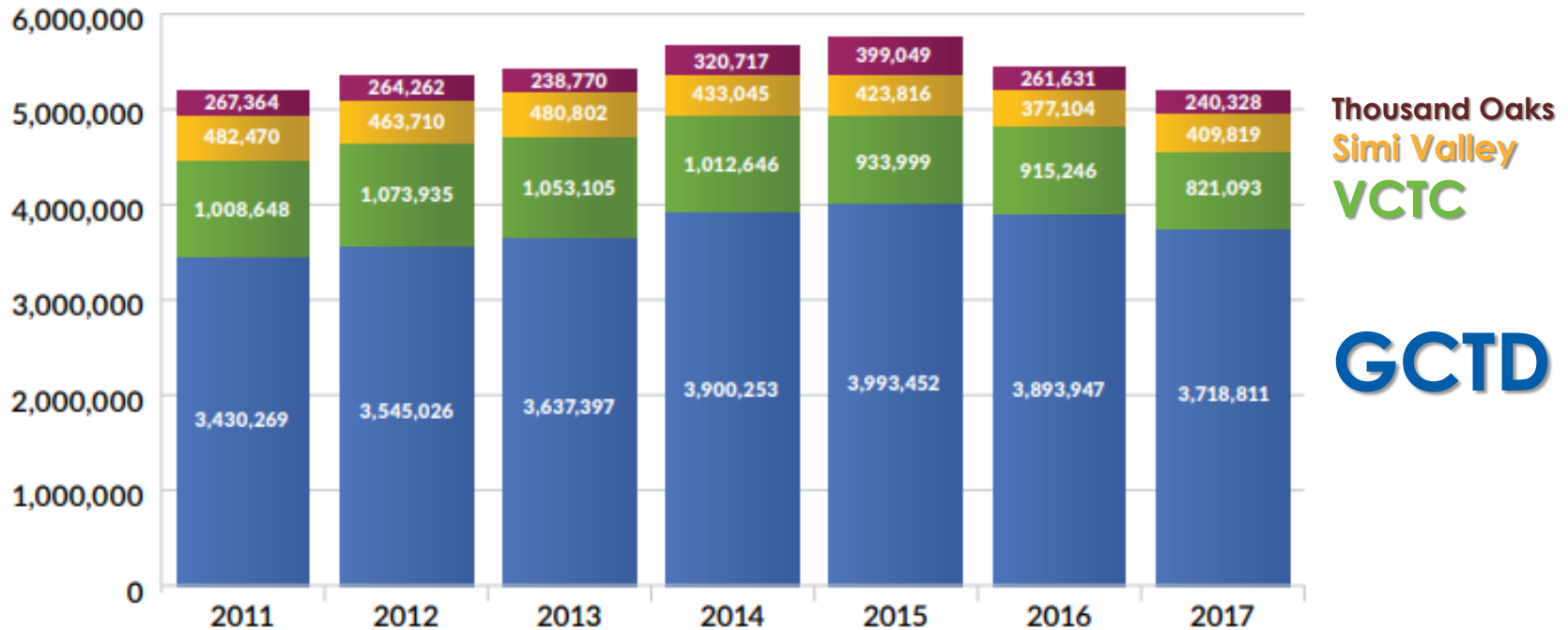


GCTD member cities generate approx. 70% of bus transit ridership in Ventura County.

Number of Annual Ventura County Unlinked Trips (2011 - 2017)

■ Gold Coast Transit ■ VCTC Intercity (formerly VISTA) ■ Simi Valley (SVT) ■ Thousand Oaks (TOT)

Top Four VC Transit Providers Ridership (Source: 2019 State of the Region Report by Ventura County Civic Alliance)



Demographics in Western Ventura County contribute to the high level of ridership.

Our Mission (Adopted 2000)

GCTD's mission is to provide safe, responsive, convenient, efficient, and environmentally responsible public transportation that serves the diverse needs of our community.

Our Goal...Provide Great Public Transit.



CLEAN, GREEN & FREQUENT



FRIENDLY & WELCOMING



ACCESSIBLE & SAFE



Fixed-Route

61 buses

20 Routes

4 am-10 pm (7-Days)

\$1.50 one-ride

3.5+ million annual trips



Demand Response (Dial-A-Ride)

*Passengers must be ADA
Certified OR Seniors 65+*

26 paratransit vans

4 am-10 pm (7-Days)

\$3.00 one ride

100K+ annual trips

OUR ORGANIZATION

- 130** Fixed-Route Bus Operators
- 15** Supervisors
- 29** Mechanics & Service Workers
- 30** Administration
- 42** GO ACCESS (MV Transportation)



SEIU Local 721 represents bus operators, maintenance employees & five admin staff. International Brotherhood of Teamsters Local 186 represents Supervisors.

General Manager, *Steve Brown*

Office Coordinator/ Executive Assistant (Clerk of the Board)
Assistant General Manager (vacant)

DEPARTMENTS

- **FINANCE**
- **HUMAN RESOURCES**
- **PLANNING & MARKETING**
- **OPERATIONS & MAINTENANCE**



FINANCE

- **Payroll – 2**

- Payroll for 205 employees
- Ensures compliance on payroll law and audits

- **Accounting – 3**

- Financial reporting and audits – Federal, State, Local and CAFR
- Budget Preparation and Oversight
- Accounts Payable
- Cash Management

- **Procurement – 2**

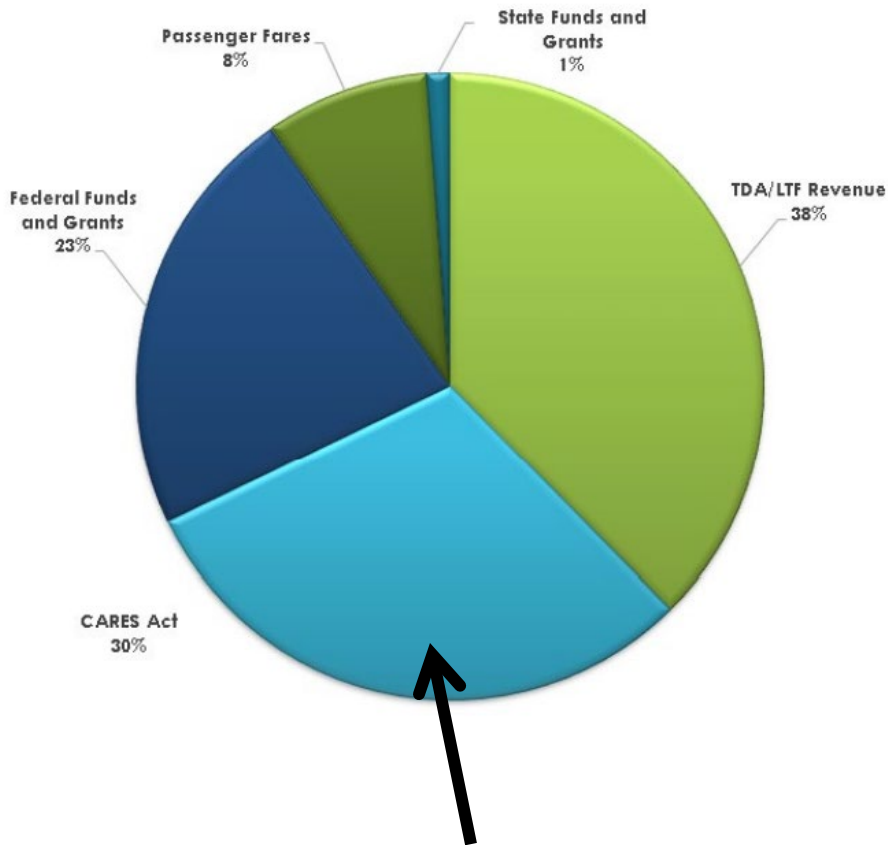
- Contract management
- Purchasing
- Surplus disposal

- **Information Technology – 2**

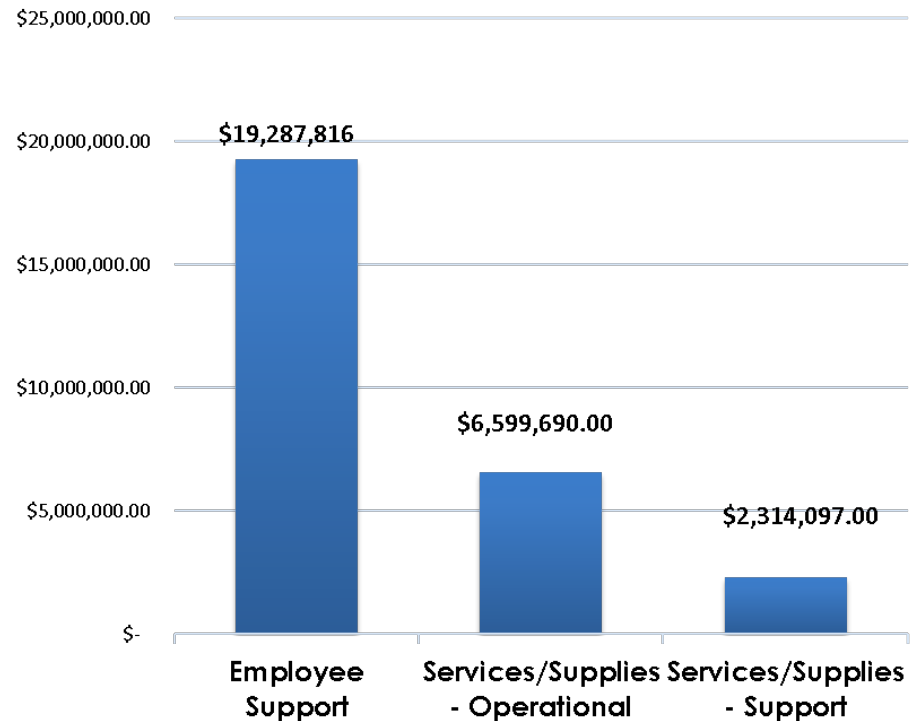
- Maintenance of network, databases, computers, and software
- Training of users on hardware and software

FY 20-21 Operating Budget

Revenues and Expenditures by Function



CARES ACT funding currently being used to offset less TDA and Passengers Fares.



HUMAN RESOURCES

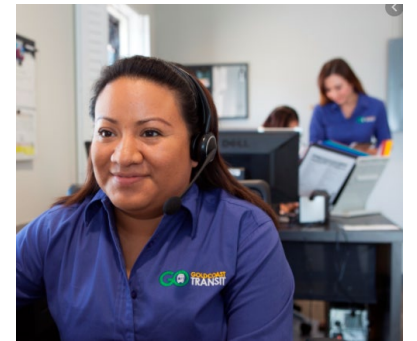
HUMAN RESOURCES - 4

- Employee Focused
- Put High Value on Empowerment
- Teach leaders to invest in their team & watch issues melt away
- Listen, Listen, Listen
- Guide Agency in people principles



PLANNING & MARKETING

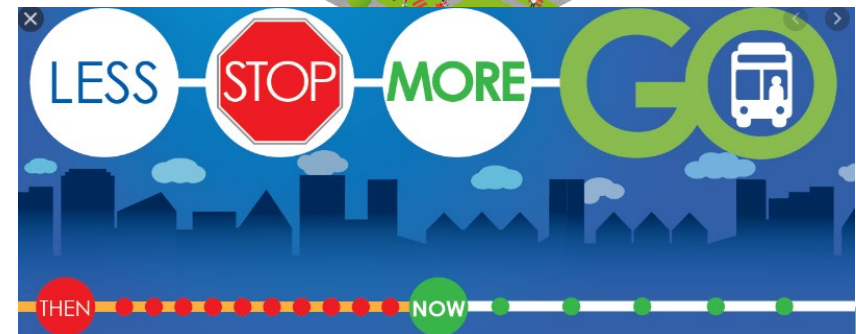
- **Communications & Marketing– 1**
 - Public Information (Print / Website / Social Media / Graphics)
 - Oversight of Customer Service
 - On-Vehicle Advertising Space Sales Program
- **Customer Service – 4** (Customer Service Assistant - 3, Supervisor - 1)
 - Customer Calls and Trip Planning
 - Lost and Found
 - Fare Media Sales & Special IDs (75+ free, Mobility Trainer etc)
- **Paratransit & Special Projects – 1**
 - Contract Oversight of MV Transportation (GO ACCESS)
 - Agencywide expert on ADA related Issues
 - Special Projects: Microtransit, Mobility Education etc.
- **Planning – 3**
 - State & Federal Grant Applications, Grant Management
 - Route Planning, Scheduling & Bus Operators Work Runs
 - Title VI – Civil Rights Program
 - Bus Stops Improvement
 - Maintain GTFS, Public Data Feeds for Trip Planning Apps



GCTD Supports Smart Growth...Not Traffic...

“Building Transit Supportive Communities”

- Provide technical input to City Planning Depts
- Bus Stops – Work with Cities to improve spacing and attractiveness
- Apply for Grants to improve transit
- Coordinate & Support Regional Transit Operators (VCTC, SBMTD, TOT, SIMI)
- Helping Restore Communities as we Recover from COVID-19



OPERATIONS & MAINTENANCE

Operations

- (130)** Bus Operators
- (9)** Operations Supervisors
- (2)** Safety & Training Supervisors
- (1)** Operations Manager

Maintenance

- (5)** Vehicle Cleaner Sanitizers
- (8)** Service Worker (I,II)
- (2)** Building Maintenance Workers
- (2)** Facility Mechanics (I,II)
- (2)** Maintenance Material Specialist
- (4)** Mechanic I
- (5)** Mechanic II
- (1)** Mechanic III
- (3)** Maintenance Supervisors
- (1)** Fleet Manager



OPERATIONS

- **Key Performance Indicators (K.P.I.)**
 - On Time Performance
 - Missed Service
 - Preventable Accidents
 - Customer Contacts
- **Employee Achievements**
- **Route & Scheduling Updates**
- **Inner Workings of GCTD Operations Department**

MAINTENANCE

- **Key Performance Indicators (K.P.I.)**
 - Miles Between Road-calls
 - Miles Between Customer Service Interruptions
- **Employee Achievements**
- **Z.E.B. Zero Emission Bus Planning**
- **Inner Workings of GCTD Maintenance & Facility Department**

Z.E.B. TRANSITION PLANNING

Electric vs. Hydrogen



**In 2018, California Air Resources Board (CARB)
“Innovative Clean Transit” Rule**

GOAL: Transition to Zero Emissions by 2040

TRANSITION PLAN DUE BY 2023

LOOKING AHEAD TO 2021

COVID-19 RECOVERY PLAN FROM RESPONSE ... TO RECOVERY

- Getting Input From Employees
- Supporting Community Recovery
- Financial & Ridership Recovery
- Growing Trust In Public Transit



WELCOME.

