



*On-Demand Transit  
Comes to Oxnard*  
**MICRO-TRANSIT**

October 2021



# What is Micro-Transit?



## Microtransit Vehicle Examples

The type of vehicle varies based on the demand of the service area.



SmaRT Ride | Sacramento, CA

Cutaway Van



Ford GoRide | Detroit, MI

Passenger Van



Van

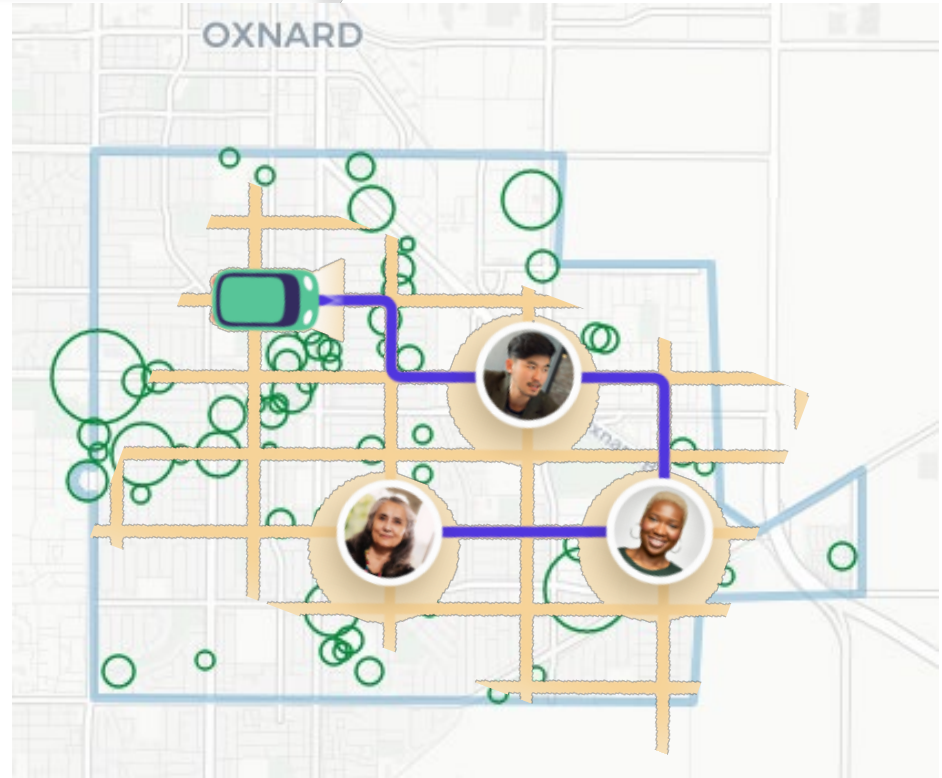
Van

On-demand shared ride services that are within a geo-fenced area using a smaller vehicle.

Uses real-time technology to exchange booking information to optimize resources.



# Why Micro-Transit?



Flexibility and technology may lead to a more effective use of resources in an area where demand for service may be geographically spread and/unpredictable.

# CA Clean Energy Grant



**Proposed Project:**

**Electric Micro-Transit Service**

**Improve Access to Public Transportation by:**



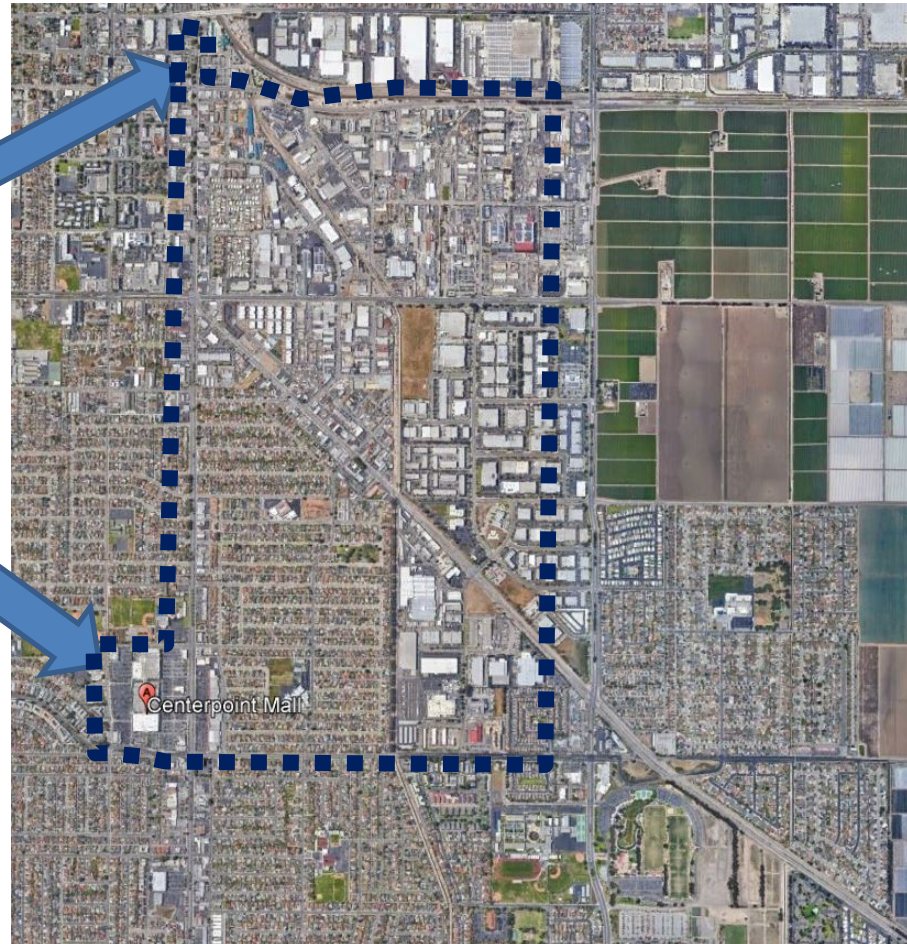
- **Include Both Transit Centers - OTC / CTC.**
- **Use smaller vehicle(s).**  
**Area streets challenging for Fixed Route buses (35'/40').**
- **Connecting destinations within the Cal/Gisler, 5 Points, Centerpoint Mall, Industrial Area, Diamond Bar neighborhoods.**



# CA Clean Energy Grant



Proposed Project:  
Electric  
Micro-Transit  
Service



# Community Input



## Micro-Transit Survey Hundreds Distributed

## Outreach Efforts INCO Meetings Oxnard Transportation Committee

Deadline for Input:  
October 31<sup>st</sup>

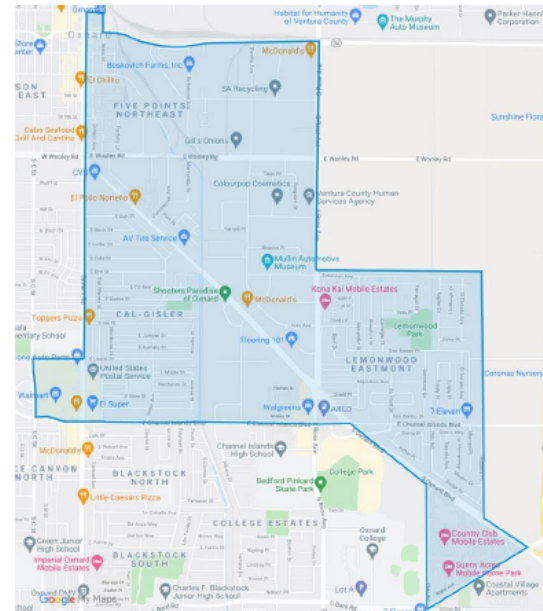


## MICROTRANSIT SURVEY

Gold Coast Transit District is planning a new type of service that will allow passengers to make trips within the area of the City of Oxnard marked on the map. (Conceptual map)

Passengers would be able to schedule or request on-demand curb-to-curb rides by phone or using an app.

Your responses to this survey will help us plan this service so that it meets your needs and the needs of your community.



Complete the survey by using the QR code or by using the link below.

<https://www.surveymonkey.com/r/GCTDMICRO>

Email Us Your Feedback at: [planning@gctd.org](mailto:planning@gctd.org)

# How Should Service Work?

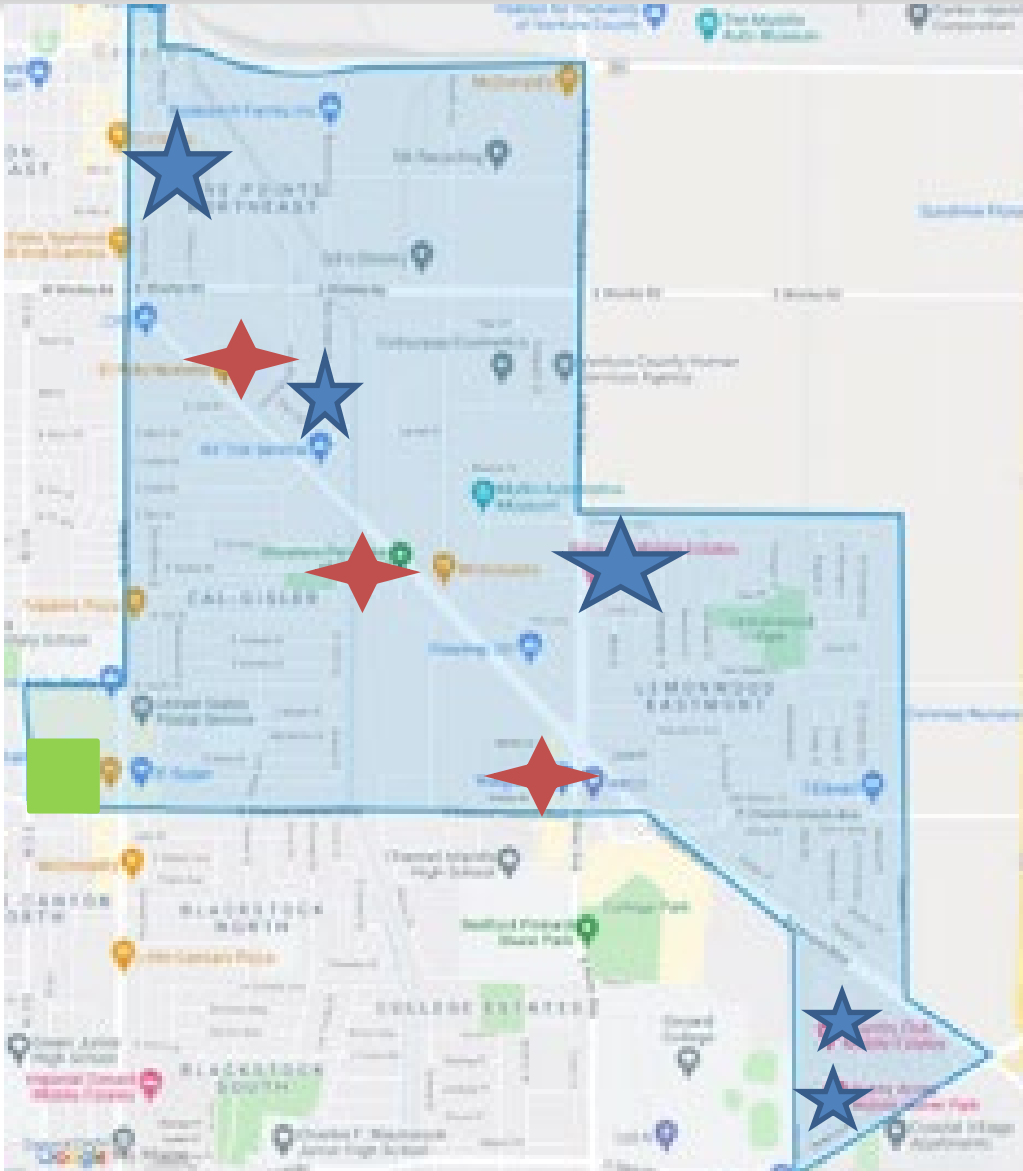


**Policies Still In Development (Seeking Stakeholder Input)**

## **SEEKING INPUT FROM RESIDENTS/NEIGHBORS**

- ✓ **Hours/Days of Service**
- ✓ **Fares \$ (Payment Methods)**
- ✓ **On-Demand Response Time (15, 20, 30 minutes)**
- ✓ **Identify potential street/pick-up location issues:**
  - ✓ **Virtual Stops – All or Some?**
  - ✓ **Curb-to-Curb Service – Where?**
- ✓ **Interest from Lemonwood/Diamond Bar residents?**
- ✓ **Other potential concerns residents may have**

# Where Have We Asked?



- ★ Mobile Home Parks
- ★ Apartments
- CenterPoint Mall

**Also:**

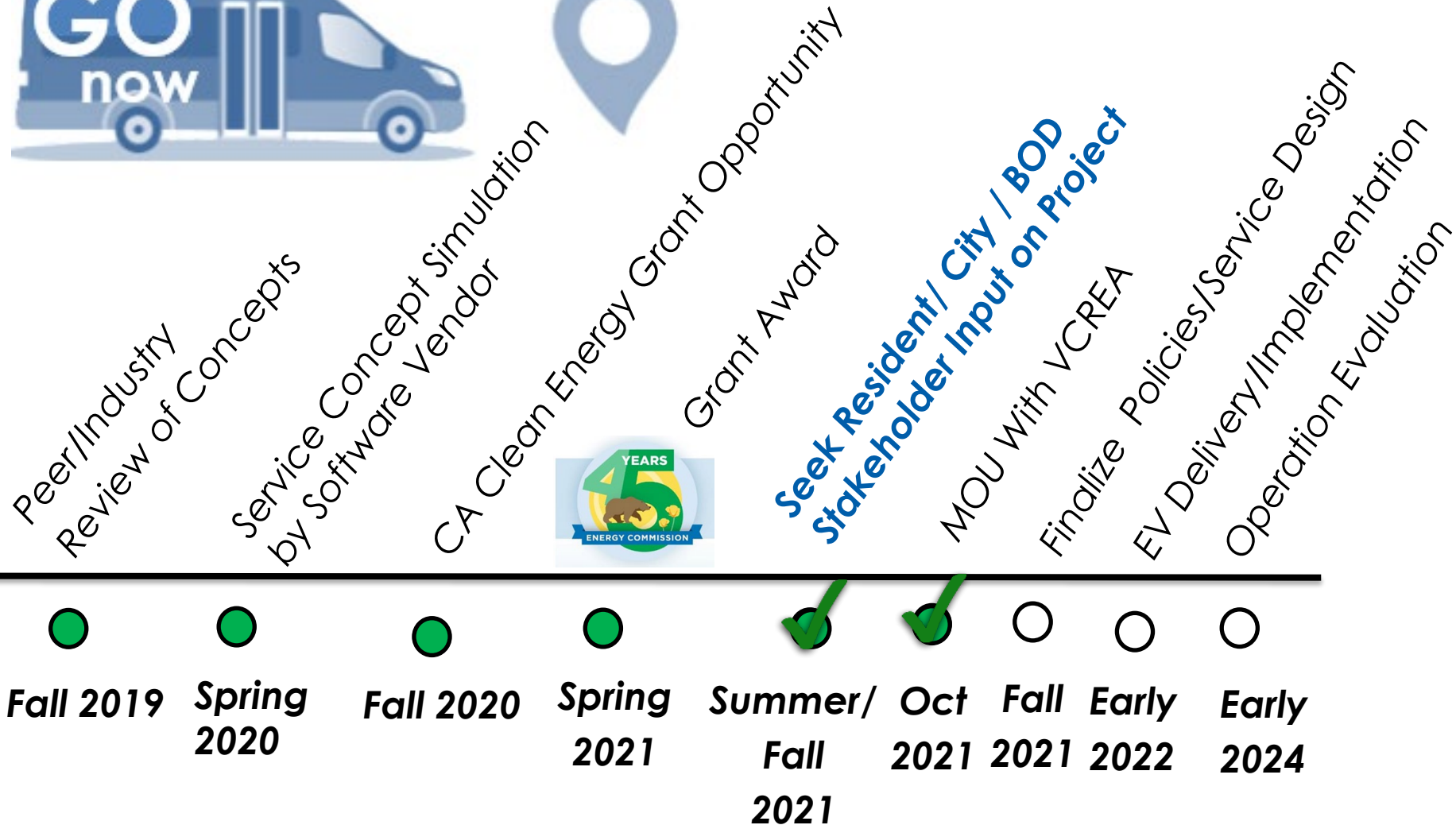
- ✓ 70+ businesses in:
  - ✓ 5-Points Neighborhood
  - ✓ Cal-Gisler
  - ✓ Diamond Bar

**Coming Soon:**

nextdoor



# Micro-Transit at GCTD





# Questions/Comments