2021 PASSENGER SURVEY

ANALYSIS AND REPORT OF RESPONSES

Presentation to GCTD
Board of Directors

March 2, 2022

OUTLINE

1. Goal
2. Methodology
3. Findings
4. Conclusion

GOAL

Receive passenger feedback on major service changes and safety measures during COVID-19 pandemic

METHODOLOGY

Online & printed surveys

Questions on travel behavior, service improvements, safety

FINDINGS

1. **Frequent riders are transit dependent;**

2. Riders are satisfied with COVID-19 related safety measures;

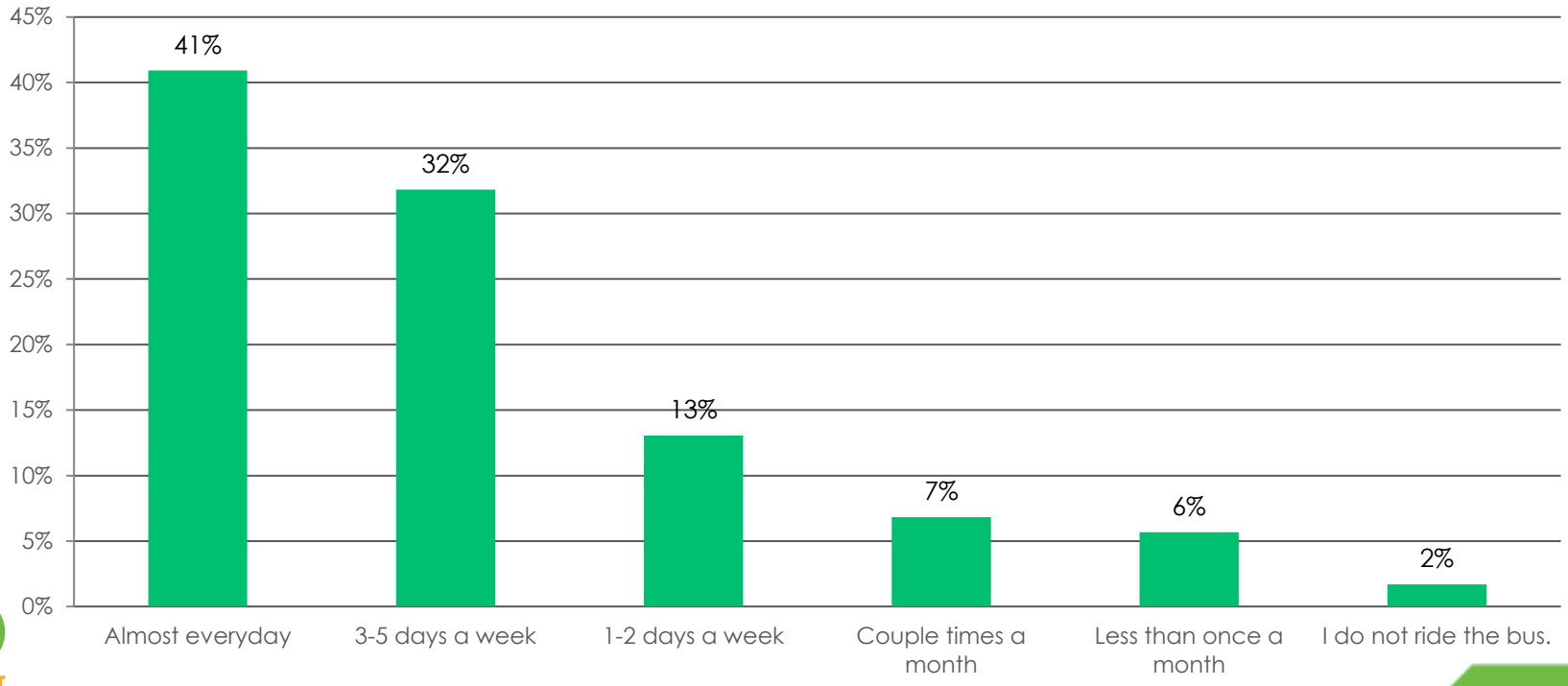
3. **Majority of riders are experiencing faster trips from recent route and service changes;**

4. More frequent service, longer span of service and express services would create more ridership.

FINDINGS

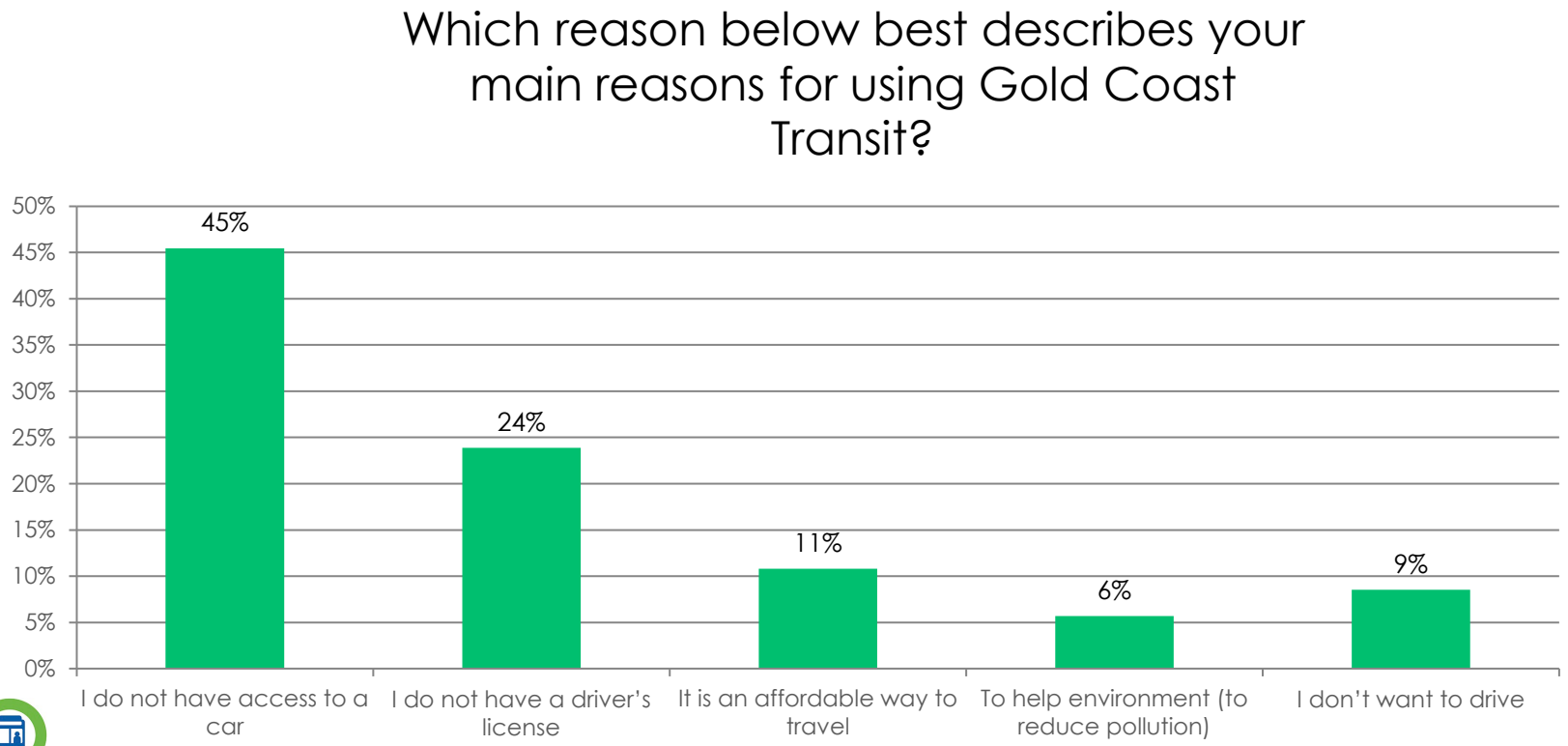
Frequent riders are transit dependent

How often do you currently ride the bus?



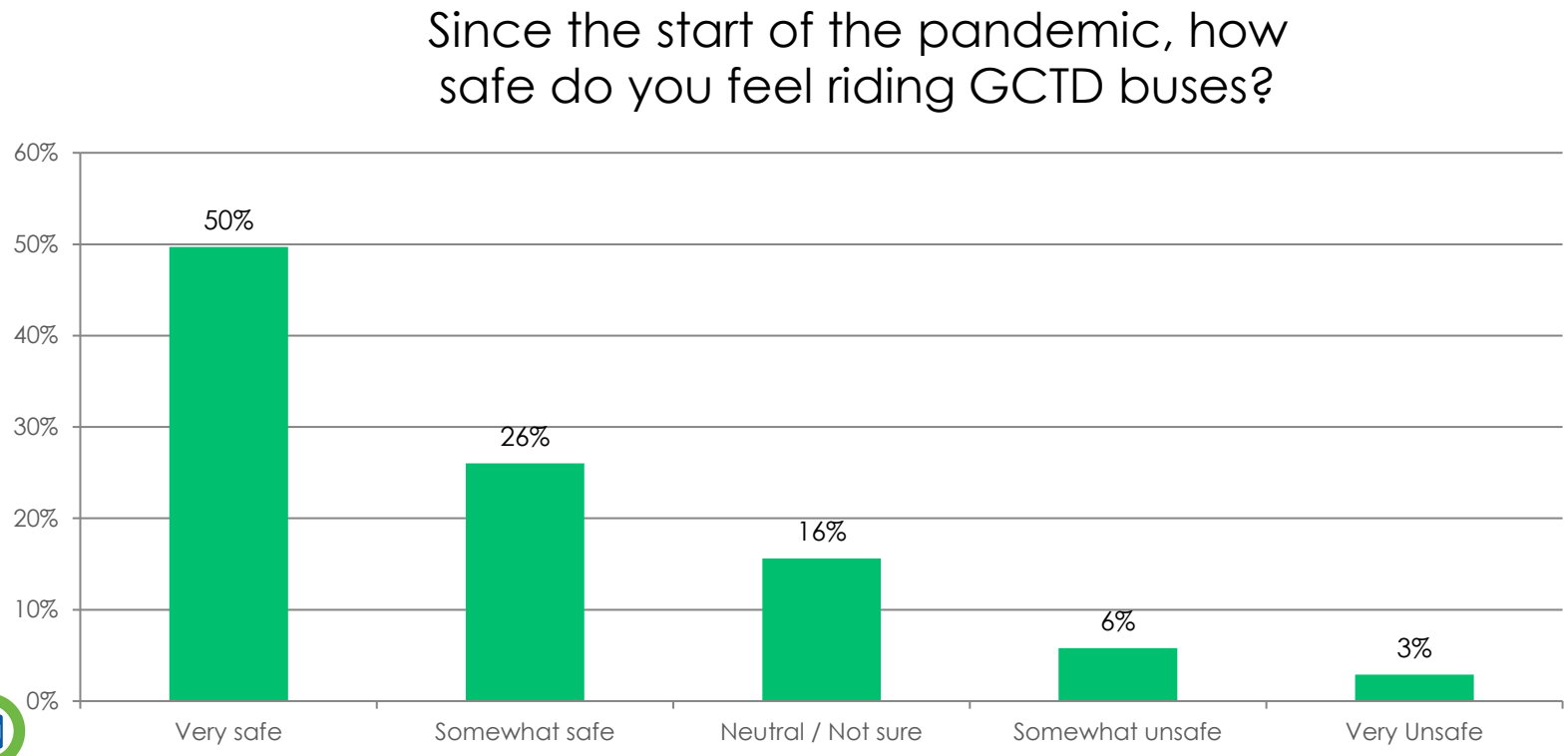
FINDINGS

Frequent riders are transit dependent



FINDINGS

Riders are satisfied with COVID-19 related safety measures



FINDINGS

Majority of riders are experiencing faster trips from recent route and service changes

Bus stop consolidation to reduce travel times

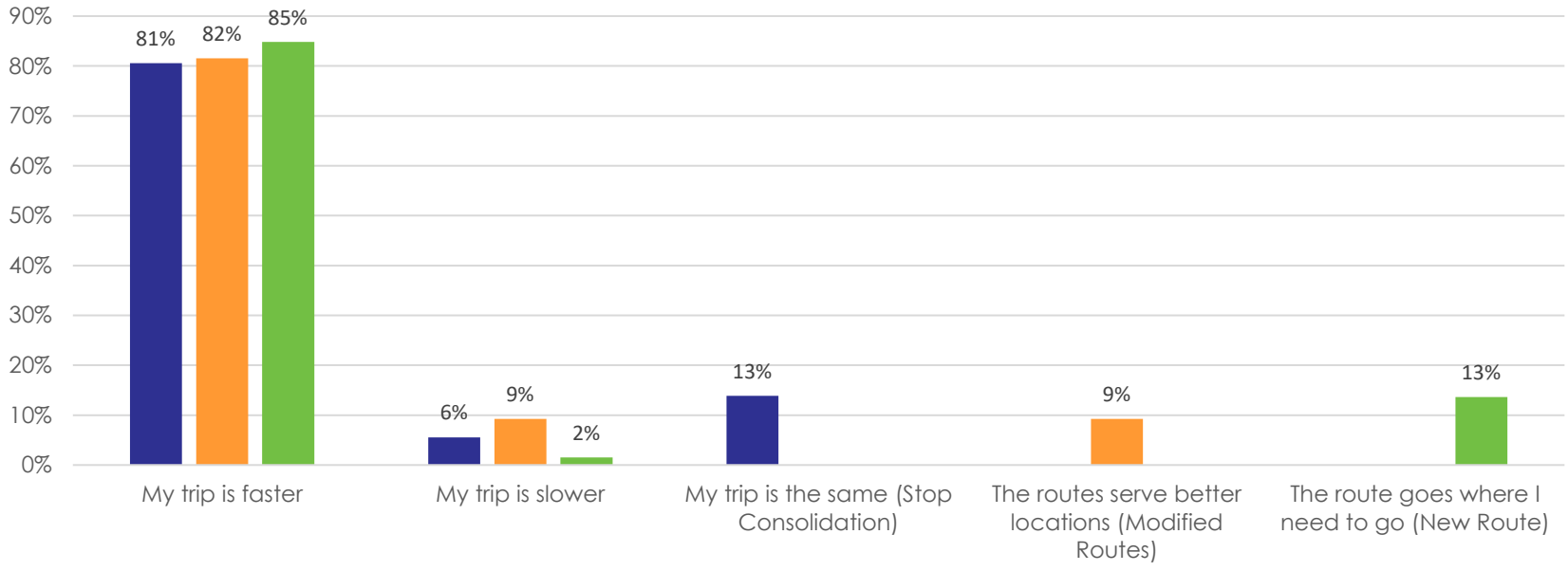
Modified routes to reduce travel times

NEW route connecting South Oxnard, Port Hueneme and North Oxnard

GOLDCOAST TRANSIT

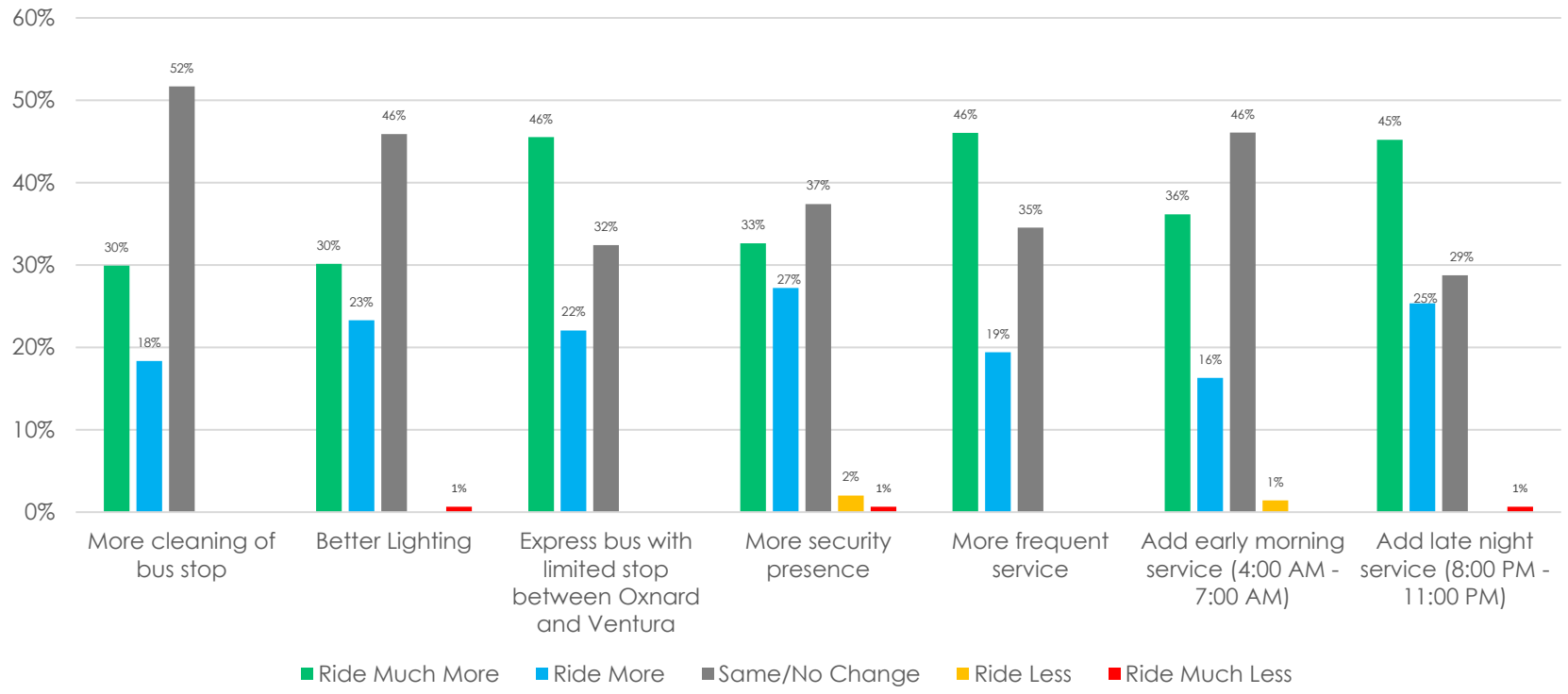
FINDINGS

Majority of riders are experiencing faster trips from recent route and service changes



FINDINGS

Considerations for future planning efforts:



CONCLUSION

1. Passenger satisfaction with route improvements/restructuring
2. Positive response to GCTD safety measures during pandemic
3. Reaffirm passenger's desire for reduced travel times

QUESTIONS?

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