# GOLD COAST TRANSIT DISTRICT
# COMMUNITY REPORT

## YEAR IN REVIEW: 2021

OJAI | OXNARD | PORT HUENEME | VENTURA | COUNTY OF VENTURA

GO GOLDCOAST TRANSIT

# MESSAGE
## FROM THE GENERAL
# MANAGER



Gold Coast Transit District, like so many of you, has spent the last year navigating through the unprecedented challenges brought on by COVID-19. I am incredibly proud of the work our team has done to keep all our passengers and employees safe, moving forward and facing each challenge with tremendous resilience.

GCTD had to make some tough decisions these last two years; some of which I have never had to make in my 43-year career in transit. Those include discouraging folks from riding except for essential trips, suspending fares, implementing passenger capacity limits, and cutting service. However, our team displayed incredible creativity, got to work, and secured funding for new and innovative ways to better serve our passengers during a critical time. We launched Late Night Safe Rides in 2021, a shared ride, demand response service available to anyone over the age of 16 who requires transportation within the GCTD service area from the hours of 7PM to 12AM. The new service is intended to provide passengers an affordable and safe option during late night hours, in particular, essential workers in fields such as hospitality and health care, who may get off from work late at night. We also launched Free Rides to Vaccinations, offering free transportation to and from a vaccination site on its GO ACCESS vehicles for anyone with an appointment over the age of 16. The last part of 2021 also experienced an increase in ridership, a positive sign that our community is steadily recovering and adjusting to a new normal.

Now, moving into year two of this global pandemic, our work continues. We continue to restore service where it is needed most, survey passengers on best safety practices, plan for innovative services such as Microtransit, promote the use of contactless payment, and make transit more convenient and efficient. Looking ahead, wherever you're heading, we hope GCTD can take you there. Together, on the Go.

Finally, as my tenure here at Gold Coast Transit District comes to an end, I can say with all confidence that I am leaving an organization that is better and stronger than before. I look back at all the historical accomplishments we achieved together these past 15 years, most notably becoming a special district in 2014 and building a new Operations and Maintenance facility in 2019, and I am filled with tremendous pride as I pass the torch. Together - employees, passengers, Board of Directors, stakeholders, and more - have built a solid foundation to carry Gold Coast Transit District forward into the future and continue to serve this wonderful community.

*Steven P. Brown*

GCTD GENERAL MANAGER

## JULY 2021 NEW WEBSITE

**GCTD wanted to bring our website up to the standards of our mission statement, and be a reflection of service - clean, efficient, and user friendly.**

GCTD launched a new website with a renewed focus on riders, potential new riders, and the rider experience. Analytics from the former site indicated that over 75% of visitors accessed the website on a mobile device. Therefore, the new website was designed to be mobile-first, enhancing the browsing experience on mobile or tablet devices. The new site offers clear, concise and practical information for trip planning, schedules, fares, route alerts, and real time bus information featuring live bus tracking. The result is a visually appealing, user friendly, and ADA compliant website.
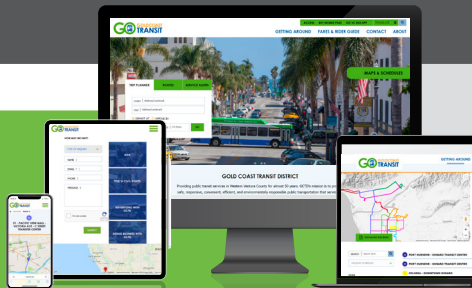
## LAUNCH OF ROUTE 23

**In July of 2020, soon after the pandemic began, GCTD moved forward with the launch of the Route 23 along Ventura Road.**

This route was the result of years of planning and construction of 27 bus stops across two cities. The route operates every 30-35 minutes connecting Oxnard College, the Naval Base and Esplanade. The new route is funded by a combination of Congestion Mitigation and Air Quality (CMAQ) and Low Carbon Transit Operations Planning (LCTOP) grant funding. Passenger feedback has been very positive, with ridership in the first year of operation reaching 48,913 passengers. The new route allowed us to restructure services and speed up travel time significantly between north and south Oxnard.

*"I LOVE this route, thank you so much for this. I used to have to leave my house 2hrs earlier before my shift at work to take 2 buses and 2 buses back. Now, it's a 10 minute ride there and back. Thank you for making this available."* **Yolanda B. – Passenger**

### COVID-19 Recovery Plan

This past July, the Board approved GCTD's COVID-19 Recovery Plan. The purpose of this plan is to detail Gold Coast Transit District's efforts to assist in the revitalization of the health, social and economic fabric of our community and to have GCTD emerge as a more resilient organization following the COVID-19 pandemic. The plan was developed with input from the public, employees and includes recommended actions aligned with the California Transportation Association (CTA) Future of Transit task force report.

## MAY 2021 FLEXIBLE SERVICES

**Flexible Services Expanded to Include Late Night Safe Rides & Free Rides to Vaccinations in May 2021.**

# PLANNING
### FOR THE **FUTURE**

# MICRO-
# TRANSIT

## Former Operations and Maintenance Facility Undergoing Redevelopment Plan

Staff continues to make progress on the redevelopment of its former property located at 301 East 3rd Street in Oxnard as a Transit Oriented Development (TOD). Building near major transit stations, such as the Oxnard Transit Center in this case, is a way to create a sustainable, vibrant, pedestrian-friendly and mixed-use community with access to high-quality transit, reducing its vehicle dependency, minimizing traffic congestion and improving access to critical services. In 2021, staff initiated a combined RFQ/RFP process to identify a development partner to enter into a long term ground lease for the site. That RFP process will continue into 2022, along with ongoing work to demolish old structures in order to prepare the site for its new use.

## New On Demand Service

Further diversification of flexible service is planned in 2022. GCTD plans to introduce a new neighborhood-focused service in the South Oxnard community later this year. The proposed on demand service would transport passengers to locations within the zone and to the transit hubs located at the Centerpoint Mall and the Oxnard Transit Center. The on demand service will help residents reduce transportation costs by providing easy access to public transit hubs that can connect them to the larger transit network, as well as the ability to move around the local neighborhood with ease. The project will include the use of an electric vehicle for the first time in Ventura County public transit, providing clean energy transportation in an area impacted by pollution. The purchase of the vehicle is funded by CA Clean Energy funds in partnership with the Ventura County Regional Energy Alliance.

## To address the needs for additional transportation options during the pandemic, GCTD secured funding to launch two temporary services.

First, Late Night Safe Rides was launched to provide passengers with an affordable and safe transportation option during late night hours, in particular those employed in hospitality and health care, who may get off later at night when fixed route bus service is at best, limited. This shared-ride, demand-response service is available to anyone who requires a ride within GCTD's service area between the hours 7PM-12AM. This demonstration project is funded for one year by Federal CARES funding targeted towards improving access to jobs with a specific emphasis on assisting essential workers in their reverse commutes.

Second, vaccination transportation is provided at no charge to our customers to encourage members of the public to follow local public health guidance regarding vaccination and testing. CARES funding will be used to support these efforts as long as it is needed.



LATE **NIGHT**
**SAFE RIDES**

GO ACCESS

powered by clean natural gas

# 2020-21 FINANCIAL SNAPSHOT

## REVENUE SOURCES

**$31.043 MILLION**

- $11,407,393 | TDA/LTF Revenue
- $9,168,667 | CARES Act
- $6,830,831 | Federal Grants
- $2,568,100 | Passenger Fares
- $710,100 | Local Revenue
- $358,800 | State Grants

GCTD produces a number of financial reports available to the public, including the Comprehensive Annual Financial Report, the Annual Budget Report, among others.

The information presented provides a general understanding of revenues and expenditures for the fiscal year which runs from July 1, 2020 through June 30, 2021.
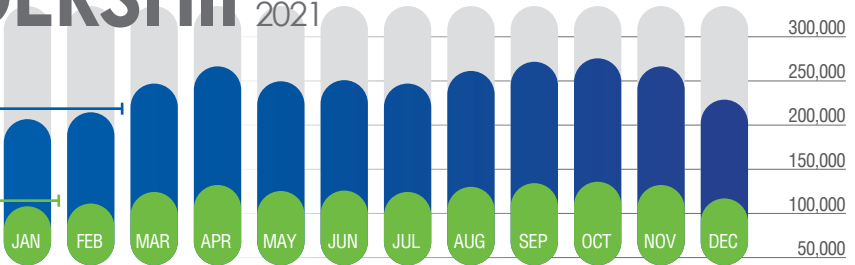
## REVENUE USES

**$31.043 MILLION**

- $28,201,603 | Operating Budget
- $1,503,426 | Member Transit Requirement
- $1,338,862 | Facility Bond Payment

# COUNTYWIDE RIDERSHIP 2021

Gold Coast Transit District

Other Transit Agencies



| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gold Coast Transit | 135,047 | 142,016 | 167,201 | 183,240 | 169,919 | 171,181 | 168,909 | 179,737 | 186,186 | 192,052 | 183,534 | 153,763 | 2,032,785 |
| VCTC Intercity | 15,573 | 17,117 | 19,962 | 19,871 | 19,050 | 21,078 | 19,256 | 23,677 | 27,589 | 27,785 | 25,905 | 20,761 | 257,624 |
| Simi Valley Transit | 9,165 | 9,900 | 12,031 | 11,961 | 10,536 | 10,929 | 12,319 | 13,030 | 10,432 | 10,907 | 9,961 | 8,991 | 130,162 |
| Thousand Oaks Transit | 6,637 | 6,381 | 7,816 | 5,415 | 5,629 | 5,699 | 6,894 | 7,382 | 7,977 | 7,249 | 7,693 | 8,083 | 82,855 |
| Camarillo Area Transit | 5,554 | 5,804 | 6,734 | 7,308 | 7,240 | 7,585 | 6,367 | 6,298 | 5,925 | 5,970 | 5,587 | 5,491 | 75,863 |
| Valley Express | 2,094 | 2,246 | 3,069 | 3,138 | 3,195 | 3,388 | 3,270 | 4,068 | 4,517 | 4,591 | 4,182 | 3,858 | 41,616 |
| Ojai Trolley | 2,061 | 2,288 | 2,464 | 2,734 | 2,928 | 2,975 | 2,853 | 2,813 | 2,906 | 3,064 | 2,925 | 2,841 | 32,852 |
| Moorpark City Transit | 1,187 | 1,332 | 1,485 | 1,184 | 1,301 | 1,233 | 1,252 | 1,835 | 2,806 | 2,965 | 2,565 | 1,967 | 21,112 |
| Total Countywide | 177,318 | 187,084 | 220,762 | 234,851 | 219,798 | 224,068 | 221,120 | 238,840 | 248,338 | 254,583 | 242,352 | 205,755 | 2,674,869 |

Source: Ventura County Transportation Commission (VCTC)

# BY THE NUMBERS

## FLEET
**61** | Fixed-Route Buses
**26** | ACCESS Vehicles

## SERVICE **PROVIDED**
**186,905** | Annual Hours of Service
**1,990,876** | Annual Miles Traveled

## ROUTES & **STOPS**
**20** | Fixed Routes
**655** | Bus Stops

## EMPLOYEES
**144** | Operations
**33** | Maintenance
**27** | Administration
**36** | Contract Employees ACCESS (MV Transportation)

## RIDERSHIP
**5,572** | Average Weekday Boardings: Fixed Route
**212** | Average Weekday Boardings: ACCESS
**1.9 million** | Annual Boardings Systemwide

## SYSTEM **RELIABILITY**
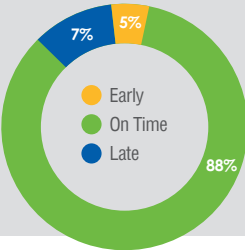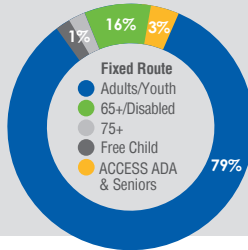7%
5%
88%
- Early
- On Time
- Late

## WHO **RIDES**
16%
3%
1%
79%
**Fixed Route**
- Adults/Youth
- 65+/Disabled
- 75+
- Free Child
- ACCESS ADA & Seniors

## % OF BUS STOPS **WITH AMENITIES**
44%
60%
10%
13%
31%
36%
- Bench
- Trash Receptacle
- Lighting
- Guide-a-Ride Panel
- Shelter
- Bike Rack

4060

4045

GO GOLDCOAST TRANSIT

HAVE A NICE DAY

4060