



GOLD COAST TRANSIT DISTRICT

# SHORT RANGE TRANSIT PLAN

Presentation to the Board  
February 1, 2023  
Presenter: Cynthia Duque





# Scope of Project

Develop a plan designed to provide a comprehensive view of GCTD's transit services and provide recommendations for service improvements over the next five and ten years.

The analysis will serve as the roadmap for future improvements and recommendations.



# Purpose of Plan

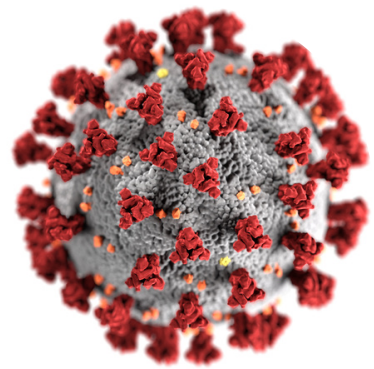
- Serves as a public information resource
- Supports applications for funding
- Meets the FTA guidelines that any transit agency receiving federal funds directly must have a current Short Range Transit Plan (S RTP)
- Allows GCTD staff to prioritize projects and planning of improvements
- Informs regional plans (SCAG Regional Plan, City General Plans, etc.)

# Highlights from Previous SRTTP

- 1** Launched Route 23 – Ventura Rd Route
- 2** Improved service to and from the Naval Base
- 3** Purchased Automatic Voice Announcement System
- 4** Redesigned and installed new bus stop signs
- 5** Launched new website
- 6** Modernized fare payment options
- 7** Launched new college and youth programs to increase ridership
- 8** Worked with VCTC to launch countywide bus pass
- 9** Developed bus stop improvement plan
- 10** Decreased travel time between Oxnard and Ventura by adding frequency during peak service
- 11** Restructured service in South Oxnard (Routes 3, 7, 8, 9)
- 12** Much more!



# Current Considerations



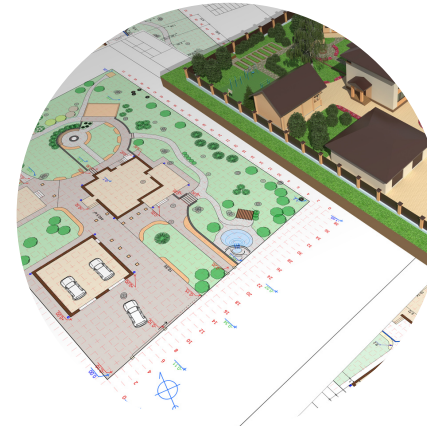
## COVID-19 Recovery Plan

Challenges and opportunities.



## Youth and College Ride Free Programs

Retain ridership long term.



## Land Use Planning

Updated general plans, including transit and housing elements.



## High Quality Transit Areas

Review future HQTA's.

# Proposed Work Plan

## 1 Task 1: Development of Work Plan and Schedule

- Work Plan with key milestones
- Organization chart and responsibilities
- Monthly progress reports
- Project Meeting agendas and minutes

## 2 Task 2: Existing Conditions of GCTD Services

- Develop report with descriptive statistics
- Identify GCTD's current strengths, weakness, and opportunities
- Line-by-line route analysis
- Board of Directors presentation materials

## 3 Task 3: Outreach Program

- Public outreach plan for each assigned task
- Provide all materials in English and Spanish
- Analytical narrative report highlighting results
- Report summarizing marketing strengths, shortfalls, opportunities and make recommendations on future strategies.

## 4 Task 4: System Improvements

- Travel patterns and ridership projections
- Service improvement recommendations
- Cost analysis per recommendation
- Draft and final report with five and 10 year plan recommendations

## 5 Task 5: Identification of FutureHQTAs

- Corridor design and stop locations including infrastructure needs
- Summary of ridership projections, operation, and capital costs

## 6 Task 6: Financial Plan

- Summary of itemized costs for each action
- Summary of eligible funding sources
- Financial Plan

## 7 Task 7: Final Plan

- Final Plan
- Presentation to the Board



# Recommended Action

It is recommended that the Board of Directors authorize the General Manager to execute an agreement for the Short Range Transit Plan Consulting Services to Transportation Management & Design, Inc (TM&D) in the amount of **\$219,760**.

- ✓ Issuance of request for proposal (RFP) on July 22, 2022
- ✓ Competitive bid process complete
- ✓ Proposals received, evaluated, scored and finalists interviewed. TM&D received best overall score.
- ✓ Price analysis conducted. TM&D proposed costs are considered fair and reasonable based on adequate competition.





**Thank You.**