



**Gold Coast Transit District
Technical Advisory Committee (TAC)
Wednesday, August 16, 2023
10:00am
GCTD Board Room (In-person)
1901 Auto Center Drive
Oxnard, CA 93036**

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Technical Advisory Committee meeting, please contact the clerk at 805-853-3153. Notification of at least 72 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

Meeting Agenda

Item 1	Call to Order/Introductions	Action
Item 2	Public Comment	Info
Item 3	TAC Member Comments	Info
Item 4	GCTD Staff Comments	Info
Item 5	Approval of June 2023 Meeting Summary	Action
Item 6	Event Booster Service Proposal Update Monica Gonzalez, Transit Planner	Info
Item 7	Marketing & Community Outreach Update Andrea Meza, Communications & Marketing Manager	Info
Item 8	FY 22-23 4th Quarter & End of the Year Performance Planning Report Austin Novstrup, Planning Manager	Info
Item 9	Summary of Potential Revenue Streams and Cost Savings Cynthia Torres Duque, Director of Planning & Marketing	Info
Item 10	Future Agenda Items <ul style="list-style-type: none">• Short Range Transit Plan (SRTTP) Community Outreach Plan• January 2024 Service Changes	
Item 11	Adjournment	



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Item 5

**Gold Coast Transit District
Technical Advisory Committee (TAC)**
1901 Auto Center Drive, Oxnard, CA 93036
Wednesday, June 21, 2023
10:00am

Meeting Summary

TAC Members Present: Susanna Arroyo, County of Ventura (Chair)
Sergio Albarrán, City of Ventura (Vice Chair)
Phil Pulley, City of Ojai
Brian Yanez, City of Oxnard
Steven Almcrantz, City of Port Hueneme
Aubrey Smith, VCTC (ex-officio)

TAC Members Absent: None

GCTD Staff Present: Chiharu Endo, Operations Manager
Christine Feng, Chief Financial Officer/Asst. General
Manager
Monica Gonzalez, Transit Planner I
Martin Rodriguez, Transit Planner I
Andrea Meza, Communications & Marketing Manager
Austin Novstrup, Planning Manager
Vanessa Rauschenberger, General Manager
Margaret Schoep, Paratransit & Special Projects Manager
Cynthia Torres Duque, Director of Planning & Marketing

Members of the Public: None

Item 1 Call to Order/Introductions
Chair Susanna Arroyo called the meeting to order at 10:02am.

Item 2 Public Comment
None.

Item 3 TAC Member Comments
Sergio Albarrán announced that the city of Ventura will host a community bike ride from Ventura Harbor to Downtown Ventura and invited committee members to join. Brian Yanez announced the city of Oxnard has made some recent bus stop improvements by installing a bus bench at a stop on Victoria Avenue and there are plans to install an additional 4 benches at other stops.

Item 4

GCTD Staff Comments

Austin Novstrup thanked the city of Port Hueneme for recent bus stop improvements at a few stops that will soon have bus shelters. He also thanked the city of Oxnard for installing a sidewalk along Ventura Boulevard and installing a bench at the bus stop at Royal Duke Mobile Home. The project has significantly improved pedestrian access to the bus stop.

Vanessa Rauschenberger introduced Christine Feng as the new Chief Financial Officer and Assistant General Manager. As well, she announced Gold Coast's new Accounting Manager, Laura Levin.

Item 5

Approval of Meeting Summary

Brian Yanez moved to approve the June 2023 meeting summary. Steven Almcrantz seconded. The motion passed.

Item 6

Approval of FY 2023-24 Operating & Capital Budget

Vanessa Rauschenberger gave a summary of GCTD's funding: most funds come from federal and state primarily allocated to the District by population. GCTD receives transit-specific funds. Gold Coast also applies for competitive grants. From the state, GCTD receives DA and LTF funds. Around 10% of the budget comes from fares and other revenue streams.

Vanessa added that GCTD has taken preliminary budget assumptions to the Board in June. The budget for FY23-24 is \$37.1 million, which includes all available federal and state funds and CARES Act funds, as well as one-time use funds. The budget does not include any capital reserve contributions. Vanessa went over general expenses, which labor and staff make up the majority of costs. Additional costs include benefits, contract services, utilities, liability and insurance, and bond payments.

Vanessa shared a breakdown of TDA/LTF funding to GCTD's member jurisdictions, which includes funds for transit operations and bus stop maintenance.

Brian Yanez mentioned the carry-over of funding to the city of Oxnard at \$205,550.00 from the previous year is lower due to recent bus stop shelters purchases in the new fiscal year and can share actual budget amounts with GCTD.

Brian Yanez moved to approve the FY 2023-24 Operating & Capital Budget pending incorporation of final TDA/LTF funding revisions to the city of Oxnard. Steven Almcrantz seconded. The motion passed.

Item 7

Approval of Contract Increase to Transportation Management & Design for Short Range Transit Plan Consulting Services

Austin Novstrup presented a proposal to bring an item to the GCTD Board of Directors to increase a contract amount with Transportation Management & Design (TM&D). TM&D is currently contracted with GCTD to prepare the agency's Short Range Transit Plan. The contract increase is to include consulting services for the recently awarded Community Transportation Needs Assessment grant through Clean Mobility Options. The cost for consulting

services would be \$32,241.68, which would increase the contract with TM&D to \$252,001.68.

Sergio Albarrán moved to approve staff to bring a contract amendment to the Board of Directors to authorize an increase in the amount of \$32,241.68 to Transportation Design & Management (TM&D)'s contract for Short Range Transit Plan Consulting Services. Brian Yanez seconded. The motion passed.

Item 8

Presentation on Event Booster Service Proposal

Monica Gonzalez presented a proposal for booster services during events in GCTD's service area. The cost for booster services is approximately \$200/hour depending on needs. Events such as the Strawberry Festival and County Fair attracts visitors and can create demands for parking that exceed facility capacity. She added GCTD is currently working on a proposal to provide booster service to VCTC for the upcoming X-Games in Ventura.

Brian Yanez asked if the cost of \$200 is set or if it is per shuttle provided. Monica responded that the \$200 is a base cost and actual cost would be contingent on timespan, frequency, and staffing. She clarified the amount is based on revenue service per hour for each required vehicle. Brian also asked if the proposal is for organizers to pay for the cost, to which Monica responded that the organizer would bear the expense for additional booster services.

Brian mentioned the City of Oxnard hosts the Dallas Cowboys Training Camp which brings in a lot of visitors. Prior to COVID, the City would use high school parking lots and provided shuttle services. Austin Novstrup mentioned this event is a good example of how GCTD services can alleviate issues with traffic and parking as Route 23 provides transportation near the event site.

Sergio Albarrán asked if additional stops or route deviations would be considered as part of any booster service proposal. Austin replied that deviations are possible if it follows a similar routing to the regular route. He added that booster services should not intentionally cause delay or cause any disruptions to riders not attending the event and added that most proposals would likely add additional service to existing routes or route segments and would not serve primarily as a shuttle service.

Sergio shared appreciation to GCTD for proposing event booster services and expressed to other committee members the importance of keeping transit in mind during any project planning whether it be events or development as the services can be very beneficial and mitigate some externalities.

Item 9

Update on GO NOW Microtransit Outreach

Margaret Schoep began by stating that the project was originally planned to launch in May 2022. Funded by a California Clean Energy grant, the program would use an electric van to operate its service. She added that the delay was a result of maintenance issues with the van as well as staffing with MV Transportation. Margaret thanked Robert Lucio and Andrea Meza for their marketing efforts to get the program started.

Robert gave an update on recent outreach efforts for the GO NOW Microtransit program. The GO NOW program services a zone in South Oxnard and works similarly to Lyft or Uber via smartphone app.

Some examples of the outreach include GCTD attending a community family festival near the microtransit zone as well as hosting a workshop at the South Oxnard Senior Center to show residents how to download and use the application to book a ride. Robert added that he attended the Cal-Gisler Neighborhood Council and expressed their appreciation for the service.

Brian Yanez noted this is a very useful service to the community and offered to directly connect GCTD staff with the Cal-Gisler Neighborhood Council personnel.

Margaret mentioned that as of the meeting date, there have been 34 trips since the launch, which may seem low, but through conversation with other agencies, early adoption rates are low in the first few months after the launch.

Item 10 Presentation on 50th Anniversary and Bus “Roadeo”

Andrea Meza expanded on Robert’s presentation and invited committee members for the ribbon-cutting for the GO NO Microtransit service at the OTC.

Andrea also spoke of GCTD’s upcoming 50th Anniversary and Bus “Roadeo” on July 15, 2023. The Bus “Roadeo” is a skill-based driving competition and invited committee members to attend as well as to serve as judges for the event.

Cynthia added that the anniversary is a good opportunity to commemorate GCTD’s history and service to the community.

Item 11 Future Agenda Items

Sergio asked if GCTD could regularly bring back any updates of event booster services. Monica responded that the X-Games event is in late July and that staff can prepare an agenda item for August’s TAC meeting and share updates.

Item 12 Adjournment

Chair Susanna Arroyo adjourned the meeting at 11:29am.



DATE August 16, 2023
TO GCTD Technical Advisory Committee
FROM Monica Gonzalez, Transit Planner
SUBJECT **GTCD'S EVENT BOOSTER SERVICE PROPOSAL UPDATE**

SUMMARY

On June 21, 2023, staff presented the Technical Advisory Committee (TAC) with a proposal to create an event booster service, and as a follow-up were asked to return with an update after the implementation of the program for the X Games. Due to an employee strike, GCTD was not able to provide a booster service for the X Games as planned but did offer wayfinding information on how people could reach the event using existing bus services. Other services that GCTD has provided to other events have been creating temporary stops for the Dallas Cowboys Training Camp and offering the Hueneme Beach Festival different service scenarios based on the event's needs and capabilities. The following report summarizes the strategies taken to promote public transit to the X Games, the Dallas Cowboys Training Camp, and the Hueneme Beach Festival.

X GAMES

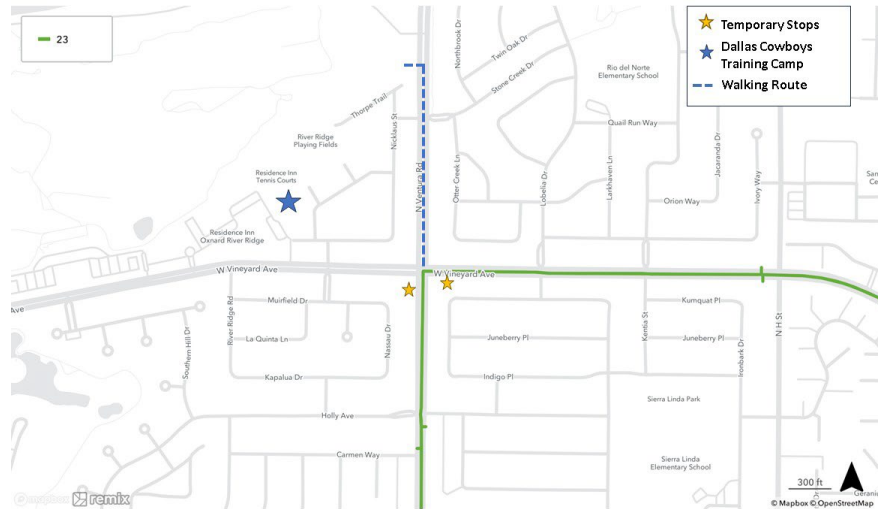
Despite having to cancel the original proposal to provide a 15-minute frequency booster service to and from the Ventura Transit Center and the Thompson & Figueroa stop, GCTD still shared with the public information on how to reach the X Games using regular service. Information was shared by creating a website landing page offering details on the event, the first and last trip schedule for stops servicing the event, and information on trip planning. The website also linked to a flyer giving further information on service hours and the frequency of routes, and a simplified map showing how to get to the X Games. Furthermore, information on wayfinding was also shared on social media, letting people know they could reach the X Games using GCTD's services.

DALLAS COWBOYS TRAINING CAMP

For the Dallas Cowboys Training Camp, GCTD was not able to dedicate additional resources to create a booster service but offered to create temporary stops closer to the event to make it easier for the public to reach the training camp. Before the temporary stops, marked in the map below by yellow stars, the nearest stops to the Dallas Cowboys Training Camp were at Ventura & Holly. The temporary stops are currently located at Ventura & Vineyard and Vineyard & Ventura, leaving people closer to the Dallas Cowboys Training Camp, cutting the walking distance by about half from the nearest regular stops. The temporary stops will remain in use for the duration of the Dallas Cowboys Training Camp ending on August 15th. To advertise reaching the

GOLD COAST TRANSIT DISTRICT

Dallas Cowboys Training Camp using transit, GCTD publicized wayfinding to the event by creating a website landing page, a flyer, and posting using social media.



HUENEME BEACH FESTIVAL

GCTD was contacted by the coordinators of the Hueneme Beach Festival to collaborate to promote reaching the festival using public transportation. As a response, GCTD created a service proposal offering different scenarios ranging in different levels of service and cost. All these scenarios were to be accompanied by coordinated marketing, whereby GCTD would create printed and digital materials with information about navigation, park-and-ride, bus schedule, purchasing ticket, and other relevant information. These materials would be shared with the City of Port Hueneme and the REACH Foundation for them to distribute amongst festival goers.

The three scenarios offered were 1) operating under existing conditions, 2) operating regular routes with temporary bus stops, and 3) operating a booster service. For the first scenario, GCTD would not offer any additional level of service, operating a deviated Route 1A and Route 1B to avoid temporary street closures created by the festival. In Scenario 2, GCTD would offer to create a temporary stop closer to the event and operate at a regular service level. The adoption of Scenario 2 depends on the feasibility of operating the deviated route, with the temporary stop, without major impacts on Route 1A and Route 1B's services. Lastly, Scenario 3 offers a proposed booster service that would operate in a loop connecting the entrance to the festival, additional parking at the Port of Hueneme, and bus stops at Hueneme & Ventura. The estimated cost to operate this service at a 10-minute service for the 2-day event would be approximately \$7,900.

GCTD is currently working with the Hueneme Beach Festival to choose a scenario that best matches the service level within the budget constraints of the event. The event is schedule to take place August 26th-27th.

LESSONS LEARNED

Overall, GCTD has learned that while a booster service may be a good option for some events, offering temporary stops and wayfinding information can be used in complement and sometimes as suitable alternatives to a booster service. Not all events will have the ability to provide financial support for a booster services, but GCTD will work with event organizers to provide services within GCTD's capacity to promote transit use. GCTD's goal is to provide a high-quality level of service for all individuals while capturing people who do not typically ride public transit regularly.

RECOMMENDATION

It is recommended that the GCTD TAC receive and file this update and presentation and provide feedback to staff.



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DATE August 16, 2023
TO GCTD Technical Advisory Committee
FROM Austin Novstrup, Planning Manager
 Margaret Schoep, Paratransit & Special Projects Manager
SUBJECT Receive and File FY 2022-23 4th Quarter & Year End Update

I. EXECUTIVE SUMMARY

This quarterly report covers the 4th Quarter (January 1 through March 31) of Fiscal Year 2022-23. This report includes a summary of performance and operating statistics for both fixed-route and GO ACCESS services.

II. BACKGROUND

The table below shows that ridership for the 4th quarter of FY 2022-23 has increased 30% over the 4th quarter of last year. The Youth Ride Free program continues to drive ridership increases with youth rides making up approximately 1/3 of all trips taken while area schools are in session and quarter of all trips when schools are out of session. While the trend of significant ridership growth has continued it is important to note that ridership has yet to return to pre-pandemic levels. Ridership this quarter was 93% of the ridership recorded in the 4th quarter of FY2018-19,

**4th Quarter FY 22-23
 Systemwide Ridership & Performance**

	4th Qtr FY 2022-23	4th Qtr FY 2021-22	Difference	% Change
Fixed-Route Ridership				
Total System Boardings	823,125	633,197	189,928	30%
Average Daily Passengers Weekdays	10,465	7,787	2,678	34%
Average Daily Passengers Saturdays	6,361	5,363	998	19%
Average Daily Passengers Sundays	5,945	5,189	755	15%
Wheelchair Boardings	5,532	6,489	-957	-6%
Bicycle Boardings	20,918	18,882	2,036	25%
Performance Measures				
Passengers Per Revenue Hour	18	14	4	29%
Fare Revenue Per Service Hour	\$17.67	\$11.16	\$6.51	58%
Total Fare Revenue	\$829,939	\$520,023	\$309,916	60%
On-Time Performance	85.8%	85.4%	Goal > 90%	
% Systemwide Boarding as Free Transfers	14.9%	21%	Goal < 20%	

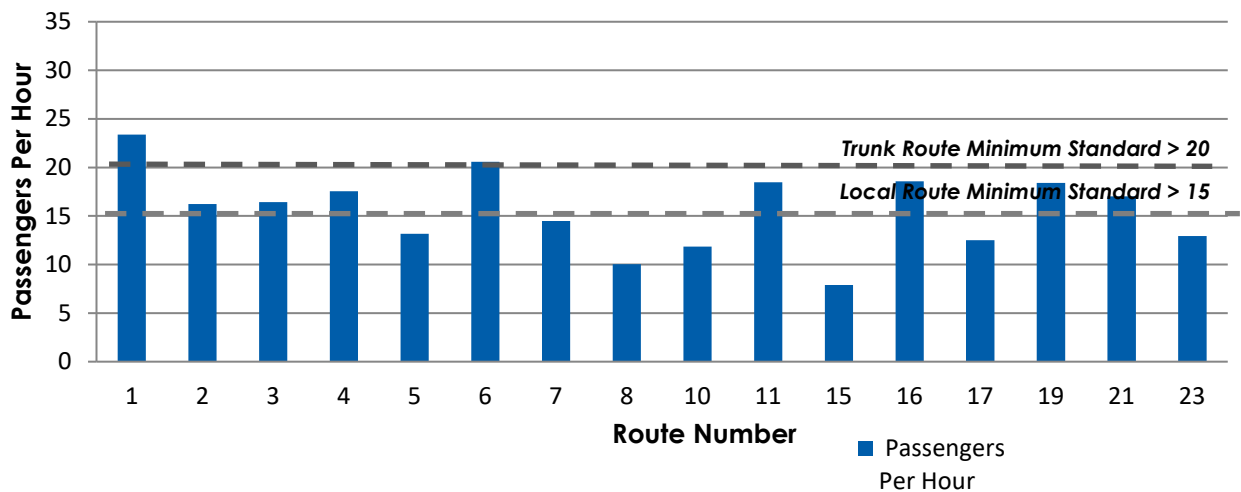
GOLD COAST TRANSIT DISTRICT

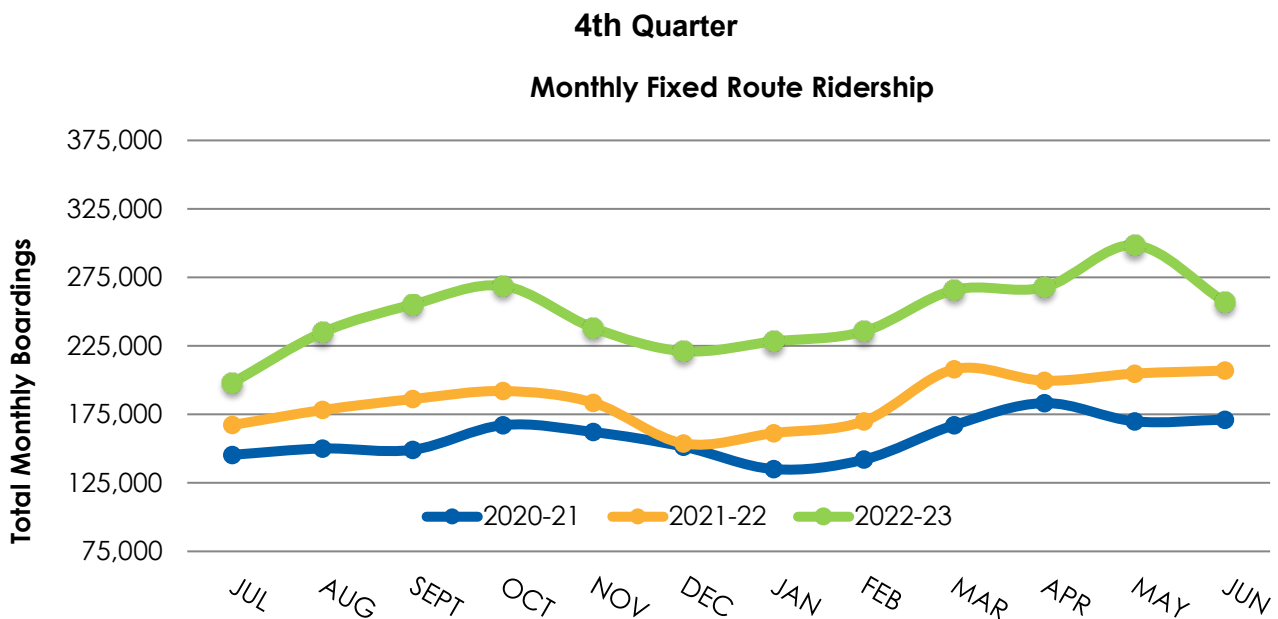
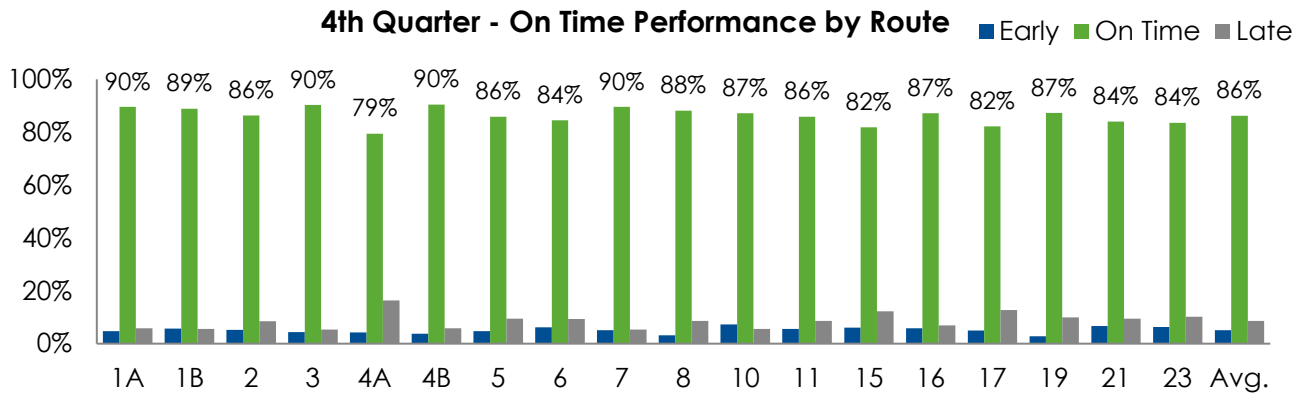
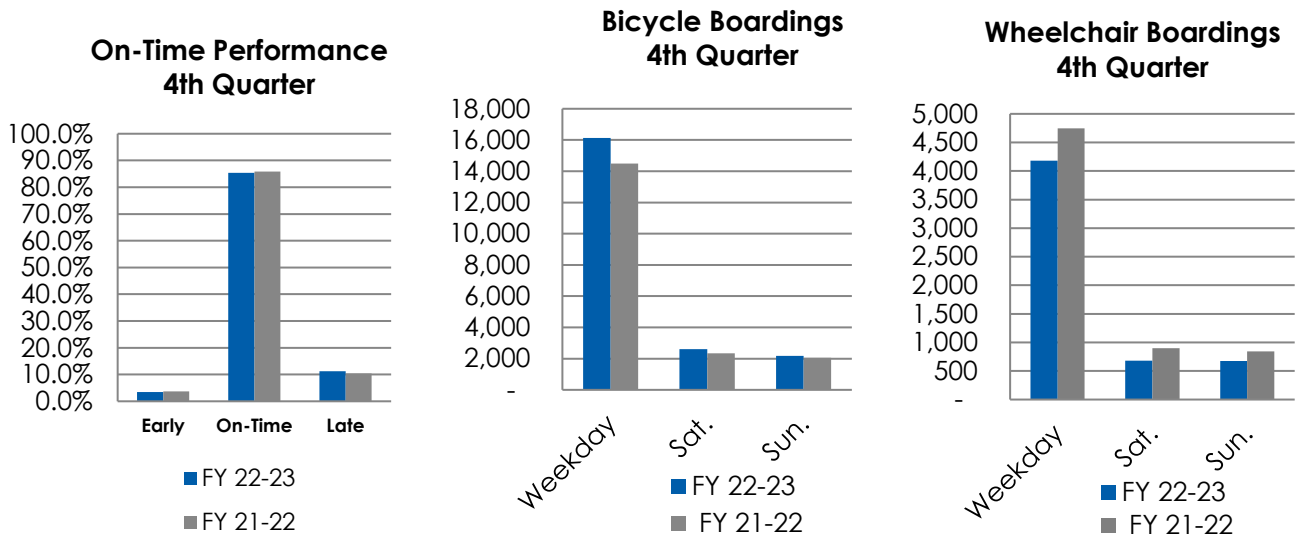
**4th Quarter FY 22-23
 Ridership by Route**

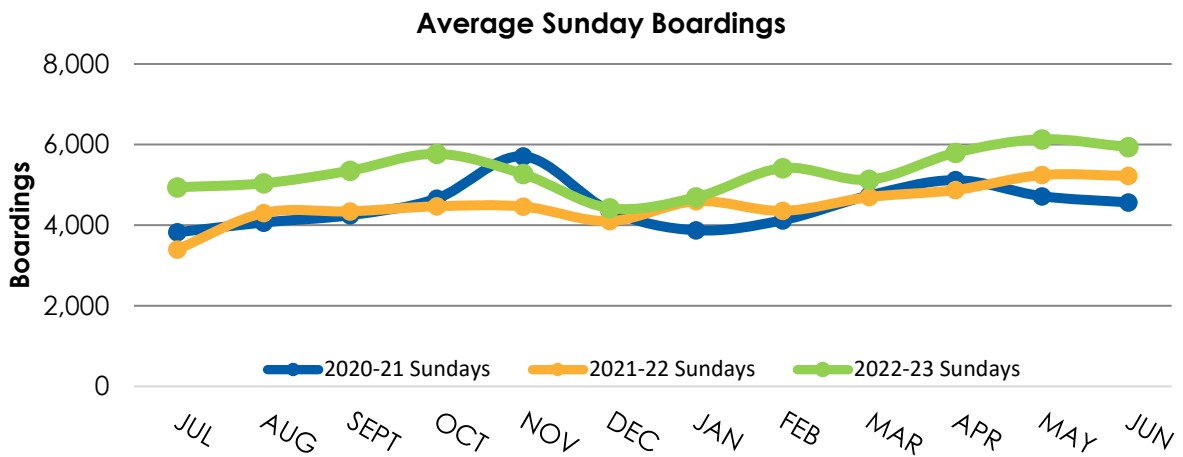
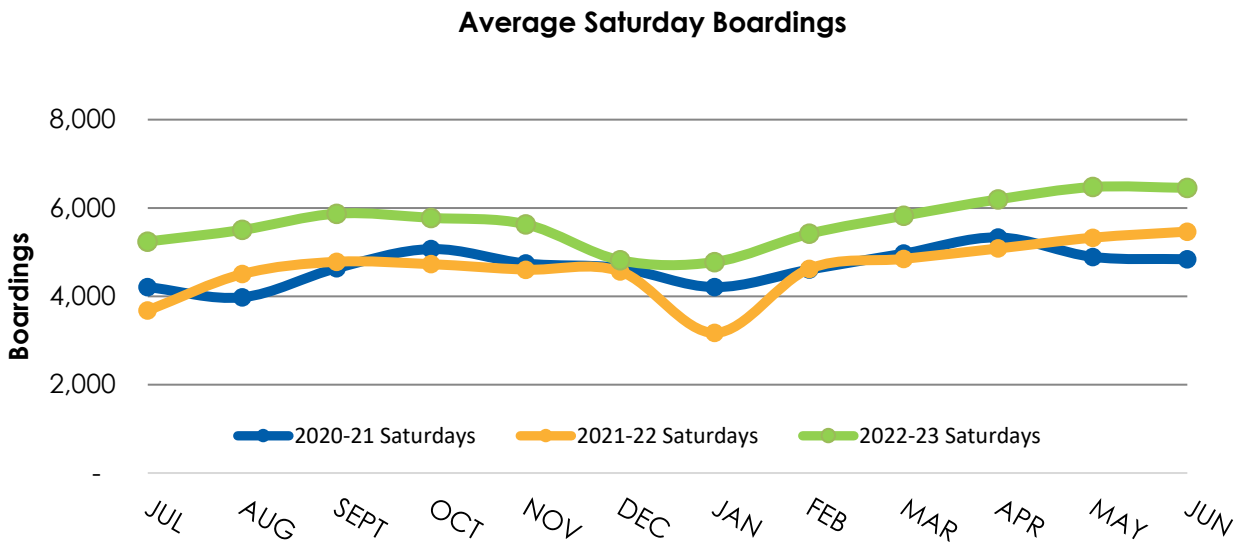
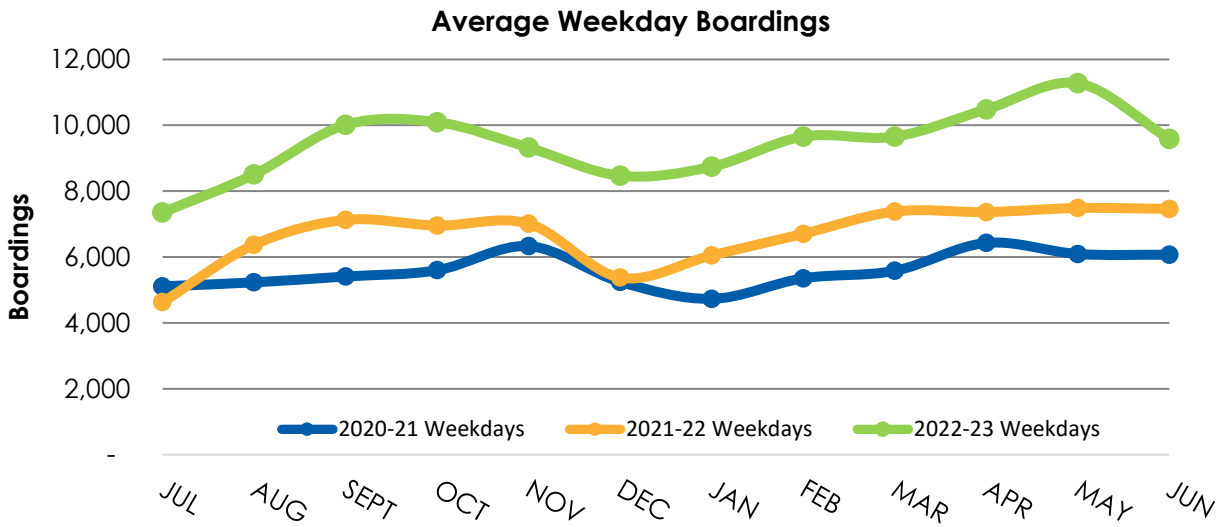
Route	Route Name	4 th Quarter FY 2022-23 Unlinked Passengers	4 th Quarter FY 2021-22 Unlinked Passengers	Change	% Change
1	Port Hueneme - Oxnard Transit Center	125,341	97,971	27,370	28%
2	Colonia - Downtown Oxnard	18,631	13,195	5,436	41%
3	J St - Centerpoint Mall - Lemonwood	30,135	23,143	6,992	30%
4	North Oxnard - Ventura Rd - St. John's	71,515	55,761	15,755	28%
5	Hemlock - Seabridge - Wooley	15,852	14,553	1,299	9%
6	Oxnard - Ventura - Main St	198,153	160,998	37,155	23%
7	Oxnard College - Centerpoint Mall	16,394	12,807	3,587	28%
8	OTC- Oxnard College - Centerpoint Mall	19,720	15,707	4,013	26%
10	Pacific View Mall - Telegraph - Saticoy	20,081	13,503	6,578	49%
11	Pacific View Mall - Telephone - Wells	57,447	41,735	15,711	38%
15	Esplanade - El Rio - St. John's	13,473	11,350	2,123	19%
16	Downtown Ojai - Pacific View Mall	63,661	50,296	13,365	27%
17	Esplanade - Oxnard College	32,490	22,663	9,826	43%
18	High School Trippers	16,927	7,724	9,203	119%
19	OTC- 5th St - Airport - Gonzales Rd	16,386	13,075	3,312	25%
21	Port Hueneme - Ventura - Victoria Ave	70,431	50,548	19,983	39%
23*	Oxnard College - NBVC - Esplanade	36,487	28,268	8,319	30%
TOTAL GCTD SYSTEM		823,125	633,197	189,928	30%

*Route 23 is a new service implemented on July 26, 2020.

**4th Quarter FY 22-23
 Passengers Per Revenue Hour (All Periods)**



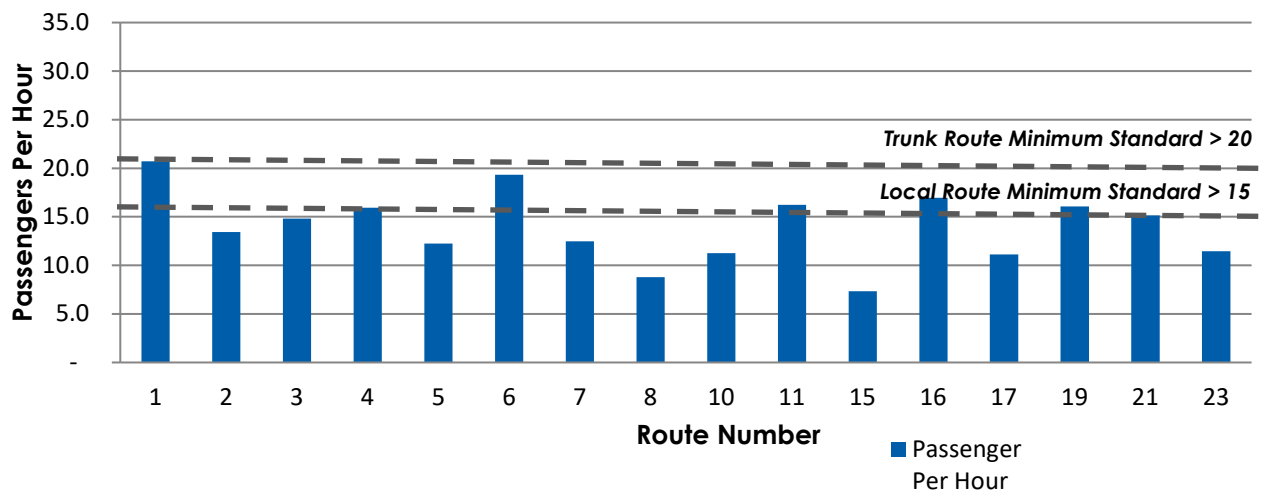




FY2022-23 Ridership by Route

Route	Route Name	FY 2022-23 Unlinked Passengers	FY 2021-22 Unlinked Passengers	Change	% Change
1	Port Hueneme - Oxnard Transit Center	439,245	355,399	83,846	24%
2	Colonia - Downtown Oxnard	61,535	47,121	14,413	31%
3	J St - Centerpoint Mall - Lemonwood	108,378	90,115	18,263	20%
4	North Oxnard - Ventura Rd - St. John's	259,233	197,115	61,550	31%
5	Hemlock - Seabridge - Wooley	58,821	51,834	6,987	13%
6	Oxnard - Ventura - Main St	734,054	583,659	150,395	26%
7	Oxnard College - Centerpoint Mall	56,340	50,264	6,077	12%
8	OTC- Oxnard College - Centerpoint Mall	68,619	57,537	11,561	20%
10	Pacific View Mall - Telegraph - Saticoy	76,105	46,976	29,129	62%
11	Pacific View Mall - Telephone - Wells	202,075	146,733	55,342	38%
15	Esplanade - El Rio - St. John's	50,112	40,451	9,661	24%
16	Downtown Ojai - Pacific View Mall	232,279	183,435	48,844	27%
17	Esplanade - Oxnard College	115,254	75,739	39,515	52%
18	High School Trippers	58,248	26,743	31,505	118%
19	OTC- 5th St - Airport - Gonzales Rd	57,456	44,314	13,141	30%
21	Port Hueneme - Ventura - Victoria Ave	250,997	174,571	76,426	44%
23*	Oxnard College - NBVC - Esplanade	129,383	89,212	40,171	45%
	TOTAL GCTD SYSTEM	2,958,434	2,261,829	696,829	31%

FY 22-23 Passengers Per Revenue Hour (All Periods)



**4th Quarter
 Complaints & Commendations by Type**

<i>Type</i>	<i>Issue</i>	<i>FY22-23 4th Quarter</i>	<i>FY21-22 4th Quarter</i>
Scheduling	On-Time Performance	4	2
Operations	Operator Conduct	22	13
	Driving Complaints	20	11
	Passed by	11	23
	Commendations	4	6
	Bus Stop Issues	0	2
Other	Other*	10	10
Totals		71	67

Above is a chart showing complaints and commendations received from passengers.

III. FIXED-ROUTE SERVICE SUMMARY

The 4th quarter capped off a year of strong ridership growth. In the 4th quarter, there were 30% more system wide boardings compared to last year, leading to an annual increase of 31% with a year-over-year increase of nearly 700,000 boardings. Some portion of this ridership growth can be attributed to a return to normal activities following the pandemic. In large part, ridership growth in FY 2022-23 was driven by the success and popularity of VCTC’s countywide Youth Ride Free Program. Despite the growth, annual boardings were still only 84% of pre-pandemic levels.

Ridership growth was not consistent across all routes and time periods. Evaluating more closely where ridership growth was observed, a few patterns emerge. Routes operating at higher frequencies, typically every 30 minutes or less, saw the greatest increases in ridership. This is particularly true for routes that saw frequency increased post-pandemic. Additionally, routes serving large trip generators and densely populated areas of the district recorded consistent increases in ridership. Routes serving less densely populated areas particularly local routes serving neighborhoods at the periphery of the District’s cities lagged behind other routes. In the past, colleges have contributed significantly ridership. However, most recently their impact has decreased as enrollments have dropped and remote learning has remained popular. Routes reliant on colleges as major trip generators were also slower to recover. Planning staff will continue to evaluate these trends in the coming year.

In the 4th quarter, GCTD kicked off the development of its next Short Range Transit Plan. Data collection and analysis for an existing conditions report is underway and planning staff is working with our consultant to finalize an outreach plan for this process. Staff also participated in multiple community outreach events attending swap meets and festivals, and hosting field trips to the Operations and Maintenance Facility. Staff have also been working with event organizers to promote the use of transit services to attend large community events.

IV. GO ACCESS FLEXIBLE SERVICES OPERATIONS

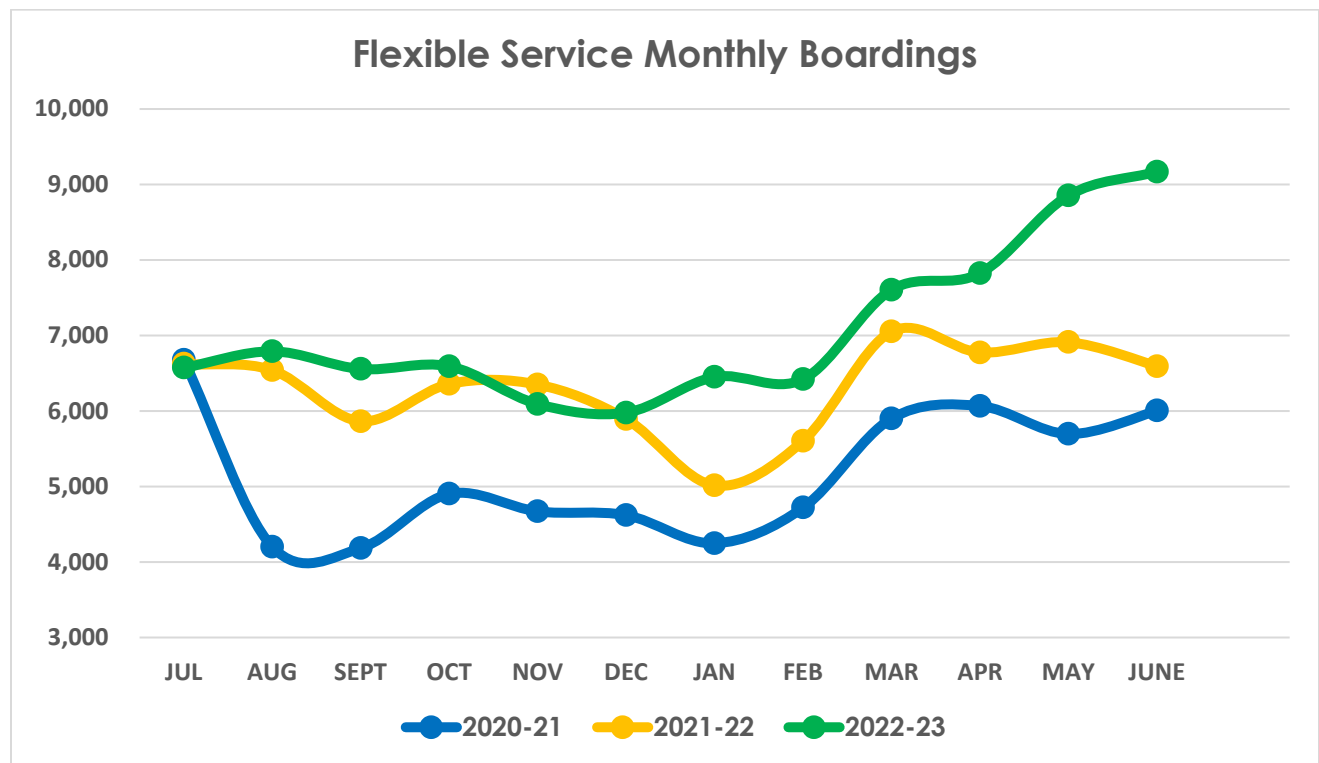
GO ACCESS’s flexible services include the federally mandated ADA paratransit service to complement Gold Coast Transit District’s fixed route services. In addition, the program provides services to seniors, 65 years of age and older, Senior Nutrition transportation for individuals 62 and older, Health Zones, and other transportation options to assist with mobility needs in the

community. Through this advance-reservation demand-response transportation, the program helps passengers preserve their independence within the community, which is essential to protecting their quality of life. These efforts are intended to improve the overall customer experience by increasing awareness of GCTD's transportation network as an integrated system serving, moving, and connecting our customers to opportunities, one ride at a time.

V. FLEXIBLE SERVICES DATA

4th Quarter FY 2022-23 GO ACCESS Ridership & Performance

Paratransit Ridership	4th Qtr FY 2022-23	4th Qtr FY 2021-22	Difference	% Change
Total System Boardings	25,852	20,279	+5,573	+27.5%
Average Daily Passengers Weekdays	355	264	+91	+34.5%
Average Daily Passengers Saturdays	184	137	+47	+34.3%
Average Daily Passengers Sundays	153	121	+32	+26.4%
Performance Measures	4th Qtr FY 2022-23	4th Qtr FY 2021-22	Difference	% Change
Passengers Per Revenue Hour	2.14	2.20	-0.06	-3.0%
On Time Performance (Arrive within the window)	91.0%	82.0%	+9.0	+11.0%
Early (Before start of pick-up window)	3.6%	3.0%	+0.6	+20.0%
Late (After end of pick-up window)	4.9%	14.1%	-9.2	-14.1%



4th Quarter – Customer Inputs

Type	Issue	4th Quarter Comments	4th Quarter Verified Comments	FY 2022-23 Verified Comments
Scheduling	Travel Time	0	0	0
	Schedules	0	0	2
Operations	Driver/Operator	6	2	4
	Dispatch	0	0	1
Other	Reservations	1	1	5
	Policies	0	0	0
	Commendations	5	N/A	N/A
Totals		7	3	12

VI. FLEXIBLE SERVICE ANNUAL HIGHLIGHTS

Boardings for the fiscal year 2023 increased 12.3% when compared to prior year activity. Senior Nutrition programming continued to grow, generating a 100% increase in ridership when compared to last year. Overall, ADA and senior ridership is up when compared to last year. 259 more passengers used the service in FY2023, representing 7.8% increase over the 3,305 individuals who used the services in FY2022. Passengers also rode more often, averaging 24 trips per passenger in FY2023 versus 23 trips per passenger in FY2022.

GCTD's LATE NIGHT SAFE RIDE (LNSR) demonstration service continues to be well-received in the community, as the demand for services grew 73% in FY2023 when compared to FY2022 demand. The average LNSR monthly ridership for FY2023 was 1,102 compared with FY2022 monthly average of 636 boardings. The LNSR service is designed to encourage fixed-route ridership by providing a safe late-night return solution to anyone who may require transportation within our service area.

VII. RECOMMENDATION

It is recommended that the GCTD Technical Advisory Committee receive and file this report. This report is for information only.

Attachment 1: 4th Quarter FY 22-23: Service Evaluation Report

4th Quarter FY 22-23: Service Evaluation Report

Ridership Measure: Passengers Per Revenue Hour

Route #	Route Name	Service Type	Total Revenue Hours	Total Passengers	Passengers per Revenue Hour	Quartile
1	Port Hueneme - Oxnard Transit Center	Trunk	5,362	125,341	23	4
6	Oxnard - Ventura - Main St	Trunk	9,632	198,153	21	4
16	Downtown Ojai - Pacific View Mall	Trunk	3,429	63,661	19	4
11	Pacific View Mall - Telephone - Wells	Trunk	3,111	57,447	18	4
19	OTC- 5th St - Airport - Gonzales Rd	Local	891	16,388	18	3
4	North Oxnard - Ventura Rd - St. John's	Local	4,077	71,515	18	3
21	Port Hueneme - Ventura - Victoria Ave	Trunk	4,138	70,431	17	3
3	J St - Centerpoint Mall - Lemonwood	Local	1,835	30,135	16	3
2	Colonia - Downtown Oxnard	Local	1,149	18,631	16	2
7	Oxnard College - Centerpoint Mall	Local	1,133	16,394	14	2
5	Hemlock - Seabridge - Wooley	Local	1,205	15,852	13	2
23	Oxnard College - Naval Base - Esplanade	Trunk	2,823	36,487	13	2
17	Esplanade - Oxnard College	Trunk	2,598	32,490	13	1
10	Pacific View Mall - Telegraph - Saticoy	Trunk	1,697	20,081	12	1
8	OTC- Oxnard College - Centerpoint Mall	Local	1,967	19,720	10	1
15	Esplanade - El Rio - St. John's	Local	1,710	13,473	8	1

Excluded Routes

18	High School Trippers	*Booster*	205	16,927	83
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Systemwide Performance Target & Description

Passengers per Revenue Hour Target

Trunk	Routes that link 2 or more major or regional commercial and employment centers and travel on arterial roads or highways.	20
Local	Routes that connect residential areas to major commercial and employment centers and travel on both arterial and residential streets.	15

Economic Measure: Subsidy Per Passenger

Route #	Service Type	Total Revenue Hours	Total Passengers	Systemwide Operating Cost Per Hour	Total Cost	Cost Per Passenger	Average Fare Per Passenger	Subsidy Per Passenger	Quartile	Route Ranking
1	Trunk	5,362	125,341	\$ 100.67	\$ 539,764	\$ 4.31	\$0.93	\$ 3.38	4	1
6	Trunk	9,632	198,153	\$ 100.67	\$ 969,605	\$ 4.89	\$1.01	\$ 3.88	4	2
16	Trunk	3,429	63,661	\$ 100.67	\$ 345,238	\$ 5.42	\$1.12	\$ 4.30	4	3
19	Local	891	16,388	\$ 100.67	\$ 89,663	\$ 5.47	\$1.07	\$ 4.40	4	4
11	Trunk	3,111	57,447	\$ 100.67	\$ 313,194	\$ 5.45	\$0.97	\$ 4.48	4	5
4	Local	4,077	71,515	\$ 100.67	\$ 410,435	\$ 5.74	\$0.94	\$ 4.80	3	6
21	Trunk	4,138	70,431	\$ 100.67	\$ 416,593	\$ 5.91	\$1.06	\$ 4.86	3	7
3	Local	1,835	30,135	\$ 100.67	\$ 184,679	\$ 6.13	\$0.94	\$ 5.19	3	8
2	Local	1,149	18,631	\$ 100.67	\$ 115,670	\$ 6.21	\$0.84	\$ 5.37	2	9
7	Local	1,133	16,394	\$ 100.67	\$ 114,009	\$ 6.95	\$0.94	\$ 6.02	2	10
5	Local	1,205	15,852	\$ 100.67	\$ 121,257	\$ 7.65	\$0.96	\$ 6.69	2	11
23	Trunk	2,823	36,487	\$ 100.67	\$ 284,235	\$ 7.79	\$1.08	\$ 6.71	2	12
17	Trunk	2,598	32,490	\$ 100.67	\$ 261,550	\$ 8.05	\$1.09	\$ 6.96	1	13
10	Trunk	1,697	20,081	\$ 100.67	\$ 170,787	\$ 8.50	\$1.12	\$ 7.39	1	14
8	Local	1,967	19,720	\$ 100.67	\$ 197,968	\$ 10.04	\$1.00	\$ 9.04	1	15
15	Local	1,710	13,473	\$ 100.67	\$ 172,146	\$ 12.78	\$0.95	\$ 11.82	1	16

Excluded Routes

18	High School Trippers	205	16,927	\$ 100.67	\$ 20,607	\$ 1.22	\$ 1.269	\$ (0.05)		
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