



**Gold Coast Transit District  
Technical Advisory Committee (TAC)  
Wednesday, December 20, 2023 · 10:00am · GCTD Board Room  
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**

<b>Item 1</b>	<b>Call to Order/Introductions</b>	<b>Action</b>
<b>Item 2</b>	<b>Public Comment</b>	<b>Info</b>
<b>Item 3</b>	<b>TAC Member Comments</b>	<b>Info</b>
<b>Item 4</b>	<b>GCTD Staff Comments</b>	<b>Info</b>
<b>Item 5</b>	<b>Updates to Current Agenda &amp; Approval of October 2023 Meeting Summary</b>	<b>Action</b>
<b>Item 6</b>	<b>Consider Election of Officers for Calendar Year 2024</b> Martin Rodriguez, Transit Planner	<b>Action</b>
<b>Item 7</b>	<b>Consider Approval of the GCTD Technical Advisory Committee Meeting Schedule for 2024</b> Martin Rodriguez, Transit Planner	<b>Action</b>
<b>Item 8</b>	<b>Receive Presentation on GCTD Fare Structure Adjustment Outreach Plan</b> Monica Gonzalez, Transit Planner	<b>Info</b>
<b>Item 8</b>	<b>Receive GO NOW Six-Month Progress Report</b> Robert Lucio, Mobility Management Coordinator	<b>Info</b>
<b>Item 9</b>	<b>Receive Update on Upcoming January 2024 Service Changes</b> Austin Novstrup, Planning Manager	<b>Info</b>
<b>Item 11</b>	<b>Future Agenda Items</b> <ul style="list-style-type: none"><li>• FY 23-24 Quarter 2 Ridership &amp; Performance Report</li><li>• TDA Budget Allocation</li><li>• FY25 Budget</li></ul>	<b>Info</b>
<b>Item 10</b>	<b>Adjournment</b>	



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Item 5

**Gold Coast Transit District  
Technical Advisory Committee (TAC)**  
1901 Auto Center Drive, Oxnard, CA 93036  
Wednesday, October 18, 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  
Ray Gutierrez, City of Port Hueneme  
Matt Miller, VCTC (ex-officio)

**TAC Members Absent:** None

**GCTD Staff Present:** Christine Feng, Chief Financial Officer/Asst. General Manager  
Monica Gonzalez, Transit Planner I  
Andrea Meza, Communications & Marketing Manager  
Austin Novstrup, Planning Manager  
Martin Rodriguez, Transit Planner I  
Vanessa Rauschenberger, General 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 mentioned Ventura councilmembers directed city staff to keep Main Street Moves in effect indefinitely. Phil Pulley mentioned Ojai Day will take place on October 21, and to expect road closures and possible detours for Route 16.

**Item 4 GCTD Staff Comments**

Austin Novstrup shared Planning staff is currently working on services changes for January 2024. He added that most changes will be very minor schedule

adjustments to improve on-time performance and to address overcrowding issues on several routes due to the success of the Youth Ride Free Program.

**Item 5 Approval of Meeting Summary**

*Brian Yanez moved to approve the August 2023 meeting summary. Ray Gutierrez seconded. The motion passed.*

**Item 6 FY 23-24 1<sup>st</sup> Quarter Planning Report**

Austin Novstrup gave an update on fixed-route transit service for the 1<sup>st</sup> Quarter of the new fiscal year. He shared that ridership has steadily been increasing since the previous year's 1<sup>st</sup> Quarter. The increase in ridership is resulting in an increase in passengers per hour, so several trunk and local routes have met or surpassed the minimum standards of performance. He also added that while ridership has been doing well, on-time performance has decreased slightly, averaging 84% for this quarter (6% less than the performance target). He attributed the decrease in on-time performance to the ridership increase as well as several construction projects around the county. Brian Yanez asked if there is a set date for when the Youth Ride Free Program will end. Austin responded that the funding for the program is set to end by the end of the fiscal year, but GCTD will advocate to VCTC to continue the program as it has been very successful. Matt Miller shared other agencies are having similar success and he will pass on comments to the VCTC Transit Director. Vanessa Rauschenberger added the program is costly as GCTD currently collects a full fare of \$1.50 per youth ride passenger boarding, but can look into working with VCTC to adjust the reimbursement rate if the program continues.

Robert Lucio presented the Flexible Services portion of the planning report. He noted an over increase in ridership for all areas including ADA, GO NOW, and Late Night Safe Ride since the previous year's 1<sup>st</sup> Quarter. Matt Miller inquired about the cause of the ridership increase. Robert explained that riders are generally more comfortable post-pandemic, and extensive outreach, especially in senior service areas, has contributed to this quarter's growth. Brian Yanez asked if there is funding to expand the GO NOW Microtransit service area. Cynthia Duque responded that the GO NO service is a demonstration pilot program forecasted to last until 2025, and depending on its performance it would be possible to re-allocate services to fund this program after January 2025.

**Item 7 Public Outreach on Proposed Fare Structure Adjustments**

Austin Novstrup shared information on structural deficits starting in 2025 from the previous TAC meeting. He stated in response to this, GCTD is considering different options to improve the organizations efficiency, while reducing costs and increasing revenue and ridership. Austin shared two alternative fare structures that would increase fare revenues. He added that the last adjustment to GCTD's base fare structure was in 2011 and given the rate of inflation, the current \$1.50 fare value would be \$2.08 by July 2024. Austin shared a general breakdown of the two alternatives: Alternative 1 would increase fixed-route fares to \$2.00 with discounts for reduced fare and multi-ride passes. Flexible ADA services fare would increase to \$4.00 and Flexible demonstration services would increase to \$5.00. Alternative 2 would increase fixed-route fares to \$2.50. Flexible ADA services fare would increase to \$5.00 and Flexible demonstration services would increase to \$5.00. Brian Yanez asked what preference GCTD

Staff have on the alternatives. Austin responded that staff is currently split between either option, so meaningful outreach to the public would be crucial to ensure a successful fare adjustment. He also mentioned that if Alternative 2 is adopted, it is likely fares would not increase for another decade.

Matt Miller if GCTD coordinated or received any advising from VCTC staff on the VC Bus Pass (VCTC) proposed fare updates. Austin responded that staff did not speak or coordinate with VCTC staff on the VCTC fares portion of the alternatives. Matt stated that without input from VCTC on its fare increases, he would not recommend TAC approve taking the fare structure adjustment report to conduct public outreach to the Board of Directors. Austin responded that the portion of the fare adjustments that include the VC Bus Pass (VCTC) fares can be removed from the report that would be taken to the Board of Directors. Vanessa Rauschenberger added that the VCTC fares should be removed from the report. Matt Miller concurred and stated he would support amending the recommendation to exclude VCTC fare information from the report.

Vanessa noted that an inconsistency with the Camarillo Direct Services that should be corrected prior to seeking Board approval. Brian Yanez added that staff should include TAC member comments about the public outreach process discussed during for this presentation.

*Martin Rodriguez stated the new recommendation for TAC to support seeking authorization from the Board of Directors to conduct an initial outreach process to gather public feedback on the proposed alternatives contingent on excluding the VCTC Bus Pass fares from the fare adjustment report, updating the GO ACCESS fares for the Camarillo Direct Service and including TAC member comments on the proposed public outreach process from this meeting. Sergio Albarrán moved to approve the new recommendation 2023. Ray Gutierrez seconded. The motion passed.*

- Item 8      Short Range Transit Plan (SRTP) Stakeholder Presentation Update**  
Austin Novstrup gave a brief update on GCTD's Short Range Transit Plan. Austin shared that staff will be conducting various stakeholder presentations to receive input on the plan and for members to share the community survey with its constituents and community members.
- Item 9      Future Agenda Items**  
Martin Rodriguez said staff will bring an item to give an overview of service changes for January 2024.
- Item 10     Adjournment**  
Chair Susanna Arroyo adjourned the meeting at 11:02am.



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**DATE** December 20, 2023  
**TO** GCTD Technical Advisory Committee  
**FROM** Martin Rodriguez, Transit Planner  
**SUBJECT** **Consider Election of Officers for Calendar Year 2024**

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**Summary**

Every December, the GCTD TAC elects a new Chair and Vice Chair for the following academic year. The Chair and Vice Chair shall be elected from among the Technical Advisory Committee representatives by majority vote. The nomination and selection of the new officers will occur during this meeting and the newly appointed Chair and Vice Chair will take their position in the January 2023 TAC meeting. Chair for the 2023 calendar year was Susanna Arroyo, County of Ventura, and Vice Chair was Sergio Albarran, City of Ventura.

Below is a recent history of GCTD TAC Chair and Vice Chairs:

**2022**

Chair – Phil Pulley, City of Ojai  
Vice Chair – Ray Gutierrez, City of Port Hueneme

**2021**

Chair – Tim Bochum, City of Oxnard  
Vice Chair – Treena Taylor, County of Ventura

**2020**

Chair – Sergio Albarran, City of Ventura  
Vice Chair – Debbie O’Leary, City of Oxnard

**2019**

Chair – Sergio Albarran, City of Ventura  
Vice Chair – Ellen Debord, City of Ojai

**Recommendation**

It is recommended that the GCTD Technical Advisory Committee nominate and elect officers to the Committee.

**GOLD COAST TRANSIT DISTRICT**



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Item 7

**DATE** December 20, 2023  
**TO** GCTD Technical Advisory Committee  
**FROM** Martin Rodriguez, Transit Planner  
**SUBJECT** **Consider Approval of the GCTD Technical Advisory Committee Meeting Schedule for 2024**

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### Summary

Regular meetings of the Gold Coast Transit District Technical Advisory Committee are held on the third Wednesday of every other month. In February 2023, California proclaimed the end of the COVID-19 State of Emergency. As a result, TAC meetings began to be held in-person at the GCTD Administration Office at 1901 Auto Center Drive, Oxnard, CA 93036.

In March 2023, the GCTD Technical Advisory Committee approved an adjustment to the TAC meeting schedule and meeting frequency to meet once a month to meet once every other month.

Below is a list of meeting dates for TAC to consider:

February 21, 2024  
April 17, 2024

June 2024\*  
August 21, 2024

October 16, 2024  
December 18, 2024

*\*The third Wednesday of June 2024 is June 19 (Juneteenth), a holiday. For this month, TAC should vote to select a meeting date.*

### Recommendation

It is recommended that the GCTD Technical Advisory Committee consider the proposed meeting schedule, select a June meeting date, and approve the proposed meeting schedule for the 2024 calendar year.

### GOLD COAST TRANSIT DISTRICT



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**DATE** December 20, 2023  
**TO** GCTD Technical Advisory Council  
**FROM** Monica Gonzalez, Transit Planner I  
**SUBJECT** **Fare Structure Adjustment Outreach Plan**

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## **I. SUMMARY**

As approved by the Board of Directors, Gold Coast Transit District (GCTD) will conduct an initial outreach process to gather public feedback on the proposed alternatives for a fare structure adjustment and evaluate potential impacts. The proposed efforts include public information sessions, onboard notices and surveys, and social media engagement. Staff will incorporate feedback received into an evaluation of GCTD's current fare collection systems, policies, and processes to develop a proposal to implement fare structure adjustments in July 2024. The following report gives an overview of GCTD's approach to ensure meaningful public engagement in the development of a final recommendation for fare structure.

## **II. TIMELINE**

At the direction of the board, staff would begin planning the outreach campaign to begin in January and February 2024, followed by a final recommendation to the board in March. A second round of public outreach would follow publicizing implementation details, a public hearing, and board adoption of the new fare structure with an effective date to coincide with GCTD's new bus book in July 2024. Figure 1 shows the proposed timeline for the first phase of the fare structure adjustment outreach campaign.

**FIGURE 1. Phase 1 of the Fare Structure Adjustment Timeline**



### III. PUBLIC MESSAGING

It is important for GCTD that the public understands the cause for a fare adjustment, and as such, recognizes the variations between the two proposed alternative fare structures and their impacts. To achieve this goal, GCTD plans to create outreach materials that include infographics and straightforward language that provide the public with accurate and accessible information to make the best-informed decision when it comes to choosing an alternative. The following section gives a preview of the information that will be shared with the public about the need for a fare structure adjustment, and the justification for each of the proposed alternative fare structures.

#### Why a Fare Structure Adjustment?

GCTD provides reliable and efficient bus services that meet the needs of our community. We understand that our buses are an essential lifeline for many, connecting neighborhoods, reducing traffic congestion, and contributing to a more sustainable future. While our services are primarily government-funded, fares make up roughly 15%

of our annual operating budget and are vital to ensuring GCTD can continue delivering a high-quality service.

Here are the key reasons behind a fare structure adjustment:

1. **Operational Costs:** GCTD has worked to keep fares low, avoiding the need to raise fares for over a decade. The cost of fuel, labor, and maintenance have all increased over the last decade. The proposed fare adjustment will help offset these operational expenses and ensure the continued sustainable operations of our services.
2. **Service Quality:** Connecting people to opportunity by providing high-quality service is one of our top priorities. How and when fares are paid impacts the quality of service. Paying cash takes time and slows down trips for everyone. The proposed fare adjustment offers discounts for pre-paid fares to keep your bus moving.
3. **Financial Stability:** Ensuring the financial stability of GCTD is crucial for the long-term viability of public transportation within our district. The fare adjustment is a crucial step to maintaining the fiscal health of GCTD, allowing us to deliver the services you depend on every day.

Ways GCTD is working to keep transit affordable:

1. **Free Fare Programs:** Since 2018, GCTD has participated and been able to offer fare-free trips for area college students. A similar program was instituted for youth riders in 2022. GCTD is reimbursed the full fare by the Ventura County Transportation Commission for each trip taken. These programs have been vital to maintaining service levels in GCTD's post covid-19 recovery.
2. **Discounted Fare Programs:** Individuals with disabilities, seniors and veterans are all eligible for 50% reduced fare. Discounts are also available for pre-paid passes including Day passes, 15 - Ride passes, and 31 - Day passes.
3. **Alternative Funding Sources:** GCTD has made a priority of identifying new funding sources. GCTD continues to apply to grant programs that will allow GCTD to operate service, maintain and replace vehicles, and improve transit facilities throughout the district. By seeking these alternative funding sources allowing the district has maintain and improve our services.

What to Expect:

GCTD has carefully considered the impact on our riders and has worked to strike an important balance – offering low-cost transportation while preserving high quality services. We remain committed to offering affordable transportation options for all

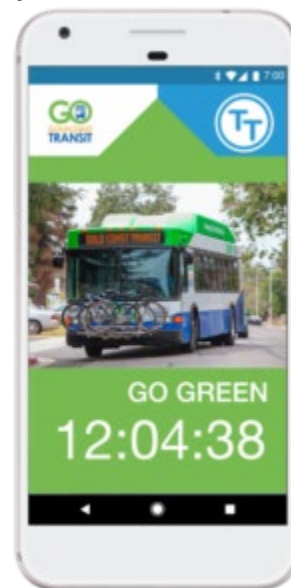
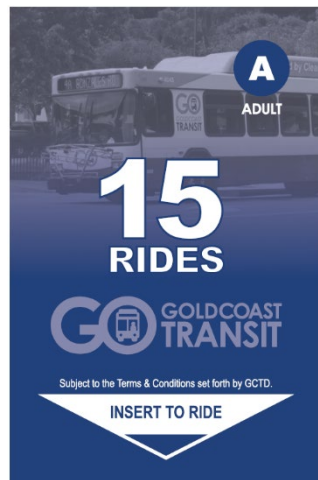
members of our community, which is why we propose two different fare adjustment scenarios.

One notable difference between Alternative 1 and Alternative 2 is that Alternative 2 incentivizes the use of pre-paid fare systems by increasing the fixed route base cash fare to \$2.25. Some benefits of prioritizing pre-paid fare payments include:

1. **Efficiency and Faster Boarding:** Pre-paid fare systems allow passengers to pay before boarding, reducing the time buses need to spend at bus stops and instead getting you where you need to go.
2. **Improved Passenger Flow:** Pre-paid systems contribute to smoother passenger flow on and off the bus, reducing crowding and making the overall transit experience more pleasant for everyone.
3. **Cost Savings:** Handling cash transactions and issuing paper tickets can be resource intensive. Moving to a pre-paid system can reduce the costs associated with cash handling services.

Prepaid fare options include magnetic stripe paper tickets and digital passes on the Token Transit Pass app as seen in Figure 2. For a full review of Fixed Transit cost review Figure 3.

**FIGURE 2. Pre-paid Fare Options**



Further noted differences between Alternative 1 and Alternative 2 include distinction in Access & Flexible Services pricing. Figure 4 shows a full summary of the proposed cost for these services.

**FIGURE 3. Fixed Transit Fare Adjustment**

Fixed Transit		Current Fares		Alternative 1		Alternative 2	
		Full	Reduced*	Full	Reduced	Full	Reduced
Cash Fares	Base Fare	\$1.50	\$0.75	\$2.00	\$1.00	\$2.25	\$1.00
	Day Pass	\$4.00	\$2.00	\$5.00	\$2.00	\$5.00	\$2.00
Pre-Paid Tickets and Passes	31-Day	\$50.00	\$25.00	\$65.00	\$32.00	\$65.00	\$32.00
	15-Ride	\$20.00	\$10.00	\$25.00	\$12.00	\$25.00	\$12.00
	1-Ride	\$1.50	\$0.75	\$2.00	\$1.00	\$2.00	\$1.00
	Day Pass	\$4.00	\$2.00	\$5.00	\$2.00	\$5.00	\$2.00
Fare Cap- 31 Day Maximum	Purchases of 1-Ride and Day Passes apply toward fare cap.	\$50.00	\$25.00	\$65.00	\$32.00	\$65.00	\$32.00

\*Reduced Fare -Seniors 65+, Veterans, Persons with Disabilities

**FIGURE 4. Access & Flexible Services Fare Adjustment**

Access & Flexible Service		Current Fares	Alternative 1	Alternative 2
		Full	Full	Full
Mandated Services	ACCESS / ADA Certified	\$3.00	\$4.00	\$4.50
	ACCESS / Seniors over 65	\$3.00	\$4.00	\$4.50
Non-Mandated Services - ADA & Seniors	Camarillo Direct Service	\$6.00	\$8.00	\$9.00
	Health Zones	\$3.00	\$4.00	\$4.50
Non-Mandated Flexible Services - General Public	GO Now Microtransit	\$2.00	\$4.00	\$4.50
	Hop Service to JJC	\$2.00	\$4.00	\$4.50
	Late Night Safe Rides	\$2.00	\$5.00	\$7.00

#### IV. PROPOSED OUTREACH

GCTD is proposing a robust outreach effort to ensure meaningful public engagement in the development of a final recommendation for a modified fare structure. Outreach efforts will include holding bilingual public information sessions at multiple locations throughout the district. Additionally, information on proposed fare structure adjustments along with a brief survey will be available onboard GCTD buses. A social media campaign and informational page on GCTD's website will also be used to solicit feedback.

##### Bilingual Public Information Sessions

Below are the recommended locations to host bilingual information sessions for the public. The locations are chosen to maximize the full coverage of GCTD's service area.

Proposed Meeting Locations:



- Oxnard Public Library – Main Library (Central Oxnard)
- South Oxnard Branch Library (South Oxnard)
- Ventura County Government Center (Central Ventura)
- E.P. Foster Library (West Ventura)

To create meaningful public engagement, GCTD will set up three different stations each paired with an interactive activity to spur discussion and feedback in each of the sessions. The stations and activities will be as follows:

### 1. **Why a Fare Structure Adjustment?**

This station will focus on creating a snapshot of increasing operational costs, giving background to why a structure adjustment is necessary. The activity will consist of a then-and-now exercise where the public will be able to see the increasing operational costs and decide what a fair fare should be. People will have the option to add their suggestions as to what the fare should be on a scale that will be provided by GCTD. This is a great option to spark conversation and visually see what a fair fare increase looks like to the public.

### 2. **Fare Facts: Understanding Your Fare Options**

The second station is where people will be able to learn about the two proposed fare structure adjustments and ask questions. GCTD will provide infographics to create easy-to-understand visualizations of the two fare alternatives. For the activity, people will be asked to vote on which form of fare payment they prefer and let them know of the other options that exist. The information we collect here will allow us to further evaluate other fare policies as they relate to fare payment.

### 3. **Voices & Votes Hub: Share Your Opinion**

After having the opportunity to learn about the fare structure adjustment and the proposed alternatives, people will be encouraged to complete a short survey to select what alternative they prefer and give any additional feedback that should be considered in the final decision of the fare structure adjustment. Surveys will be available digitally or printed out as requested.

At each station, participants will receive a stamp. Once they have completed all three stations, participants will be able to trade in their stamps for a prize. The motivation behind this approach is to encourage participants to go to each one of the stations and take an active role in providing feedback.

### Fare Adjustment Survey

While we aim to reach as many members of our community through our in-person public information sessions, we understand that not everyone who wants to give

feedback may be able to attend in person. Therefore, GCTD will create a 5-question or less survey, where people will be able to learn about the fare structure adjustments, and the two options, vote on the option they prefer, and provide any relevant information to be considered for the final decision of the fare structure. The goal of the survey is to create an accessible forum that allows everyone who wishes to give feedback to do so. Surveys will be widely shared online, and through onboard posting and notices.

#### Onboard Notification

Posting onboard the buses is the most direct way to reach our passengers. Notices will be posted onboard all buses with information about the proposed fare adjustments, a QR code link to the survey as well as dates for community meetings. Additionally, onboard audio PSA's will promote attendance at the meetings and participation in the survey.

#### Social Media and Online Promotion

As part of our social media campaign and online promotion, we will be creating content to advertise both the public information sessions and the survey. For the public information sessions, GCTD will begin advertising for these meetings using save-the-dates, creating a landing page, and adding information about the sessions in the GCTD newsletter. For both the meetings and the survey, GCTD will create reels, stories, and static graphics to post across all social media platforms. The objective is to let as many people know about our upcoming public sessions and for them to participate in giving us feedback about the fare structure adjustment by taking the survey.

## **V. RECOMMENDATION**

It is recommended that the GCTD Technical Advisory Committee receive and file this report and provide feedback to staff.

*Attachment 1: Fare Structure Adjustment Work Scope*

# Fare Adjustment Work Scope

The following gives an overview of the deliverables needed to complete the first phase of the Fare Structure Adjustment Outreach Plan.

## **Bilingual Public Information Sessions**

To create meaningful public engagement, GCTD will set up three different stations each paired with an interactive activity to spur discussion and feedback in each of the sessions.

1. Book meeting rooms for:
  - Oxnard Public Library – Main Library
  - South Oxnard Branch Library
  - Ventura County Government Center
  - E.P. Foster Library
2. Staffing
  - Email selected dates for sessions to certify staff availability
3. Why a Fare Structure Adjustment? (Booth Materials)
  - Create Flyer – See TAC Report for Content
  - Create a poster for the activity requiring the public to select a fair fare based on then-and-now operating cost
4. Fare Facts: Understanding Your Fare Options (Booth Materials)
  - Create an infographic to easily compare alternatives 1 and 2
  - Create a poster for activity where people can put a sticker on their preferred payment method
  - Print out poster
  - Create a flyer/infographic that showcases all forms of fare payment
5. Voices and Votes Hub: Share Your Opinion (Booth Materials)
  - Request tablets (2) from IT to collect survey answers
  - Print out physical copies of the survey to have at hand in both English and Spanish
6. Stamps and Rewards
  - Create a sheet for people to get a stamp or initialed when they complete a booth
  - Print out sheets
  - Prepare prizes that the public will be able to choose from

## **Fare Adjustment Survey**

The goal of the survey is to create an accessible forum that allows everyone who wishes to give feedback to do so.

1. Survey
  - Create a draft of the survey
  - Finalized survey based on feedback received
  - Translate survey to Spanish
  - Digitize survey

### **Onboard Posting and Notices**

Posting onboard the buses is the most direct way to reach our passengers and will be used to notify passengers about upcoming public sessions and surveys.

1. Onboard Notices
  - Create rider alerts to post on buses with information about the proposed fare adjustments, a QR code link to the survey as well as dates for community meetings
  - Print rider alerts
  - Insert on buses
  - Remove rider alerts after meetings
2. Onboard PSA
  - Create PSA language to promote attendance at meetings and participation in the survey
  - Post PSA (Beginning January 2, 2024)

### **Social Media and Online Promotion**

The objective is to let as many people know about our upcoming public sessions and for them to participate in giving us feedback about the fare structure adjustment by taking the survey.

1. Save-the-Dates
  - Create a save-the-date static graphic to let the public know about the upcoming public information sessions
  - Post across social media platforms
2. Newsletter
  - Add a section in the January newsletter with information about the fare structure, in-person meetings, and the survey
3. Webpage
  - Create a landing page on GCTD's website to give information about the fare structure, in-person meetings and the survey
4. Social Media Campaign (Survey + Public Information Sessions)
  - Create posting schedule for the outreach campaign
  - Video (reels)
  - Stories
  - Static Graphics



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Item 9

**DATE** December 20, 2023  
**TO** GCTD Technical Advisory Committee  
**FROM** Robert Lucio, Mobility Management Coordinator  
**SUBJECT** Receive GO NOW Six-Month Progress Report

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### Summary

GCTD's GO NOW pilot service soft-launched in south Oxnard in late May 2023. This new service is designed to give residents a spontaneous travel solution that is also an affordable, clean, safe, and convenient option providing quick transportation around the South Oxnard service zone. Connections to fixed routes, commuter buses, or rail services at the Oxnard Transit and Center Point Transfer Centers are available on this service.

The GO NOW service operates primarily with an electric Ford Transit van and is the first electric vehicle used in public transit operations within Ventura County. The service is funded in part by CA Clean Energy grants. A significant goal of this initiative is to provide the South Oxnard community with a convenient and eco-friendly mode of transportation, thereby reducing reliance on cars. This is especially crucial given the area's history of pollution caused by manufacturing and processing operations, making it imperative to work towards improving air quality.

Staff will provide a verbal six-month update on GCTD's south Oxnard's GO NOW pilot service, outlining progress, challenges encountered, lessons learned, and potential growth opportunities.

### Recommendation

It is recommended that the GCTD Technical Advisory Committee receive and file this report.

### GOLD COAST TRANSIT DISTRICT



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Item 10

**DATE** December 20<sup>th</sup>, 2023  
**TO** GCTD Technical Advisory Committee  
**FROM** Austin Novstrup, Planning Manager  
**SUBJECT** Update and Presentation on Upcoming January 2024 Service Changes

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### **SUMMARY**

This report provides an update and presentation on planned changes to GCTD's fixed-route bus service scheduled to go into effect on January 6<sup>th</sup>, 2023.

GCTD modifies fixed route service schedules biannually in order to maintain and improve ontime performance and implement other service improvements. Changes planned for January include minor schedule adjustments and modification of booster services to address overcrowding at peak times on some routes.

### **RECOMMENDATION**

It is recommended that the TAC receive and file this presentation and provide any feedback to staff on the material presented.

#### **GOLD COAST TRANSIT DISTRICT**