

# SRTP Factsheet

## OVERVIEW

The last few years have brought significant change to West Ventura County, impacting every aspect of life – including public transportation. To better serve our community, Gold Coast Transit District (GCTD) needs a public transportation network that better reflects the new ways we live, work, and play.

The Short-Range Transit Plan (SRTP) is the tool to get us where we need to go. The SRTP will look at all facets of GCTD transit service and recommend how to improve them in the near and long term.



## PURPOSE

The purpose of the SRTP is to improve mobility and quality of life in our region by:

- Enhancing transit effectiveness and efficiency
- Restructuring bus service to promote economic growth and regional connectivity
- Assessing the feasibility of creating a higher-quality transit corridor between Oxnard and Ventura
- Improving ridership, reliability, and customer experience



**YOUR VOICE MATTERS!**

# About SRTP

## What Goes into the SRTP

### Existing Conditions Analysis

The SRTP will study the current condition of the transit system. GCTD will gather input from current riders, former riders, and the community at large about what is working well and what could be improved. We will conduct a line-by-line analysis of each GCTD bus route.

### System Improvement Recommendations

Based on data gathered during the Existing Conditions Analysis, the SRTP will provide recommendations for improving the GCTD system. These recommendations may include adding, subtracting, or modifying bus routes, schedules, frequencies, or stops. They could also include augmenting fixed-route transit with on-demand service or new technologies.

### High-Quality Transit Corridor Analysis

The SRTP will analyze the feasibility of connecting core parts of GCTD's service area in Ventura and Oxnard with a new, higher-quality transit service. This analysis will consider which areas could be served by this new route and how to connect them most effectively.

### Implementation and Financial Plan

This will estimate the cost of implementing the improvements recommended in the SRTP, project future GCTD revenue for the next five years, and outline a prioritized implementation plan to guide the agency moving forward.

### Community Engagement

The cornerstone of the SRTP is community input. GCTD wants to hear from current and former riders as well as the community at large. Anyone who lives or works in West Ventura County is encouraged to provide their feedback.



**\$50 VISA GIFT CARD & 31-DAY BUS PASS**

*Take the Survey!*



Survey respondents who provide their contact information will be entered for a chance to win a \$50 Visa Gift Card and a 31-day bus pass.

## SRTP PROJECT Timeline



### October-November 2023

Please participate in our first community survey. We'd like to know:

- Which parts of the system work well for you?
- What could be improved?
- If you've stopped riding transit, what would encourage you to return?
- If you've never ridden a bus, what would entice you to try it?

### February-March 2024

Review our proposed system improvements and let us know what you think. You can view the proposed changes line-by-line and see the initial findings of the Ventura-Oxnard Transit Corridor Feasibility Study.

Survey available:  
**Now to December 1, 2023**



## STAY CONNECTED:

805-487-4222

[gctd.org/SRTP24](http://gctd.org/SRTP24)



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