



GOLD COAST TRANSIT DISTRICT COMMUNITY REPORT

YEAR IN REVIEW: 2023

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

Gold Coast Transit District
CELEBRATING 50 YEARS



MESSAGE FROM THE GENERAL MANAGER



DEAR COMMUNITY MEMBERS,

It is a pleasure to present Gold Coast Transit District's Annual Report for 2023. The year was filled with milestones, accomplishments, and a renewed commitment to enhance transportation services for the community we proudly serve.

As we celebrated our 50th anniversary, we were reminded of the significant role public transportation plays in our daily lives and its impact on our community's growth. We were thrilled to share a commemorative video featuring real-life rider stories that exemplify the transformative impact of safe, reliable, and efficient transportation.

This year, we introduced a new and revitalized Mission, Vision, and Strategic Plan. Our strategic plan outlines key objectives and initiatives that strive for excellence in service, safety, stewardship of resources, culture, and expanding public awareness.

We launched GO Now, the app-based, microtransit service to provide first and last-mile connections in the South Oxnard neighborhood, a first-of-its-kind service in the city. Through a combination of grants and partnerships, this program is a great example of local, state and federal resources working together to provide a great service to our residents.

By the end of the year, ridership not only bounced back to pre-pandemic levels, but we are now on track to exceed ridership from 2019. This is due in large part to the success of the College and Youth Ride Free program - a grant funded program administered by the Ventura County Transportation Commission. Youth riders now make up 30% of our ridership. We are thrilled that this next generation of riders are learning the value of shared mobility, environmental consciousness, and independence.

This report encapsulates our commitment to innovation, sustainability, and most importantly, serving our community. We thank you for your support over the past 50 years, and we look forward to continuing to serve you for many years to come.

Vanessa Rauschenberger

GCTD GENERAL MANAGER

HIGHLIGHTS

NEW MISSION, VISION & STRATEGIC PLAN

We are excited to announce the launch of our new Mission, Vision, and Strategic Plan, marking a significant milestone in our commitment to enhancing transportation services for the community we proudly serve.



OUR MISSION

Our mission is serving, moving, and connecting people to opportunity –one ride at a time.



OUR VISION

Our vision is to revolutionize transportation in Ventura County by leading initiatives that improve the rider experience, achieve clean air, and drive economic vitality.

STRATEGIC PLAN

Our new strategic plan outlines key objectives & initiatives that align with our mission & vision.



Through collaborative efforts and a focus on excellence, we aim to achieve the following:

Service Excellence

Deliver service excellence by providing customer-focused, high-quality service to every member of our community.

Safety & Security

Ensure safety and security while caring for the well-being of employees, passengers, and the general public.

Stewardship of Resources

Increase and provide responsible stewardship of all resources prioritizing oversight, integrity, accountability, and transparency.

Culture

Cultivate a positive and inclusive work culture that prioritizes employee engagement, high performance, learning and development.

Expand Public Awareness

Increase public awareness, expand community presence, and build a transit-supportive region through public education, partnerships, and advocacy.

This new strategic direction represents the collective efforts of our team, stakeholders, and the valuable feedback received. By working together, we look forward to achieving our shared vision for a better-connected and sustainable future.



GCTD 50th Anniversary: July 17th Marked 50 Years of Service

Since July 17, 1973, GCTD has been committed to providing safe, reliable and efficient transportation to the residents of Ventura County. We are proud of our history and the important milestones reached these last five decades.

As part of our celebrations, GCTD released its 50th anniversary commemorative video. It features highlights from the past 50 years, and includes rider stories directly from our passengers. The stories serve as a reminder of the significant role that public transportation plays in the daily lives of our riders. The video and the stories collected can be found at gctd.org/50th.

1ST ANNUAL HALL OF FAME



In December, Gold Coast Transit District (GCTD) honored its employees with its first annual Hall of Fame ceremony. The event was held to recognize the dedication of GCTD employees who have served the organization for over 20 years and have reached the Million Mile Club.

Thirty inductees were selected based on their years of service, safety records, contributions to the organization, and their positive impact on the community. They were presented with a certificate of recognition, a commemorative pin, and a plaque in the official GCTD Hall of Fame. The event was attended by employees and inductees' families and was also highlighted in Mass Transit Magazine.



FLAGSHIP GRANT | \$16,999

New Bus Stop Amenities Installed in Oxnard

GCTD received this grant to partner with the city of Oxnard to install seating and lighting at 10 bus stops. The newly installed seating makes

waiting for a bus more comfortable, and better lighting helps with visibility, ensuring passengers are not passed by - especially at night.

On-Demand Service Launch

In May, GCTD launched the GO Now on-demand, app based service to provide a first and last-mile connection in the South Oxnard neighborhood.

The trial service is available for residents to travel within the neighborhood and to connect to the larger transit network outside the service zone. GO Now is funded through grant funds from the California Clean Energy Commission, Federal Transit Administration Jobs Access Reverse Commute (JARC) grant funds, and partnerships with Ventura County Clean Energy Alliance and Ventura County Transportation Commission.



ZERO emissions

Hydrogen Station

In our commitment to environmental stewardship, progress continues on the planning of a state-of-the-art Zero Emissions Hydrogen Fuel Cell Station.

This innovative facility will play a pivotal role in advancing our transition towards a greener and cleaner public transportation system. By embracing hydrogen fuel technology, we aim to significantly reduce our carbon footprint and contribute to a more sustainable and eco-friendly community.

PLANNING FOR THE FUTURE

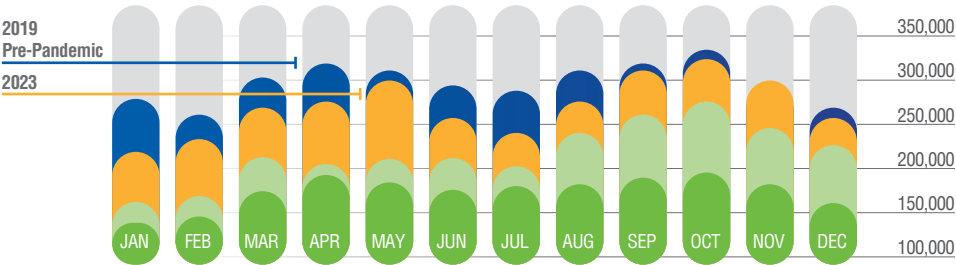
Short-Range Transit Plan

We understand the importance of a well-connected and efficient transit system that meets the diverse needs of our community. We are on track to complete our Short-Range Transit Plan in the summer of 2024. This comprehensive plan will address the evolving transportation needs of our growing community, ensuring that our services are not only reliable but also tailored to meet your expectations.

RIDERSHIP RECOVERY 2023

Coming out of the pandemic, the GCTD team has been focused on recovering our riders.

With the growing success of the Youth Ride Free Program, ridership continued to steadily climb month after month, finally reaching pre-pandemic levels in the fall of 2023. Additionally, through robust community outreach and marketing efforts, our inviting bus operators and our reliable service, our ridership was revitalized. We look forward to its continued growth.



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2019 Pre-Pandemic	270,343	255,721	295,460	304,732	303,302	281,235	275,112	307,026	309,662	326,867	286,836	269,297	3,485,592
2021	135,047	142,016	167,194	183,240	169,919	171,181	167,237	178,205	186,186	192,052	183,534	153,763	2,029,574
2022	161,339	170,022	207,969	199,587	204,793	206,957	197,971	234,855	255,215	268,798	238,117	221,137	2,566,762
2023	228,248	235,583	265,872	267,775	298,457	256,892	242,551	285,990	309,272	325,500	292,461	265,643	3,274,245

BY THE NUMBERS

FISCAL YEAR 2022-23 STATISTICS



FLEET

61 | Fixed-Route Buses
27 | ACCESS Vehicles



SERVICE PROVIDED

186,808 | Annual Hours of Service
2,093,744 | Annual Miles Traveled



ROUTES & STOPS

19 | Fixed Routes
665 | Bus Stops



EMPLOYEES

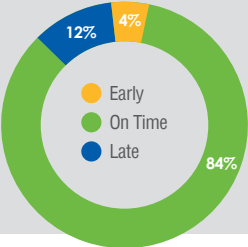
131 | Operations
29 | Maintenance
29 | Administration
54 | Contract Employees ACCESS (MV Transportation)



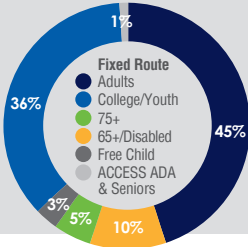
RIDERSHIP

9,456 | Average Weekday Boardings: Fixed Route
274 | Average Weekday Boardings: ACCESS
2.9 million | Annual Boardings Systemwide

SYSTEM RELIABILITY



WHO RIDES



% OF BUS STOPS WITH AMENITIES

