

## ITEM 8

# FIXED ROUTE AND ACCESS FLEXIBLE SERVICES

## 1st QUARTER UPDATE

Presenter:  
Austin Novstrup  
Planning Manager  
February 8, 2024





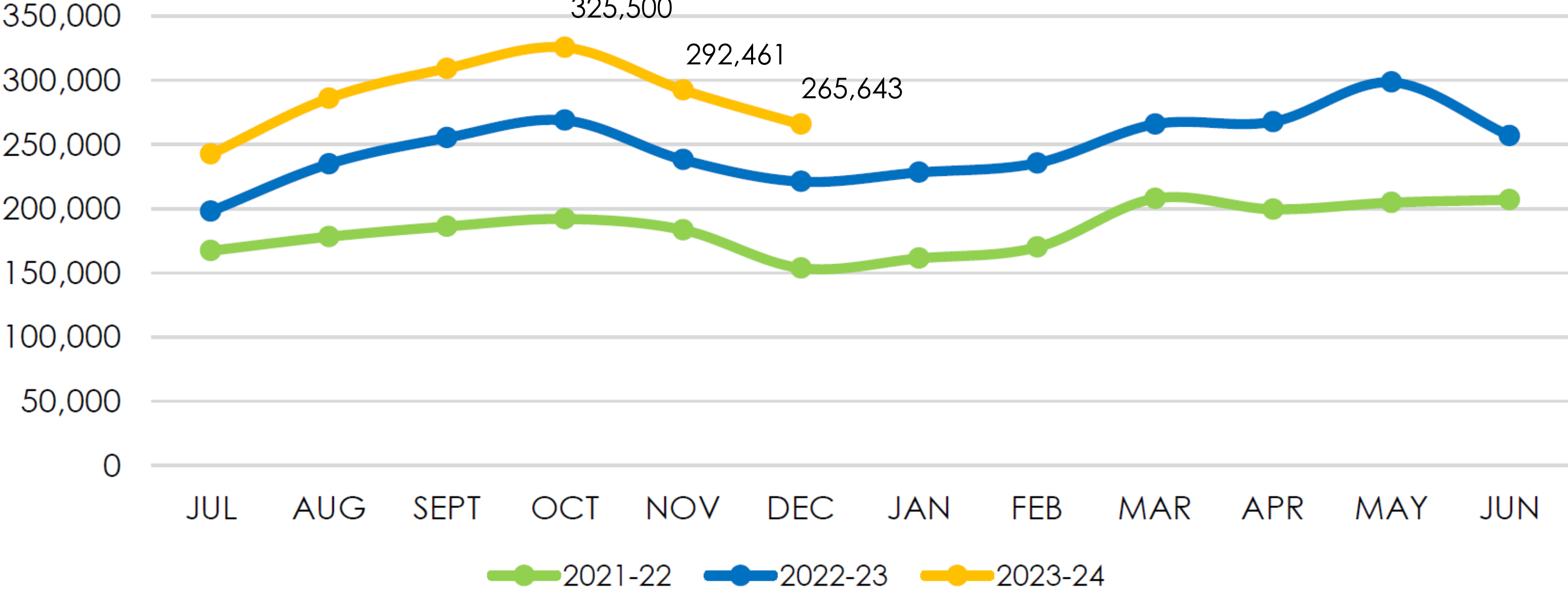
# 2nd Quarter

## Fixed Route Trends

- Overall Ridership increased by 23% year over year.
- Ontime Performance dropped to 80% from 87% during the same period last year.
- Routes with the highest ridership growth include the routes 1, 4, 6, 11, 21 & 23.
- Youth Ride Free continues to drive ridership accounting for one-third of all rides taken in the 2nd quarter.

# Monthly Ridership

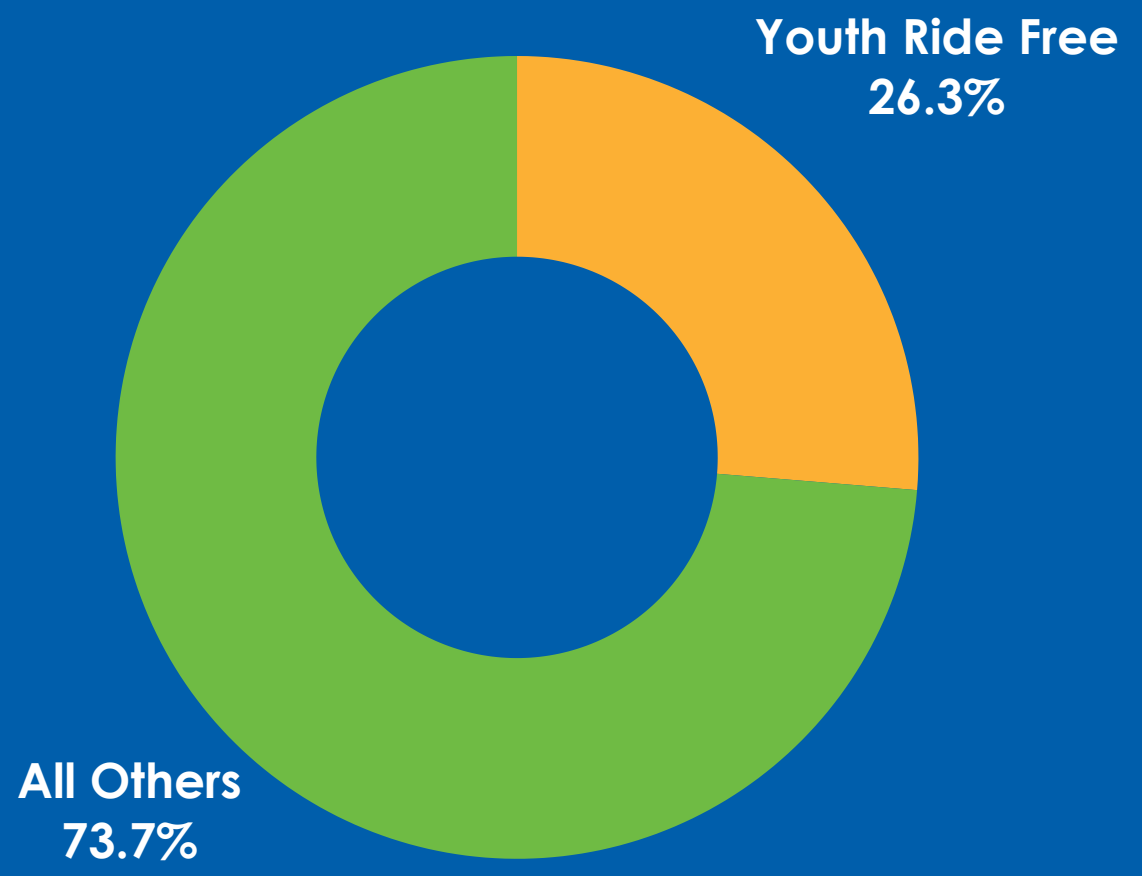
### Monthly Fixed Route Ridership



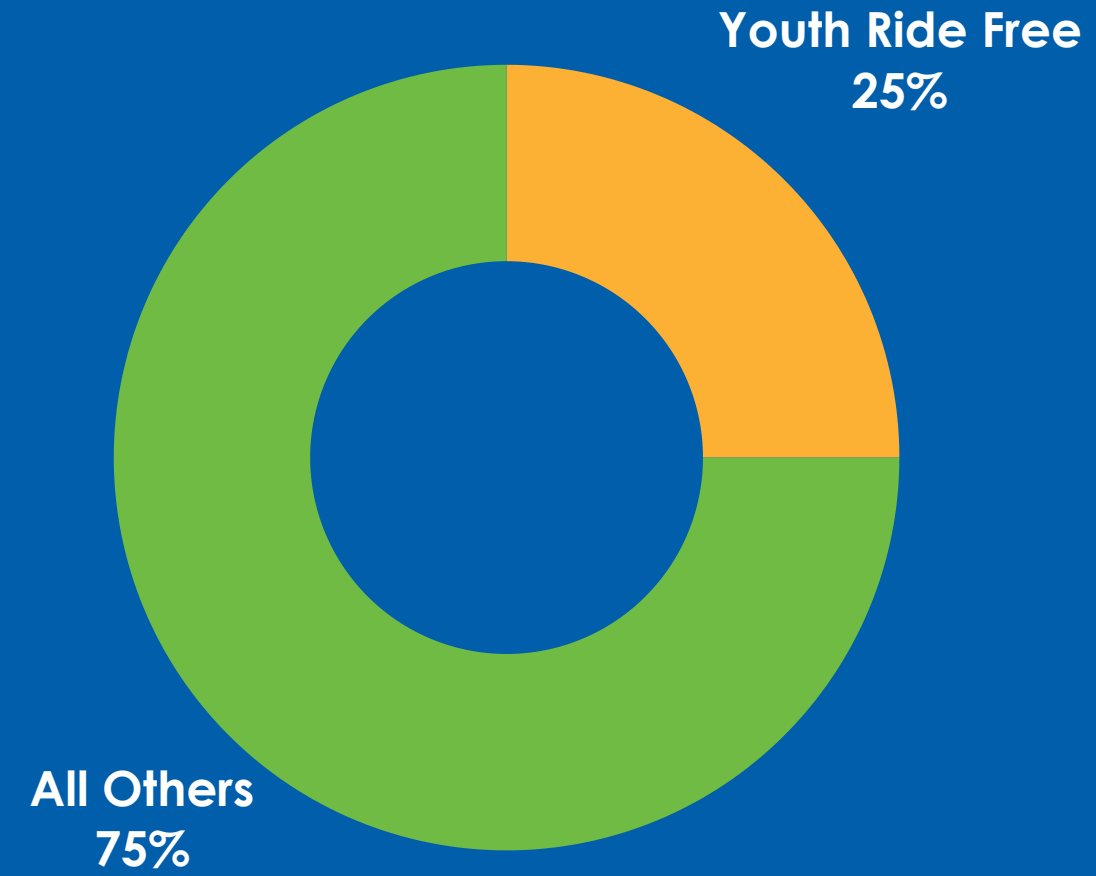
# Historical Ridership Trend

Total Monthly Boardings	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
1999-00	272,821	269,904	293,558	305,025	286,685	270,469	304,934	247,924	307,353	285,744	306,692	298,919
2000-01	280,364	299,953	295,878	303,335	278,013	292,799	287,040	235,572	287,631	275,931	290,248	288,087
2001-02	280,027	294,783	277,526	311,089	272,290	261,075	264,038	260,962	277,924	278,891	275,901	259,698
2002-03	268,567	270,365	270,806	290,169	255,921	269,643	272,851	245,162	291,700	290,109	285,259	275,935
2003-04	275,627	266,275	280,059	293,671	251,269	257,757	255,672	239,869	291,384	271,566	271,876	258,820
2004-05	258,013	255,521	271,257	261,730	253,853	234,182	224,778	226,957	227,166	253,243	254,935	264,278
2005-06	254,570	270,466	255,975	268,435	271,235	261,733	267,974	248,485	272,221	241,041	285,738	287,455
2006-07	276,555	307,267	287,709	312,668	281,042	264,451	277,903	270,197	299,303	289,150	285,305	287,439
2007-08	272,298	297,284	294,639	304,847	271,567	260,540	255,325	287,359	305,024	313,578	303,271	330,143
2008-09	304,175	311,490	313,626	330,561	258,645	284,866	261,509	255,598	303,451	292,619	285,438	300,001
2009-10	277,602	294,574	301,285	299,489	283,392	271,907	264,394	272,669	324,827	293,251	276,875	281,687
2010-11	276,140	294,691	299,905	287,719	272,891	245,767	272,196	250,596	290,146	290,192	295,060	278,236
2011-12	274,675	284,028	294,928	309,111	280,938	275,764	279,939	293,436	295,445	290,658	299,255	298,231
2012-13	287,809	322,932	284,096	330,836	282,224	267,106	273,421	279,289	310,808	307,638	318,661	301,650
2013-14	300,385	326,031	326,564	350,559	304,083	307,308	321,104	295,688	334,382	320,991	314,103	316,560
2014-15	312,696	336,139	339,061	359,135	308,122	304,436	316,545	314,598	349,167	329,824	319,510	319,615
2015-16	317,565	333,893	334,288	353,240	302,650	298,397	280,672	313,918	328,180	318,522	312,400	306,948
2016-17	298,884	328,001	317,092	319,189	299,148	278,495	277,429	262,699	327,008	302,132	305,886	300,424
2017-18	284,739	313,310	298,838	317,191	291,192	244,382	280,341	277,075	283,355	296,552	299,806	287,380
2018-19	282,407	320,875	306,997	338,315	290,370	274,917	270,343	255,721	295,460	304,732	303,302	281,235
2019-20	275,112	307,026	309,662	326,867	286,836	269,297	299,511	289,413	204,965	103,840	122,276	150,613
2020-21	145,493	150,093	149,143	167,164	162,089	151,432	135,047	142,016	167,194	183,240	169,919	171,181
2021-22	167,237	178,205	186,186	192,052	183,534	153,763	161,339	170,022	207,969	199,587	204,793	206,957
2022-23	197,971	234,855	255,215	268,798	238,117	221,137	228,248	235,583	265,872	267,775	298,457	256,892
2023-24	242,551	285,990	309,272	325,500	292,461	265,643						
Current Year Change	22.5%	21.8%	21.2%	21.1%	22.8%	20.1%						
Current year vs. Pre-pandemic	-11.8%	-6.9%	-0.1%	-0.4%	2.0%	-1.4%						

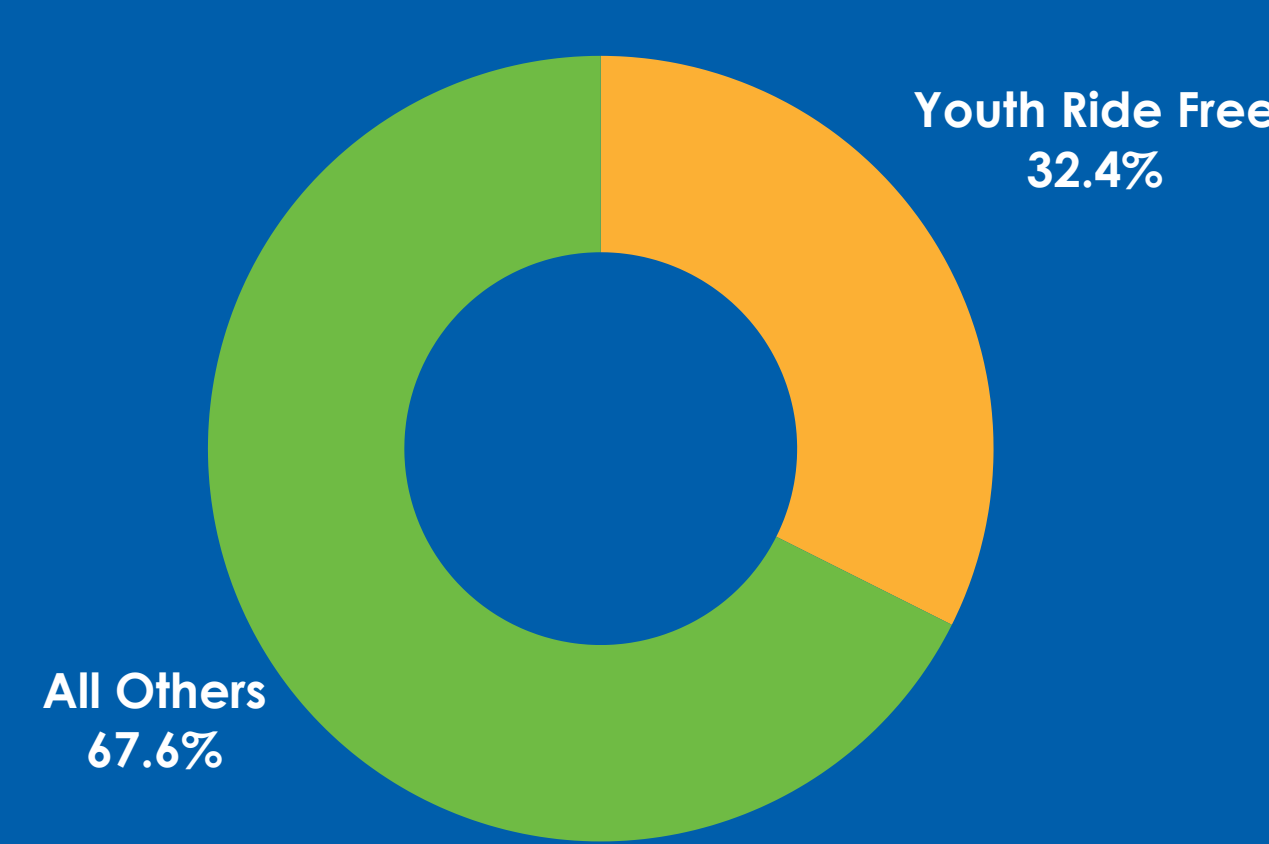
# YOUTH RIDE FREE RIDERSHIP



Quarter 2 FY23



Quarter 1 FY24



Quarter 2 FY24



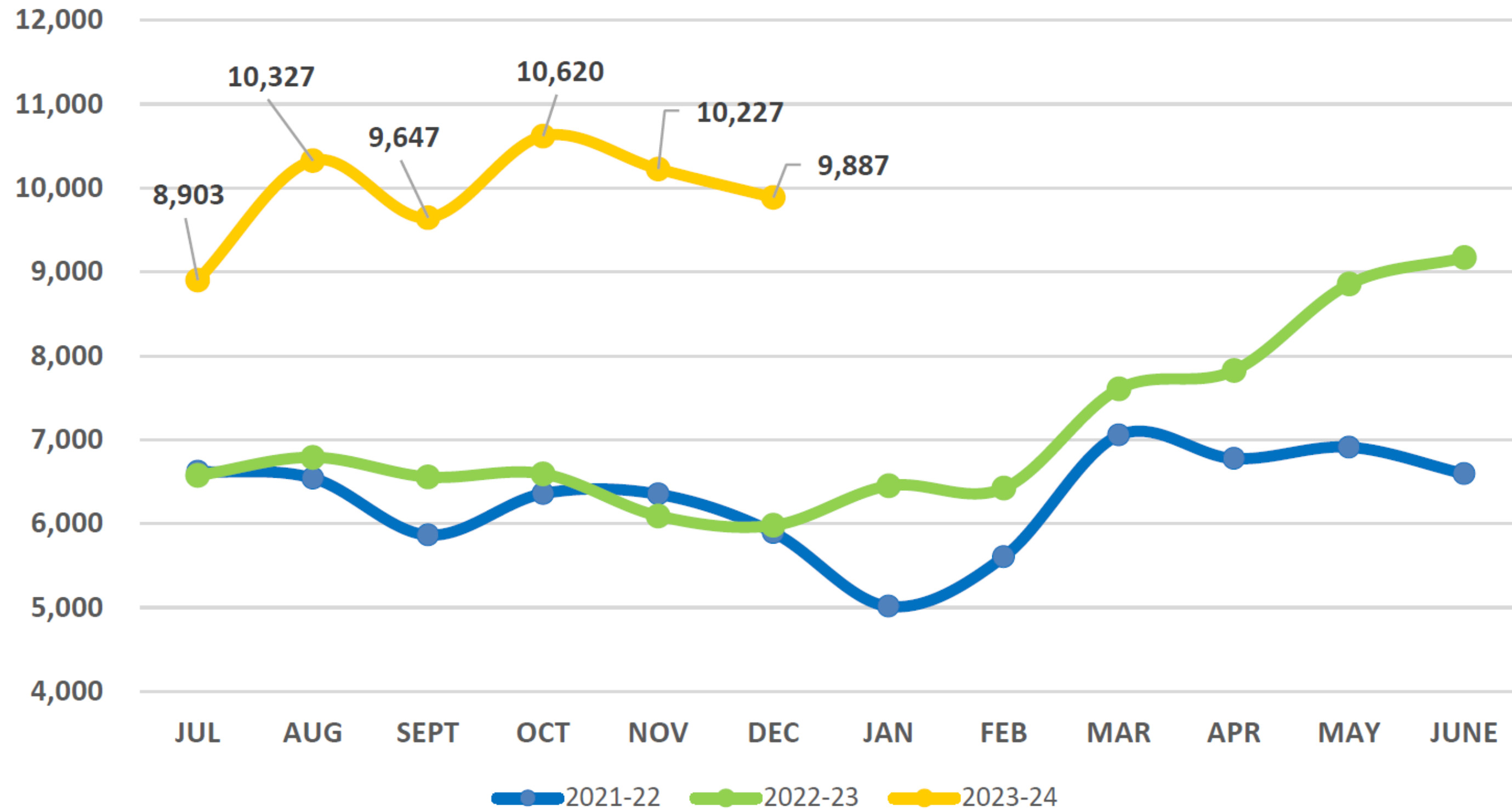
# 2nd Quarter

## ACCESS FLEXIBLE SERVICE TRENDS

- Ridership rose 65% year over year across all Flexible Services.
- Ontime performance improved from 86% to 93% in the 2nd quarter of FY24.
- Late Night Safe Rides saw the highest percentage increase in ridership at 87%.
- Consistent with Q1 ridership across all services has fully recovered and has stabilized around pre-pandemic levels.

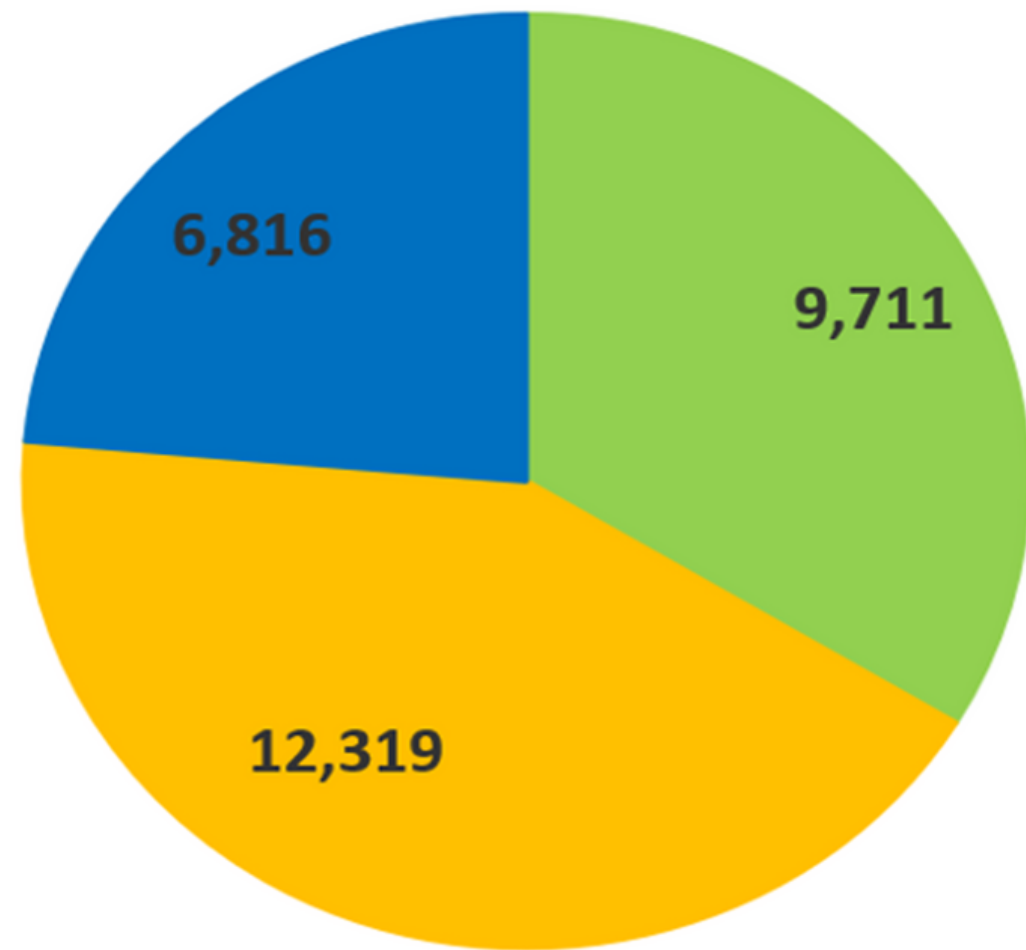
# FLEXIBLE SERVICE MONTHLY BOARDINGS

## Total Flexible Service Monthly Boardings

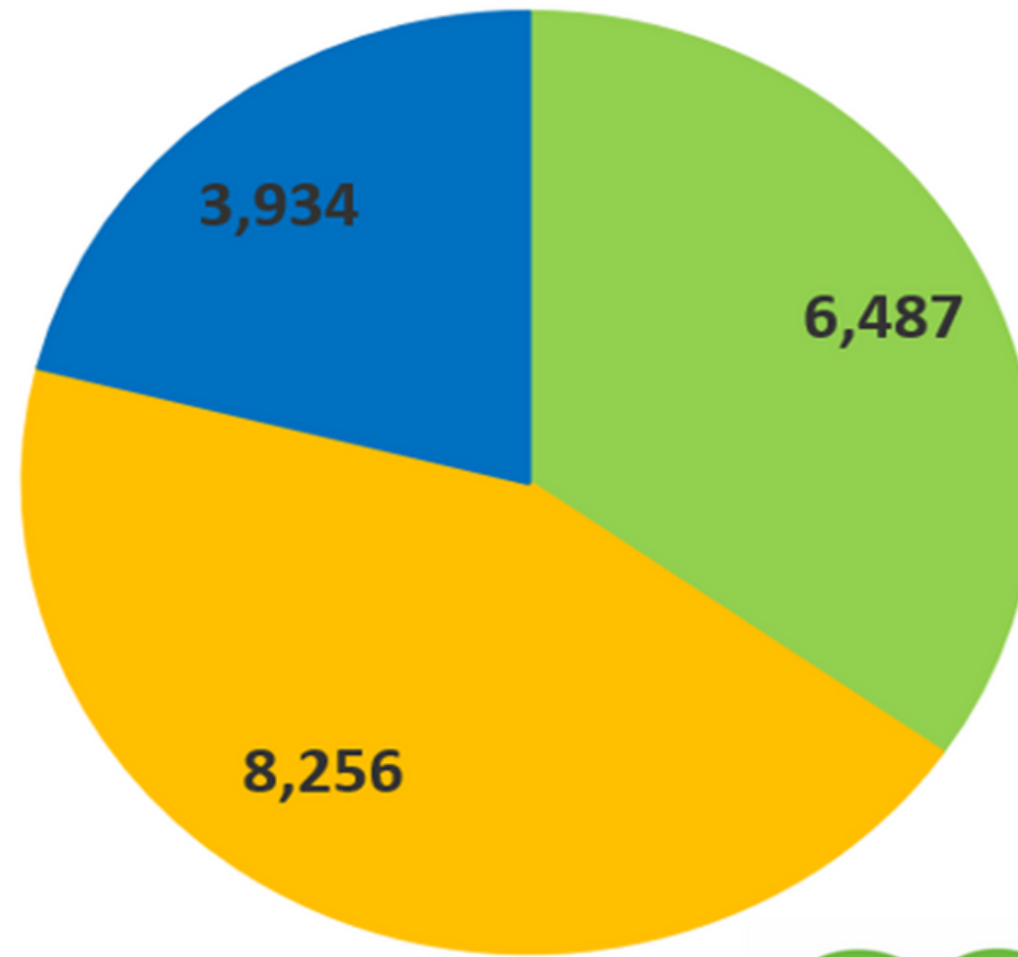


# FLEXIBLE SERVICE BOARDINGS

FY 2024 QTR 2



FY 2023 QTR 2

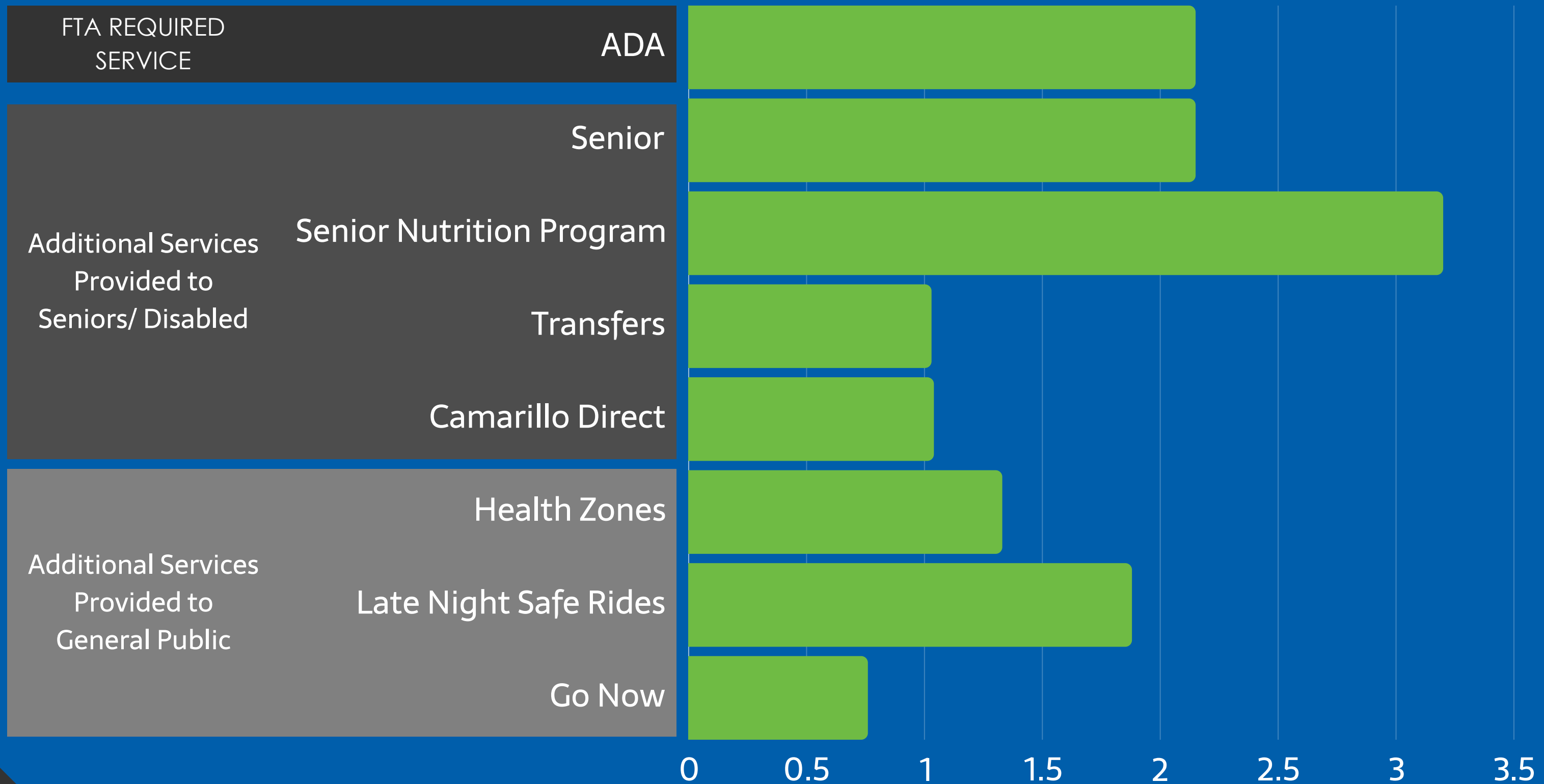


■ ADA ■ SENIORS ■ FLEXIBLE SERVICES





# FLEXIBLE SERVICE PRODUCTIVITY



# S RTP OUTREACH

- Stakeholder and Community meetings.
- Community Survey available online and promoted online and onboard the bus.
- Over 700 responses with both riders and future riders well-represented



The image shows a Facebook post from the account 'goldcoasttransit'. The post features a large background image of a green and white bus with the number '15' and 'ST J' on its destination sign. Two young women are walking towards the camera in front of the bus. The text of the post is as follows:

**GO GOLD COAST TRANSIT**

**Help Shape the Future of Your Local Public Transit**

**Take our survey!**

For a chance to win a \$50 Visa gift card and a 31-day bus pass.

Survey available:  
Now to December 1, 2023

805-487-4222

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

Below the text are icons for Facebook, Instagram, TikTok, Twitter, and YouTube, with the text 'Follow Us' underneath. At the bottom of the post, there are buttons for 'View insights' and 'Boost post'. The Facebook interface icons (heart, comment, share, and bookmark) are visible at the very bottom.

# S RTP OUTREACH

Importance	Overall	Type of Rider			Age		Income		
		Student	Freq. Rider	Infreq. Rider	19-64 Years	65+ Years	Under \$24k	\$24k-\$73k	Over \$73k
Bus Frequency	4.6	4.5	4.6	4.6	4.6	4.7	4.6	4.7	4.4
Transfer Ease	4.3	4.2	4.3	4.3	4.4	4.3	4.4	4.3	4.1
Bus on Time	4.5	4.5	4.6	4.7	4.6	4.7	4.5	4.6	4.5
Service Availability	4.5	4.4	4.5	4.6	4.6	4.8	4.5	4.6	4.5
Stop Distance	4.2	4.1	4.3	4.3	4.3	4.4	4.3	4.2	4.1
Cost	4.0	3.7	4.0	4.0	4.1	4.0	4.1	4.0	3.7
Trip Time	4.3	4.0	4.3	4.3	4.3	4.3	4.3	4.2	4.1
Paying Ease	4.1	3.8	4.1	4.1	4.0	4.0	4.2	4.0	3.9
Bus Safety	4.5	4.3	4.5	4.6	4.6	4.9	4.4	4.6	4.4
Stop Safety	4.5	4.3	4.5	4.5	4.6	4.8	4.4	4.6	4.5
Bus Clean	4.4	4.3	4.4	4.5	4.5	4.8	4.4	4.5	4.3
Seat Availability	4.1	4.1	4.2	4.2	4.1	4.4	4.3	4.2	3.8
Customer Service	3.9	3.7	4.0	3.9	3.9	3.8	4.1	3.9	3.5
Arrival Time Info	4.5	4.5	4.6	4.6	4.5	4.9	4.5	4.6	4.3

Satisfaction	Overall	Type of Rider			Age		Income		
		Student	Freq. Rider	Infreq. Rider	19-64 Years	65+ Years	Under \$24k	\$24k-\$73k	Over \$73k
Bus Frequency	3.9	3.7	3.9	3.9	3.8	4.2	4.0	3.8	3.5
Transfer Ease	4.1	3.9	4.1	4.1	4.1	4.8	4.2	4.1	3.9
Bus on Time	3.8	3.5	3.8	4.0	3.8	4.5	3.9	3.7	3.6
Service Availability	3.9	3.8	3.9	4.0	3.8	4.1	4.0	3.9	3.7
Stop Distance	4.0	3.8	4.0	4.1	4.1	4.4	4.0	4.0	3.6
Cost	4.2	4.2	4.2	4.3	4.3	4.5	4.2	4.3	4.2
Trip Time	4.0	3.8	4.0	4.0	4.0	4.1	4.1	4.0	3.7
Paying Ease	4.3	4.1	4.2	4.3	4.3	4.5	4.3	4.3	4.1
Bus Safety	4.1	4.0	4.1	4.3	4.0	4.6	4.1	4.2	4.4
Stop Safety	3.8	3.6	3.8	3.9	3.8	4.3	3.9	3.8	3.9
Bus Clean	4.0	3.8	4.0	4.1	4.1	4.5	4.0	4.0	4.0
Seat Availability	4.0	3.7	3.9	4.2	4.1	4.5	4.1	3.9	4.0
Customer Service	4.0	3.8	4.0	4.0	4.1	4.3	4.1	3.9	3.7
Arrival Time Info	3.9	3.6	3.9	4.0	4.0	4.4	4.0	3.9	3.6

# AARP STOP AMENITY PROJECT




# FARE ADJUSTMENT OUTREACH



**Gold Coast Transit District**

Jan 18 • 🌐

 **Important News!** GCTD is considering a fare adjustment to continue providing top-quality services. Your input is crucial!... See more

**YOUR INPUT MATTERS!**

Tell us what's FARE!

Comment on GCTD's proposed fare adjustment.

 You and 6 others

13 comments 7 shares



Join us in one of our in person public meetings near you:

**E.P Foster Library**  
651 E Main St, Ventura, CA 93001  
Tuesday, January 23, 2024  
4pm - 6pm at Topping Room

**Carpenter Community Center**  
550 Park Ave, Port Huene, CA 93041  
Thursday, January 25, 2024  
3pm - 5pm at Classroom C

**Ventura County Government Center**  
800 S Victoria Ave, Ventura, CA 93009  
Tuesday, January 30, 2024  
3pm-5pm at the Atlantic Conference Room (located on the main plaza of the Hall of Administration)

**Oxnard Public Library- Main Library**  
251 S A St, Oxnard, CA 93030  
Thursday, February 1, 2024  
4pm - 6pm at Meeting Room B



**We want to hear from you!**  
Visit [GCTD.org](https://www.gctd.org) for more information!



## Proposed Fare Adjustment

GCTD is considering a fare increase for its fixed route bus service, flexible services, and GO ACCESS. To understand how the proposed changes will impact the community we serve, GCTD wants to hear from you. Your input is valuable to us.

You can take the survey online by scanning the QR code down below, or by completing the physical survey on this pamphlet.

To learn more and take the survey scan the QR code!



### Why a Fare Adjustment?

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 high-quality service.

Here are the key reasons behind a fare adjustment:

#### Operational Cost

GCTD has worked to keep fares low, avoiding the need to raise fares since 2011. However, 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.

#### 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.

*Thank you for participating!*

Contact us to learn more about these changes:  
[customerservice@gctd.org](mailto:customerservice@gctd.org) | 805-487-4222 | GCTD.org

### Fare Alternatives

We remain committed to offering affordable transportation options for all community members, which is why GCTD is considering two different fare adjustment scenarios which can be review down below.

Please note, all free fare categories will not be impacted by fare adjustment.

Bus Service		Current Fares		Alternative 1		Alternative 2	
		Full	Reduced	Full	Reduced	Full	Reduced
Cash Fares	Base Fare	\$1.50	\$0.75	\$2	\$1	\$2.25	\$1
	Day Pass	\$4	\$2	\$5	\$2	\$5	\$2
Pre-Paid Tickets and Passes	31-Day	\$50	\$25	\$65	\$32	\$65	\$32
	15-Ride	\$20	\$10	\$25	\$12	\$25	\$12
	1-Ride	\$1.50	\$0.75	\$2	\$1	\$2	\$1
	Day Pass	\$4	\$2	\$5	\$2	\$5	\$2
Youth/ College/Seniors 75+ RIDE FREE							

Reduced Fare: Seniors 65+, Veterans, Persons with Disabilities

Access & Flexible Service	Current Fares	Alternative 1	Alternative 2	
Senior & ADA Service	ACCESS / ADA Certified	\$3	\$4	\$4.50
Premium Senior and ADA	ACCESS / Seniors over 65	\$3	\$4	\$4.50
	Camarillo Direct Service	\$6	\$8	\$9
Premium General Public Services	Health Zones	\$3	\$4	\$4.50
	GO Now Microtransit	\$2	\$4	\$4.50
	Hop Service to JJC	\$2	\$4	\$4.50
	Late Night Safe Rides	\$2	\$5	\$7

### Fare Adjustment Survey

1. What transit services do you use? (Check all that apply)

- Bus Service
- GO ACCESS (e.g. Senior & ADA Services)
- Flexible Services (e.g. GO Now and Late Night Safe Rides)

2. How reasonable is a \$2 bus fare and a \$4 GO ACCESS fare?

Not Very Reasonable 1 2 3 4 5 Very Reasonable

3. How reasonable is a \$2.25 bus fare and a \$4.50 GO ACCESS fare?

Not Very Reasonable 1 2 3 4 5 Very Reasonable

4. Between Alternative 1 and Alternative 2, which would you like to see implemented?

- Alternative 1 (\$2.00 base fare and maintain current discounts)
- Alternative 2 (\$2.25 base fare and greater discounts for pre-paid fares)

5. What type of fare do you currently pay?

- Adult Regular Fare
- Youth Ride Free
- College Ride Free
- Disability Reduced Rate
- Senior 65+ Reduced Rate
- Senior 75+ Ride Free
- Veteran Reduced Fare
- Other: \_\_\_\_\_

6. How would you prefer to pay for your fare?

- Cash
- Token Transit Pass App
- VC Buspass Card
- VCBuspass App
- GCTD bus pass (Single, 15-Ride or 31-Ride Pass)
- I ride the bus for free
- Other: \_\_\_\_\_

7. Would you be willing to purchase pre-paid fares, i.e. printed or digital bus passes, as your primary form of payment?

- Yes
- No

If not, please explain why?

8. How likely are you to continue using GCTD transit services if the proposed fare increase is approved?

Not Very Likely 1 2 3 4 5 Very Likely

9. Do you have any other comments concerning GCTD's proposed fare adjustment?

10. What is your household income?

- \$0 to \$19,999
- \$20,000-\$49,999
- \$50,000-\$89,999
- \$90,000-\$129,999
- \$130,000-\$149,000
- \$150,000+
- Prefer not to answer

11. Which race or ethnicity best describes you?

- American Indian or Alaskan Native
- Asian / Pacific Islander
- Black or African American
- Hispanic or Latino
- White / Caucasian
- Multiple ethnicity/ Other (please specify) \_\_\_\_\_

12. Please write your home zip code: \_\_\_\_\_

# FARE ADJUSTMENT OUTREACH





**THANK  
YOU**

QUESTIONS or COMMENTS?

Austin Novstrup  
Planning Manager  
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805.483.3959 ext. 118