



**AGENDA**  
**REGULAR BOARD OF DIRECTORS MEETING**  
**WEDNESDAY, MARCH 6, 2024 – 10:00 AM**  
GCTD ADMINISTRATIVE FACILITY  
1901 AUTO CENTER DRIVE  
OXNARD, CA 93036-7966  
[www.GoldCoastTransit.org](http://www.GoldCoastTransit.org)

**The meeting will be IN PERSON.**  
**Hybrid / Remote Participation for the Public is available via ZOOM Webinar**  
<https://us02web.zoom.us/j/87521867652>

**CALL TO ORDER**

**ROLL CALL**

Chair – Mike Johnson, City of Ventura  
Vice Chair – Martha McQueen-Legohn, City of Port Hueneme  
Director – Rachel Lang, City of Ojai  
Director – Bryan MacDonald, City of Oxnard  
Director – Matt LaVere, County of Ventura

**CEREMONIAL CALENDAR**

- **Pledge of Allegiance**
- **Employee Recognition** - Brian Byrne, Facilities & Maintenance, 10 years

**GENERAL PUBLIC COMMENT PERIOD**

The GCTD Board of Directors will consider public comments for business matters that are not on the agenda. Each speaker is limited to three (3) minutes. The presiding officer shall enforce the time limit. Such matters cannot be discussed by the Board at the time of presentation but may be referred to the general manager/secretary for administrative action or public report at a later meeting or scheduled on a subsequent agenda for consideration. This rule shall not prohibit a member of the Board, at this time, from briefly responding to a public statement, question, or proposed initiative, as provided in Government Code Section 54954.2. Speakers are requested to complete a green speaker form from the Clerk of the Board and file it with the Clerk before speaking. Public members may participate in the Board Meeting either In Person at 1901 Auto Center Drive, Oxnard, CA, or by emailing or mailing their public comments to the Clerk of the Board before 9:00 AM on the morning of the meeting. In addition, members may participate in the meeting by logging into Zoom [HERE](#).

**BOARD OF DIRECTORS' REPORTS**

**AGENDA REVIEW** - Any changes to the agenda may be made at this time.

**GOLD COAST TRANSIT DISTRICT**

**Gold Coast Transit District**  
Board of Directors Meeting  
March 6, 2024

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**CONSENT AGENDA**

1. [Consider Approval of Minutes of February 7, 2024, Board of Directors Meeting](#)
2. [Consider Approval of Expenditures for February 2024 – Christine Feng, Chief Financial Officer/AGM](#)
3. [Consider Approval of Budget / Actual Financial Report for January 2024 – Christine Feng, Chief Financial Officer/AGM](#)
4. [Consider Approval of Updated Job Descriptions \(Multiple\) – Alex Zaretsky, Director of Human Resources](#)
5. [Consider Awarding a Contract to Model 1 Commercial Sales for the Purchase of Four \(4\) Replacement Vehicles for GCTD's GO ACCESS Fleet – Marlena Kohler, Procurement Manager & DBE Officer and Margaret Schoep, Paratransit & Special Projects Manager](#)
6. [Report of Contracts Awarded – Tanya Hawk, Inventory & Asset Management Coordinator](#)

**GENERAL MANAGER'S REPORT**

7. [General Manager's Report – Vanessa Rauschenberger, General Manager](#)

**FORMAL ITEMS - PUBLIC COMMENTS ON AGENDA ITEMS**

The GCTD Board of Directors will consider public comment on any item appearing on the agenda at the time that agenda item has been called by the presiding officer and after the staff report has been given. Each speaker is limited to five (5) minutes of comment total on all agenda items. Speakers are requested to complete a green speaker form, available from the Clerk of the Board or on the speaker's podium, and file it with the Clerk before speaking.

8. [Receive Presentation on Short Range Transit Plan Existing Conditions Report -Austin Novstrup, Planning Manager and Gary Hewitt, Transportation Management and Design, Inc \(consultant\)](#)
9. [Receive Presentation on Public Outreach on GCTD's Proposed Fare Adjustment and conduct a Public Hearing – Cynthia Duque, Director of Planning & Marketing and Monica Gonzales, Transit Planner](#)

**INFORMATIONAL ITEMS**

10. [Future Agenda Items – Vanessa Rauschenberger, General Manager](#)

**CLOSED SESSION**

11. **PUBLIC EMPLOYEE PERFORMANCE EVALUATION pursuant to Section 54957**  
**Title: General Manager**

The next regular meeting of the GCTD Board of Directors will be held on **APRIL 3, 2024, at 10:00 AM at 1901 Auto Center Drive, Oxnard, CA 93036**. Copies of administrative reports relating to the Board agenda are available online at [www.GoldCoastTransit.org](http://www.GoldCoastTransit.org) or from the Clerk of the Board, Gold Coast Transit District, 1901 Auto Center Drive, Oxnard, CA, 93036-7966.

**Gold Coast Transit District**

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IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THE MEETING, PLEASE CONTACT THE CLERK OF THE BOARD AT (805) 483-3959, Ext. 160, OR E-MAIL [adelgado@gctd.org](mailto:adelgado@gctd.org) OR THROUGH THE CALIFORNIA RELAY SERVICE AT 711. NOTIFICATION 72 HOURS PRIOR TO THE MEETING WILL ENABLE GCTD TO MAKE REASONABLE ACCOMMODATIONS TO ENSURE ACCESSIBILITY TO THE MEETING.



Item #1

**MINUTES OF THE REGULAR BOARD OF DIRECTORS MEETING  
WEDNESDAY, FEBRUARY 7, 2024 – 10:00 am  
THIS MEETING WAS HELD IN PERSON & VIA ZOOM (HYBRID)**

**Call to Order**

Chair Johnson called the Regular Board of Directors of Gold Coast Transit District meeting to order at 10:02 a.m. at the GCTD Administrative Facility, 1901 Auto Center Drive, Oxnard, California.

**Roll Call**

Chair – Mike Johnson, City of Ventura  
Vice Chair – Martha McQueen-Legohn, City of Port Hueneme  
Director – Matt LaVere, County of Ventura - *Absent*  
Director – Rachel Lang, City of Ojai  
Director – Brian MacDonald, City of Oxnard

**Staff Present**

Vanessa Rauschenberger, General Manager  
Christine Feng, CFO/Assistant General Manager  
Alex Zaretsky, Director of Human Resources  
Cynthia Torres Duque, Director of Planning & Marketing  
Marlena Kohler, Purchasing Manager & DBE Officer  
Austin Novstrup, Planning Manager  
Margaret Heath-Schoep, Paratransit & Special Projects Manager  
Robert Lucio, Mobility Management Coordinator  
Monica Gonzalez, Transit Planner  
Martin Rodriguez, Transit Planner  
Juan De La Rosa, Fleet Manager  
Andrea Meza, Communications  
Veronica Navarro, Accounting Analyst  
Maylee Murillo, HR Coordinator (filling in as Clerk of the Board)  
Matt De La Rosa, IT Technician

**Ceremonial Calendar**

Chair Johnson led the pledge of allegiance.

**Employee Recognition – 10 Years**

Francisco Ortiz, Operator 20 years  
Salina Martinez, Operator 10 years  
Wilson Munoz, Operator 10 years

Board members thanked and congratulated employees on their recognition.

**GOLD COAST TRANSIT DISTRICT**

### **General Public Comment**

Gus Hernandez spoke during the general public comment.

### **Board of Directors Reports**

NONE

### **Consent Agenda**

1. [Consider Approval of Minutes of January 3, 2024, Board of Directors Meeting](#)
2. [Consider Approval of Expenditures for January 2024](#)
3. [Consider Approval of Budget / Actual Financial Report for December 2023](#)
4. [Consider Approval of Updated Job Descriptions \(Multiple\)– Alex Zaretsky, Director of Human Resources](#)
5. [Report of Contracts Awarded – Tanya Hawk](#)

Director Lang moved to approve Consent Agenda Items 1 through 5. Vice-Chair McQueen-Legohn seconded the motion.

**The motion passed unanimously.**

### **GENERAL MANAGER'S REPORT**

6. [General Manager's Report – Vanessa Rauschenberger, General Manager](#)

Ms. Rauschenberger congratulated the new bus operators who completed an 8-week intensive classroom training program, demonstrating their dedication and commitment to a safe and successful career. GCTD staff have joined the community, sharing information about the services, plans, and career opportunities.

Ms. Rauschenberger noted that GCTD is seeking proposals from qualified individuals or firms to provide design-build-operate-maintain services for a turnkey hydrogen fueling station.

### **FORMAL ITEMS - PUBLIC COMMENTS ON AGENDA ITEMS**

The Gold Coast Transit District Board of Directors will consider public comment on any item appearing on the agenda when the presiding officer has called the agenda item and after the staff report has been given. Each speaker is limited to three (3) minutes of comment on all agenda items. Public members must submit their request by email to the Clerk of the Board before 9 am on the day of the Board Meeting.

7. [Adopt Resolution 24-02 Adopting the Updated Gold Coast Transit District Equal Employment Opportunity \(EEO\) Program and Report – Maylee Murillo, Human Resources Coordinator & Alex Zaretsky, Director of Human Resources](#)

Ms. Murillo presented the EEO Program and report to the board. She stated that GCTD updated its Equal Employment Opportunity Program (EEOP) every four years to ensure it receives federal funding. The GCTD workforce will undergo changes due to attrition growth and adjustments, with a current workforce of 191 employees. The next review period aims to focus on education within the district to support utilization goals. The EEO Officer will meet with managers and supervisors to discuss future ideas and improvements. An interactive program led by the EEO Officer will be maintained, with quarterly meetings with management and HR staff.

**RECOMMENDATION**

**IT IS RECOMMENDED that the Board of Directors Approve the Attached 2024 GCTD EEO Program and Resolution #2024-02. Once approved, staff will submit the program to the FTA as required for the continued eligibility for federal formula funding.**

Director McDonald moved to approve Resolution 24-02, Adopting the Updated Gold Coast Transit District Equal Employment Opportunity (EEO) Program and Report. Vice-Chair McQueen-Legohn seconded the motion.

**The motion passed unanimously.**

**INFORMATIONAL ITEMS**

8. [Fixed-Route & Flexible Services Update – 2nd Quarter FY 2024 – Austin Novstrup, Planning Manager, Margaret Heath-Schoep, Paratransit & Special Projects Manager](#)

**The report was filed and received.**

9. [Update on GO Now Microtransit Demonstration Project –Robert Lucio, Mobility Management Coordinator](#)

**The report was filed and received.**

10. [Operations & Maintenance Annual Report – Chiharu Endo-Lee, Operations Manager & Juan DeLaRosa, Fleet Manager](#)

**The report was filed and received.**

11. [Future Agenda Items – Vanessa Rauschenberger, General Manager](#)

**CLOSED SESSION - NONE**

**There being no further business, Vice-Chair Johnson adjourned the Board of Directors meeting at 11:31 AM.**

Minutes recorded by Angie Delgado, Clerk of the Board of Directors

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Vanessa Rauschenberger  
Secretary of the Board of Directors

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Chair Mike Johnson  
Board of Directors

Unless otherwise determined by the Board of Directors, the GCTD Board of Directors' next meeting will be **April 3, 2024, at 10:00 AM**. Copies of administrative reports relating to the Board agenda are available online at [www.gctd.org](http://www.gctd.org) or from the Clerk of the Board, Angelica Delgado, at Gold Coast Transit District, 1901 Auto Center Drive, Oxnard, CA 93036.



Item #2

**DATE** March 6, 2024  
**TO** GCTD Board of Directors  
**FROM** Paloma Villa, Accounting Specialist *PV*  
Marlena Kohler, Procurement Manager & DBE Officer  
**SUBJECT** Consider the Approval of Expenditures for the Month of February 2024

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Attached is a list of expenditures for the month of February 2024 from the various GCTD Accounts.

If any member of the Board wishes to review a particular item, please contact me to have the necessary documentation on hand for the meeting.

**Attachments:**  
Accounts Payable Disbursement List – February 2024

**GENERAL MANAGER'S CONCURRENCE**

A handwritten signature in black ink, reading "Vanessa Rauschenberger", is written over a horizontal line.

Vanessa Rauschenberger  
General Manager

**GOLD COAST TRANSIT DISTRICT**

<b>Vendor</b>	<b>Date</b>	<b>Amount</b>	<b>TypeOfGoods</b>
AMERICAN MADE CLEAN INC	01-Feb-24	\$ 495.00	SERVICES
ARAMARK UNIFORM & CAREER APPAREL GROUP	01-Feb-24	\$ 180.36	UNIFORMS
BRIAN BYRNE	01-Feb-24	\$ 377.10	EXPENSE REIMBURSEMENT
CALIFORNIA HOSE, INC	01-Feb-24	\$ 8.02	PARTS
CLEAN ENERGY	01-Feb-24	\$ 56,550.94	REPAIRS
CUMMINS PACIFIC LLC	01-Feb-24	\$ 6,654.56	PARTS
DANIELS TIRE SERVICE	01-Feb-24	\$ 237.29	TIRES/SERVICES
EDISON CO.	01-Feb-24	\$ 24,997.95	ELECTRICAL POWER
EDM TECHNOLOGY, INC.	01-Feb-24	\$ 2,303.25	TRANSFER TICKETS
FIRST CALL AUTO PARTS	01-Feb-24	\$ 4.91	PARTS
FRANCISCO F GOMEZ	01-Feb-24	\$ 322.29	BUS ENGINE SERVICE
GIBBS INTERNATL TRUCKS	01-Feb-24	\$ 149.34	REPAIR PARTS/SERVICE
GILLIG LLC	01-Feb-24	\$ 4,264.46	PARTS
GREG'S PETROLEUM SERVICE, INC	01-Feb-24	\$ 4,296.18	OIL SUPPLIER
INTERSTATE BATTERIES	01-Feb-24	\$ 558.45	BATTERIES
IRON MOUNTAIN, INC.	01-Feb-24	\$ 200.82	SHREDING SERVICES
JORGE M ARELLANO	01-Feb-24	\$ 1,000.00	TOOL ALLOWANCE
KIMBALL MIDWEST	01-Feb-24	\$ 460.16	PARTS
LOS ANGELES TRUCK CENTERS, LLC	01-Feb-24	\$ 4,478.39	PARTS/SERVICE
MACVALLEY OIL COMPANY	01-Feb-24	\$ 498.74	FUEL
MUNCIE RECLAMATION AND SUPPLY COMPANY	01-Feb-24	\$ 176.86	PARTS
MV TRANSPORTATION, INC.	01-Feb-24	\$ 417,459.64	GCT ACCESS SERVICE
NATURAL GREEN LANDSCAPE INC.	01-Feb-24	\$ 4,880.00	LANDSCAPING SERVICES
PACIFIC LIFT AND EQUIPMENT CO., INC	01-Feb-24	\$ 1,170.00	LIFTS
PITNEY BOWES INC	01-Feb-24	\$ 114.71	POSTAGE MACH
QC PACIFIC INC.	01-Feb-24	\$ 956.82	CAR WASH CHEMICALS/EQUIPMENT
RINGLEADER, INC	01-Feb-24	\$ 376.42	TELEPHONE/LONG DISTANCE SRVC
STAPLES ADVANTAGE	01-Feb-24	\$ 134.32	OFFICE SUPPLIES
SUPERIOR SANITARY SUPPLIES	01-Feb-24	\$ 1,927.34	SUPPLIES
TEAM NISSAN	01-Feb-24	\$ 68,453.48	ELECTRIC VEHICLES
TERRY MEYER	01-Feb-24	\$ 667.89	ELECTRICIAN
THE AFTERMARKET PARTS COMPANY, LLC	01-Feb-24	\$ 9,014.79	PARTS/BUSES
THE DETAIL SHOP INC	01-Feb-24	\$ 109.24	SUPPLIES
THE GAS COMPANY	01-Feb-24	\$ 1,560.19	NATURAL GAS
VENTURA COUNTY AUTO SUPPLY	01-Feb-24	\$ 255.01	PARTS
VICTOR BUAC	01-Feb-24	\$ 28.00	REFUND GO ACCESS e-balance
AIRGAS USA, LLC	08-Feb-24	\$ 116.31	MAINTENANCE SUPPLIES
AMERICAN PLASTICS CORP	08-Feb-24	\$ 1,935.86	SUPPLIES
ASSURANT EMPLOYEE BENEFITS	08-Feb-24	\$ 1,036.28	DENTAL PREMIUMS
BENEFIT COORDINATORS CORP.	08-Feb-24	\$ 10,765.30	DENTAL PREMIUMS
CITI CARDS	08-Feb-24	\$ 1,740.91	OFFICE SUPPLIES
CITY OF OXNARD	08-Feb-24	\$ 4,090.11	UTILITIES/TRASH
CLEAN ENERGY	08-Feb-24	\$ 5,029.06	REPAIRS
COAST TO COAST COMPUTER PRODUCTS	08-Feb-24	\$ 786.56	OFFICE SUPPLIES
COUNTY OF VENTURA - IT SVCS. DEPT.	08-Feb-24	\$ 272.54	REPEATER SITE RENTAL
CRYSTAL CARTER	08-Feb-24	\$ 150.00	EMPLOYEE REIMBURSEMENT
DYER SHEEHAN GROUP, INC.	08-Feb-24	\$ 913.75	301 REDEVELOPMENT CONSULTING
FEDERAL EXPRESS CORP.	08-Feb-24	\$ 31.56	MAIL SERVICES
FORTRESS ARMORED SERVICES COMPANY	08-Feb-24	\$ 1,427.67	ARMORED CAR SERVICES
GILLIG LLC	08-Feb-24	\$ 77.60	PARTS
GREG'S PETROLEUM SERVICE, INC	08-Feb-24	\$ 5,678.14	OIL SUPPLIER



JONATHAN FERRER	08-Feb-24	\$	72.00	REFUND GO ACCESS e-balance
LOS ANGELES TRUCK CENTERS, LLC	08-Feb-24	\$	187.74	PARTS/SERVICE
LYNETTE COVERLY	08-Feb-24	\$	4,500.00	PROFESSIONAL SERVICES
MACVALLEY OIL COMPANY	08-Feb-24	\$	623.47	FUEL
MOBILE CREATE USA, INC.	08-Feb-24	\$	677.35	2 WAY RADIO EQUIPMENT/SERVICE
NIGRO & NIGRO PC	08-Feb-24	\$	30,000.00	AUDITOR
OJAI VALLEY CHAMBER OF COMMERCE	08-Feb-24	\$	355.00	MEMBERSHIP
PITNEY BOWES GLOBAL	08-Feb-24	\$	208.99	POSTAGE MACHINE
PLATINUM TOW AND TRANSPORT INC.	08-Feb-24	\$	700.00	TOWING SERVICES
RAYNE WATER CONDITIONING	08-Feb-24	\$	201.80	WATER COOLER BREAK ROOM
STAPLES ADVANTAGE	08-Feb-24	\$	622.23	OFFICE SUPPLIES
STAUBLI CORPORATION	08-Feb-24	\$	248.89	CNG STATION SUPPLIES
SUPERIOR PRINTING & GRAPHICS, INC	08-Feb-24	\$	2,205.22	PRINTING SERVICES
TEAM NISSAN	08-Feb-24	\$	1,562.65	ELECTRIC VEHICLES
TST PRIVATE SECURITY	08-Feb-24	\$	6,463.44	SECURITY SERVICES
UnCOMPLICATE HR INC	08-Feb-24	\$	5,180.00	HR CONSULTANT
UNITED TRANSMISSION EXCHANGE	08-Feb-24	\$	4,411.13	TRANSMISSION REBUILDER
VENTURA COUNTY AUTO SUPPLY	08-Feb-24	\$	227.78	PARTS
CAL PERS	09-Feb-24	\$	93,427.11	PENSION CONTRIBUTIONS
EMPOWER RETIREMENT	09-Feb-24	\$	1,467.08	DEFERRED COMPENSATION CONT.
MISSIONSQUARE RETIREMENT	09-Feb-24	\$	3,553.02	DEFERRED COMPENSATION CONT.
SERVICE EMPLOYEES INT'L UNION LOCAL #721	09-Feb-24	\$	4,928.53	P/R DEDUCTION
USCM/WEST	09-Feb-24	\$	8,296.00	P/R DEDUCTION
LIFT OFF, LLC	15-Feb-24	\$	24,588.00	IT SOFTWARE
AMERICAN MOVING PARTS	15-Feb-24	\$	186.14	BRAKE SHOES
ARAMARK UNIFORM & CAREER APPAREL GROUP	15-Feb-24	\$	180.36	UNIFORMS
BEST BEST & KRIEGER LLP	15-Feb-24	\$	12,749.00	GENERAL COUNSEL SERVICE
CALIFORNIA HOSE, INC	15-Feb-24	\$	937.21	PARTS
CANON FINANCIAL SERVICES INC	15-Feb-24	\$	922.43	PRINTING SERVICES
CENTER FOR TRANSPORTATION AND THE ENVIRO	15-Feb-24	\$	34,000.00	HYDROGEN STATION CONSULTING
CITY OF OXNARD	15-Feb-24	\$	1,961.47	MONTHLY RENT OTC
CYNTHIA TORRES DUQUE	15-Feb-24	\$	25.00	EXPENSE REIMBURSEMENT
DANIELS TIRE SERVICE	15-Feb-24	\$	170.33	TIRES/SERVICES
FLUID NETWORKS	15-Feb-24	\$	55.80	SERVICES
FRONTIER COMMUNICATIONS	15-Feb-24	\$	976.19	INTERNET PRVDER - PTSIT CNTOR
GILLIG LLC	15-Feb-24	\$	2,753.89	PARTS
LIGHTGABLER	15-Feb-24	\$	22.50	LEGAL SERVICES
LOS ANGELES TRUCK CENTERS, LLC	15-Feb-24	\$	1,738.67	PARTS/SERVICE
MARY MARGARET SCHOEP	15-Feb-24	\$	513.46	EXPENSE REIMBURSEMENT
NATIONAL AUTO BODY&PAINT	15-Feb-24	\$	2,566.19	BODY WORK
PROFORMA	15-Feb-24	\$	6,381.20	ADVERTISING SERVICES
RUBBER NECK SIGNS	15-Feb-24	\$	1,384.75	SERVICES
STAPLES ADVANTAGE	15-Feb-24	\$	384.28	OFFICE SUPPLIES
SUPERIOR SANITARY SUPPLIES	15-Feb-24	\$	2,103.35	SUPPLIES
THE AFTERMARKET PARTS COMPANY, LLC	15-Feb-24	\$	90.37	PARTS/BUSES
THE GAS COMPANY	15-Feb-24	\$	40,101.90	NATURAL GAS
TRANSPORTATION MANAGEMENT & DESIGN INC	15-Feb-24	\$	5,741.92	SHORT RANGE TRANSIT PLAN
VENTURA COUNTY AUTO SUPPLY	15-Feb-24	\$	169.67	PARTS
VERIZON	15-Feb-24	\$	1,650.83	PHONE SRVC - CSC
WEX HEALTH, INC.	15-Feb-24	\$	280.50	FSA ADMINISTRATION FEE
BENEFIT COORDINATORS COMPANY	20-Feb-24	\$	10,440.73	LONG TERM DISABILITY PREMIUMS
CALIFORNIA PUBLIC EMPLOYEES RET. SYSTEM	20-Feb-24	\$	244,369.99	HEALTH INSURANCE

CALPERS FISCAL SERVICES DIV.	20-Feb-24	\$	124,972.00	UNFDED ACCRD LIAB CLASSIC
AFFORDABLE AUTO GLASS	22-Feb-24	\$	400.00	AUTO GLASS REPAIR
AGRITEC INTERNATIONAL LTD.	22-Feb-24	\$	2,255.56	HAZ MAT DISPOSAL SERVICES
AMERICAN MOVING PARTS	22-Feb-24	\$	781.71	BRAKE SHOES
ARAMARK UNIFORM & CAREER APPAREL GROUP	22-Feb-24	\$	527.84	UNIFORMS
BECNEL UNIFORMS	22-Feb-24	\$	238.16	UNIFORMS
CAL PERS	22-Feb-24	\$	200.00	LATE FEE
CALTIP	22-Feb-24	\$	13,713.57	LIABILITY INSURANCE
CRYSTAL CARTER	22-Feb-24	\$	150.00	EMPLOYEE REIMBURSEMENT
CUMMINS PACIFIC LLC	22-Feb-24	\$	24,720.03	PARTS
DANIELS TIRE SERVICE	22-Feb-24	\$	696.86	TIRES/SERVICES
DYER SHEEHAN GROUP, INC.	22-Feb-24	\$	3,091.25	301 REDEVELOPMENT CONSULTING
EMPLOYMENT DEVELOPMENT DEPARTMENT	22-Feb-24	\$	334.00	UNEMPLOYMENT CHARGES
FRONTIER COMMUNICATIONS	22-Feb-24	\$	85.98	INTERNET PRVDER - PTSIT CNTOR
GILLIG LLC	22-Feb-24	\$	4,092.92	PARTS
GRAINGER	22-Feb-24	\$	442.75	MISC. PARTS/SUPPLIES
GREG'S PETROLEUM SERVICE, INC	22-Feb-24	\$	2,496.84	OIL SUPPLIER
OK RADIATOR SHOP INC.	22-Feb-24	\$	6,251.78	RADIATOR REPAIRS
PARKHOUSE TIRE, INC.	22-Feb-24	\$	7,056.70	TIRES
PLATINUM TOW AND TRANSPORT INC.	22-Feb-24	\$	350.00	TOWING SERVICES
PLEXUS GLOBAL	22-Feb-24	\$	143.75	BACKGROUND & DRUG SCREENING
R.M. CURTIS - WELDING	22-Feb-24	\$	260.00	WELDING SERVICES
RAYNE WATER CONDITIONING	22-Feb-24	\$	38.50	WATER COOLER BREAK ROOM
RINGLEADER, INC	22-Feb-24	\$	376.48	TELEPHONE/LONG DISTANCE SRVC
SAFETY VISION	22-Feb-24	\$	30.53	BUS SECURITY CAMERA
SUPERIOR SANITARY SUPPLIES	22-Feb-24	\$	2,698.69	SUPPLIES
TEAMSTERS LOCAL 186	22-Feb-24	\$	1,200.00	PAYROLL DEDUCTION
TELENET VOIP, INC.	22-Feb-24	\$	270.00	MONITORING
THE AFTERMARKET PARTS COMPANY, LLC	22-Feb-24	\$	2,621.30	PARTS/BUSES
THE DETAIL SHOP INC	22-Feb-24	\$	425.33	SUPPLIES
VALIN CORPORATION	22-Feb-24	\$	5,067.30	BUS PARTS
VENTURA COUNTY AUTO SUPPLY	22-Feb-24	\$	163.87	PARTS
CAL PERS	23-Feb-24	\$	92,477.40	PENSION CONTRIBUTIONS
EMPOWER RETIREMENT	23-Feb-24	\$	1,497.08	DEFERRED COMPENSATION CONT.
MISSIONSQUARE RETIREMENT	23-Feb-24	\$	1,783.02	DEFERRED COMPENSATION CONT.
SERVICE EMPLOYEES INT'L UNION LOCAL #721	23-Feb-24	\$	4,920.83	P/R DEDUCTION
USCM/WEST	23-Feb-24	\$	8,346.00	P/R DEDUCTION
AFFORDABLE AUTO GLASS	29-Feb-24	\$	500.00	AUTO GLASS REPAIR
AGRITEC INTERNATIONAL LTD.	29-Feb-24	\$	14.90	HAZ MAT DISPOSAL SERVICES
ALEX ZARETSKY	29-Feb-24	\$	1,874.50	TRAVEL REIMBURSEMENT
AMERICAN MOVING PARTS	29-Feb-24	\$	84.96	BRAKE SHOES
CLEAN ENERGY	29-Feb-24	\$	36,138.46	REPAIRS
CUMMINS PACIFIC LLC	29-Feb-24	\$	19,002.11	PARTS
FEDERAL EXPRESS CORP.	29-Feb-24	\$	27.09	MAIL SERVICES
FRONTIER COMMUNICATIONS	29-Feb-24	\$	690.75	INTERNET PRVDER - PTSIT CNTOR
GILLIG LLC	29-Feb-24	\$	977.81	PARTS
GO GRAPHICS	29-Feb-24	\$	557.18	PRINTING SERVICES
GRAINGER	29-Feb-24	\$	715.50	MISC. PARTS/SUPPLIES
HOERBIGER SERVICE INC.	29-Feb-24	\$	5,813.80	GEMINI COMPRESSOR PRTS
INTERSTATE BATTERIES	29-Feb-24	\$	558.45	BATTERIES
KIMBALL MIDWEST	29-Feb-24	\$	1,300.50	PARTS
LETTER PUBLICATIONS	29-Feb-24	\$	325.00	ADA MAG SUBSCRIPTIONS

LOS ANGELES TRUCK CENTERS, LLC	29-Feb-24	\$	3,595.75	PARTS/SERVICE
LOWE'S	29-Feb-24	\$	656.32	SUPPLIES
MACVALLEY OIL COMPANY	29-Feb-24	\$	656.87	FUEL
PITNEY BOWES GLOBAL	29-Feb-24	\$	208.99	POSTAGE MACHINE
PLATINUM TOW AND TRANSPORT INC.	29-Feb-24	\$	350.00	TOWING SERVICES
STAPLES ADVANTAGE	29-Feb-24	\$	1,117.93	OFFICE SUPPLIES
TELCOM COMMUNICATION	29-Feb-24	\$	1,469.37	RADIO REPAIRS
THE AFTERMARKET PARTS COMPANY, LLC	29-Feb-24	\$	1,063.20	PARTS
THE DETAIL SHOP INC	29-Feb-24	\$	218.48	SUPPLIES
THE GAS COMPANY	29-Feb-24	\$	1,466.93	NATURAL GAS
VALIN CORPORATION	29-Feb-24	\$	1,753.53	BUS PARTS
VENTURA COUNTY AUTO SUPPLY	29-Feb-24	\$	310.20	PARTS
	<b>TOTAL</b>		<b>\$ 1,613,566.74</b>	



Item #3

**DATE** March 6, 2024  
**TO** GCTD Board of Directors  
**FROM** Christine Feng, Assistant General Manager/ CFO  
**SUBJECT** **Consider Approval of Financial Activities Summary (Actual vs. Budget) for the Month Ending January 31, 2024**

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Attached is a copy of GCTD's January Financial Activities Summary report for the Board's approval.

Attachment

**GENERAL MANAGER'S CONCURRENCE**

A handwritten signature in black ink, reading 'Vanessa Rauschenberger', is written over a horizontal line.

Vanessa Rauschenberger  
General Manager

**GOLD COAST TRANSIT DISTRICT**

**GOLD COAST TRANSIT DISTRICT**  
**Financial activities summary ( Actual v.s. Budget)**  
**January 2024**

	<u>January 2024</u> <u>Actual</u>	<u>January 2024</u> <u>Budget</u>	<u>Variance</u> <u>Over (Under)</u> <u>Budget</u>	<u>YTD actual</u>	<u>Annual Budget</u>	<u>Percentage of</u> <u>Annual</u> <u>Budget</u>
<b>Revenues:</b>						
Passenger Fares	\$ 340,608.53	\$ 260,338.76	31%	\$ 2,289,515.32	\$ 2,837,905.00	80.68%
Non- Operating Revenues	33,439.11	24,154.17	38%	220,429.17	576,010.00	38.27%
State Assistance	-	193,500.00 *	-100%	94,740.00	2,322,000.00	4.08%
Local Assistance	1,781,864.25	1,781,864.25	0%	12,473,049.75	21,382,371.00	58.33%
Federal Assistance	148,268.00	837,762.01	-82%	3,112,734.00	10,053,144.00	30.96%
<b>Total Revenues</b>	<b><u>\$ 2,304,179.89</u></b>	<b><u>\$ 3,097,619.19</u></b>	<b><u>-26%</u></b>	<b><u>\$ 18,190,468.24</u></b>	<b><u>\$ 37,171,430.00</u></b>	<b><u>48.94%</u></b>
*State and Some Federal Operating Assistances for January eligible expenses have yet to be drawn down.						
<b>Expenses:</b>						
Salary/Wage	\$ 830,889.48	\$ 1,028,939.83	-19%	\$ 6,492,039.76	\$ 12,347,278.00	52.58%
Fringe Benefits	1,085,945.43	766,471.88	42%	5,928,152.38	\$ 9,197,663.00	64.45%
Services	495,287.68	499,627.15	-1%	3,535,623.18	\$ 5,927,526.00	59.65%
Materials and Supplies	235,631.48	304,793.06	-23%	1,565,081.52	\$ 3,657,517.00	42.79%
Utilities	26,558.14	27,560.75	-4%	251,062.91	\$ 330,729.00	75.91%
Casualty and Liability	282,545.75	132,650.33	113%	1,012,903.63	\$ 1,591,804.00	63.63%
Miscellaneous	22,444.99	59,916.85	-63%	189,551.17	\$ 719,001.00	26.36%
Debt Service	-	115,401.00	-100%	-	\$ 1,384,812.00	0.00%
Members Contribution	167,925.00	167,925.00	0%	1,175,475.00	\$ 2,015,100.00	58.33%
<b>Total Expenses</b>	<b><u>\$ 3,147,227.95</u></b>	<b><u>\$ 3,103,285.85</u></b>	<b><u>1.4%</u></b>	<b><u>\$ 20,149,889.55</u></b>	<b><u>\$ 37,171,430.00</u></b>	<b><u>54.21%</u></b>
 Surplus or (Deficit)	 <b><u>\$ (843,048.06)</u></b>					



**DATE** March 6, 2024  
**TO** GCTD Board of Directors  
**FROM** Alexander Zaretsky, Director of Human Resources  
**SUBJECT** Consider Approval of Updated Job Descriptions (Multiple)

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**Item #4**

## SUMMARY

Job descriptions across GCTD periodically require updating to reflect current roles and responsibilities and to ensure appropriate backup and cross-training are in place. Over the last several months, GCTD staff have been working to conduct a review of all job descriptions for Administrative non-represented staff. Job description updates have input from employees and senior management, with the assistance of GCTD's consultant, *UnCOMPLICATE HR Inc.* Additionally, a more modern job description template has been applied to job descriptions.

The updates align with the District's Strategic Plan Goal to cultivate a positive and inclusive work culture that helps prioritize employee engagement for high performance, learning, and development by having clear and concise job descriptions for the employee and management.

For this item, it is recommended that the Board Consider Approval of the updated job descriptions for the following non-represented positions. Additional job description updated will be brought to the Board as they are ready to be implemented.

### Job Description

Director of Operations & Maintenance  
Executive Assistant / Clerk of the Board

## RECOMMENDATION

It is recommended that the Board of Directors approve the updated job descriptions. All positions being updated above are included in the current budget for FY 2024 and will not result in changes to agency headcount.

## GENERAL MANAGER'S CONCURRENCE

Vanessa Rauschenberger  
General Manager

*Attached Job Descriptions*

## GOLD COAST TRANSIT DISTRICT

## JOB DESCRIPTION

Job Title: Director of Operations & Maintenance

Department: Operations & Maintenance

Reports To: General Manager

FLSA: Exempt

Represented: None

Salary Grade: Class 7

Revised: [Publish Date]

### JOB SUMMARY

This position is responsible for providing comprehensive leadership, direction, and delivery of transit operations, vehicles, and facilities in support of GCTD's mission, strategic goals, established guidelines, state and federal regulations. This position serves as an essential member of GCTD's management team.

### SUPERVISORY RESPONSIBILITIES

Overall responsibility for assigned Department including supervision of assigned staff, performance management and other personnel processes, including, but not limited to, hiring, setting departmental and individual goals and objectives, providing guidance, training, direction, corrective action, and separations.

### ESSENTIAL FUNCTIONS

- Serve as a key member of the senior management team, working closely with the General Manager and Executive team, Managers and Supervisors, to establish goals, objectives, strategies, and priorities, and to ensure they are effectively carried out.
- Lead the organization in continual improvement of processes and services, including collaboration to support achievement of strategic goals.
- Provide operational oversight and direction for GCTD's transit operations
- Provide oversight of GCTD's vehicle and facility maintenance activities to achieve a state of good repair for specified areas of responsibility.
- Assure that subordinate staff receive appropriate guidance, support, and training to enable them to effectively carry out their responsibilities and strengthen their skills.
- Assure full coordination of projects and activities within and between the various Operations Departments and between the Operations, Administration, Maintenance, organize, manage, and implement operations and maintenance activities in support of delivering high-quality transportation services
- Oversee procurement, maintenance and repair of vehicles and facilities; ensure public transportation vehicles are cleaned, serviced, available, and in appropriate repair for daily scheduled runs; set criteria and operating policy for standards of repair
- Develop and administer maintenance management plans for all types and models of vehicles owned or used by GCTD; establish goals and objectives for maintenance; develop procedures to identify mechanical failure/need for repair, and track information
- Manage and monitor Key Performance Indicators (KPIs) for Operations and Maintenance and appropriately address opportunities to advance GCTD goals
- Prepare written reports and presentations for staff and the Board of Directors; represent the Agency at various meetings; and communicate with government officials
- Assist with identification of funding opportunities and development of grant applications
- Evaluate performance of staff and approve salary increases; respond to grievances; recommend and, in consultation with the Director of Human Resources, administer discipline; interview applicants and recommend appointment of staff
- Advise the GM on all matters pertaining to Operations and Maintenance

Director of Operations & Maintenance, [Publish Date]

- Secure sufficient supplies, tools, equipment, repair support, and necessary contract services by negotiating competitive pricing
- Supervise facility/grounds maintenance activity; confer with other department managers on specific needs; assign scheduled work and projects to staff; prepare specifications and assist in the contracting process to retain specialists needed for design development facility of modification and construction; administer construction and repair contracts
- Direct preventive maintenance function; prepare technical specifications on new equipment for use in training and operating procedures
- Oversee administrative activities of bus maintenance and transit operations functions: including timekeeping, service record maintenance, compliance with Occupational Safety and Health Administration (OSHA); administer contracts; plan, organize and conduct safety and skills training; conduct safety inspections
- Assess vehicle, facility and equipment needs and participate in development of a capital improvement program to prioritize and justify capital investments.
- Ensure staff are equipped for success by monitoring the delivery of sufficient employee orientation, safety, and equipment training
- Coordinate schedule and route planning with Department of Planning & Marketing staff and local government agencies
- Provide oversight of departments administrative activities and required record keeping for training, timekeeping, maintenance of accident reports, Department of Motor Vehicles (DMV) records and operator medical evaluations
- Maintain working knowledge of California Highway Patrol and DMV rules and regulations governing operation of public passenger vehicles and safety principles and practices related to motor coach operation
- Acts as on-site representative of GCTD in areas of labor relations, employees' grievances, and contract negotiation strategy. Represent management in labor relations meetings.
- Represent GCTD on industry committees securing relationships that support industry issues
- May be designated to act as General Manager in their absence
- Perform other duties as assigned

#### MINIMUM QUALIFICATIONS

*To execute this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability needed to perform this role. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### EDUCATION & EXPERIENCE

- **Bachelor's Degree in Public Administration, Transportation Planning, Engineering, or related field is required. Master's Degree a related field preferred**
- Additional work experience or education may substitute for requirements on a year-by-year basis
- Minimum of six (6) years of progressively responsible experience in Operations and/or Maintenance
- Minimum of four (4) years of supervisory and administrative work experience within the public transit industry, with experience in operations, field supervision, dispatching, scheduling and labor relations.
- Minimum of three (3) or more years of working in the Public Transit preferred.



## LICENSES & CERTIFICATIONS

Maintain a valid California driver's license, reliable transportation, adequate auto insurance as required by state law, and insurability by GCTD carrier for those driving GCTD vehicles

## ADDITIONAL COMPETENCIES

- Demonstrate strong verbal and written communication skills, as well as highly developed customer service skills, professional presentation skills, and the ability to perform detailed research and analysis of transit data
- Strong business acumen, independent judgement, and problem-solving skills to draw conclusions and take appropriate actions under high pressure
- Ability to perform in a high demand, dynamic environment and appropriately manage established deadlines and/or expectations
- Demonstrate knowledge related to transit operations and maintenance laws and regulations, record keeping requirements and safety principles and practices
- Ability to evaluate efficiency and effectiveness of operations and maintenance programs, contractors, and staff
- Occasionally travel for company business using reliable transportation
- Willing to work non-traditional hours and days to meet the needs of this position

## PHYSICAL DEMANDS

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to balance, hear, see, bend, stoop, climb up and down stairs, sit, stand, alternate sitting/standing, climb ladders/steps, kneel, keyboard/type, push/pull, reach at, below, or above shoulder level, conduct repetitive motions, squat, use dexterity of hands to operate office/mechanical equipment and lift/carry up to 50 pounds.

## WORK ENVIRONMENT

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly exposed to outside weather conditions, dust, excessive noise, fumes and/or odors, moving machinery, chemicals; commercial products (oil, cleaning solvents, etc.), powered industrial fork/reach/bucket lift, heights, and occasionally exposed to chemicals; commercial products (oil, cleaning solvents, etc.) and bloodborne pathogens. May be required to use protective eye wear, appropriate gloves, hearing protection, and/or safety shoes as identified by GCTD safety guidelines. May interact with the general public. The noise level in the work environment is usually moderate to high.

*Note: This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice at the discretion of GCTD.*

**GENERAL MANAGER'S CONCURRENCE**

\_\_\_\_\_  
Vanessa Rauschenberger  
General Manager

\_\_\_\_\_  
Date

Board Approved Date: Board Approved Date

Job Title: Executive Assistant/Clerk of the Board

Department: Administration

Reports To: General Manager

FLSA: Exempt

Represented: None

Salary Grade: Class 3

Revised: [Publish Date]

### JOB SUMMARY

This position will perform a wide variety of critical, complex, high-level, sensitive and confidential, executive administrative support functions. This role will serve as liaison between the General Manager, Management team, staff, and the Board, and provide a bridge for fluid communication between the GM and internal departments. This position is responsible for the smooth and efficient day-to-day operation of GCTD's administrative offices.

### SUPERVISORY RESPONSIBILITIES

None.

### ESSENTIAL FUNCTIONS

- Operate as a confidential Executive Assistant to the General Manager by providing specialized administrative support, while maintaining integrity of sensitive information.
- Serve as Clerk of the Board, facilitating Board and Committee meetings, and working with the Management team to ensure smooth well-run meetings.
- Provide effective meeting support by ensuring proper coordination, meeting agenda/packet preparation and posting, board communication, record-keeping, and maintenance according to GCTD and Brown Act standards
- Record, transcribe and produce in a timely manner minutes from monthly board meetings and other meetings, requiring access to confidential information
- Perform a broad range of complex, and confidential clerical and administrative functions primarily related to supporting the smooth running of the administrative offices, and in support of the Senior Management team
- Serve as liaison between the Board, General Manager, Assistant General Manager, management team, staff, public, government agencies and other districts.
- Maintain regular oversight of General Managers calendar. Schedule meetings and manage appointments, and plans engagements to ensure efficiencies
- Manage individual and organizational calendars and meeting logistics using insight, decision-making, and prioritization skills and independent judgement
- Proactively identify and anticipate the needs of the General Manager to support all levels of GCTD. Regularly provides insights and makes recommendations to support the District's mission and strategic goals.
- Provide general guidance to staff as necessary to assist in the fulfilment of GCTD goals and objectives and in support of GCTD polices and management team priorities.
- Liaise effectively with peers and management team by building strong working relationships at all levels and keeping the lines of communication open
- Provide administrative support to GCTD departments with event planning, employee recognition events, meeting coordination, and additional assistance as needed

- Respond to and resolve administrative inquiries or concerns.
- Utilize knowledge of Executive team goals to identify areas to improve processes, and proactively provide recommendations and implement solutions.
- Conduct research to obtain detailed information to support the General Manger's responses to inquiries and questions from the Board, employees and Public.
- Write, generate, format, proofread, and edit correspondence, presentations, and other documents such as records, memos, Board reports.
- Performs special projects, as needed, including data and information collection, preparation of initial analyses and conclusions, including documenting processes and procedures for office and public meeting room usage
- Draft responses or information on behalf of General Manager as needed.
- Ensure proper recordkeeping practices for maintaining confidential data and information of major importance
- Review Board items received from staff to ensure that all documents are submitted before an item is included in the agenda packet.
- Ensure timely mail receipt, responses, distribution, and correspondence organization , including opening mail, recording checks into log, etc.
- Assist with employee events, including preparation of safety awards, etc
- Serve as primary point person/contact for all GCTD personnel for office equipment repairs, maintenance of office materials and arranges for repairs as needed
- Coordinates travel arrangements and conference registrations for Executive staff
- Provide general customer service support, including greeting visitors, intaking customer inquiries and concerns, providing assistance, or referrals, and answering **general questions about GCTD's services**
- Ensure daily administrative office coordination including maintaining of office common areas are kept clean, orderly, and well stocked
- Process and reconcile invoices and expense reports and credit card statements.
- Collaborate with HR Department to efficiently onboard new employees
- Translate (English/Spanish) communications as needed
- Perform other duties as assigned

#### MINIMUM QUALIFICATIONS

*To execute this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability needed to perform this role. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### EDUCATION & EXPERIENCE

- Associates Degree in Business Administration or related field. Bachelors preferred.
- Minimum of three (3) years of experience with increasing level of responsibilities in office management, administration, and executive level support
- Additional work experience may substitute education on a year-by-year basis
- Fluently bilingual in English/Spanish is preferred.

## LICENSES & CERTIFICATIONS

Maintain a valid California driver's license, reliable transportation, adequate auto insurance as required by state law, and insurability by GCTD carrier for those driving GCTD vehicles.

## ADDITIONAL COMPETENCIES

- Highly proficient in Microsoft Office Suite and related business software
- Extensive knowledge of office management, administration and records management procedures and practices
- May serve as District's notary
- Excellent verbal and written communication skills to successfully impart information at all organizational levels and to the public with the ability to actively listen
- Knowledge of Public Record Act and Roberts Rules of Order for legislative bodies.\
- Excellent interpersonal skills, a strong cross-functional team player with the ability to operate independently
- Ability to demonstrate tact, discretion, independent judgement along with a high degree of professionalism and confidentiality
- Strong attention to detail, analytical, organizational, and problem-solving skills.
- Maintains a high level of integrity, objectivity, confidentiality, and professionalism
- Ability to perform in a high demand, dynamic environment and appropriately manage established deadlines and/or expectations
- Occasionally travel for company business using reliable transportation
- Maintain regular attendance and punctuality.
- Willing to work non-traditional hours and days to meet the needs of this position.

## PHYSICAL DEMANDS

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to hear, see, sit, stand keyboard/type, conduct repetitive motions, use dexterity of hands to operate office equipment and occasionally bend, kneel, reach at, below, or above shoulder level, squat, and carry/lift up to 40 pounds.

## WORK ENVIRONMENT

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions and interacts with the general public. The noise level in the work environment is usually low to moderate.

*Note: This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice at the discretion of GCTD.*

**GENERAL MANAGER'S CONCURRENCE**

\_\_\_\_\_  
Vanessa Rauschenberger  
General Manager

\_\_\_\_\_  
Date

Board Approved Date: Board Approved Date



Item #5

**DATE** March 6, 2024

**TO** GCTD Board of Directors

**FROM** Marlena Kohler, Procurement Manager & DBE Officer  
Margaret Schoep, Paratransit & Special Projects Manager

**SUBJECT** Consider Authorizing General Manager to Award a Contract to Model 1 Commercial Sales (*formerly Creative Bus Sales*) for the Purchase of Four (4) Replacement Vehicles for GCTD's GO ACCESS Fleet

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### EXECUTIVE SUMMARY

For this item it is recommended that the Board consider authorizing the General Manager to award of a contract to Model 1 Commercial Sales (Model 1) (*formerly Creative Bus Sales*) in the amount of \$434,878.77 for the purchase of three (3) Ford Transit vans and one (1) BraunAbility van to replace aging paratransit vehicles in GCTD's GO ACCESS fleet. Utilizing the California Association for Coordinated Transportation (CALACT) purchasing cooperative contract, GCTD will purchase the vehicles with a combination of 5310 Federal Grant funding and local LTF Capital Reserve for the non federal match.

### BACKGROUND

In 2023, the Ventura County Transportation Commission (VCTC) completed a call for projects using federal 5310 funding to support senior and disabled transportation services. GCTD was awarded funding to replace aging demand response vehicles in two cycles. Federal Transit Administration Useful Life of Transit Buses and Vans, (FTA VA-26- 7229-07.1) classifies these vehicles as Light-Duty Vehicles with a useful life of five years and/or 150,000 miles. The proposed purchase would replace vehicles with an average odometer of 231,467 miles. The vehicles being replaced have served their useful lives and should be replaced to maintain reliable service provision for our customers.

GCTD submitted a project to fund the purchase of replacement vehicles for the paratransit fleet. VCTC stipulated that all 5310-funded vehicles in the call for projects be wheelchair accessible. GO ACCESS serves 1,300 individuals monthly, providing over 9,700 trips monthly to locations throughout the GCTD service area. As the service grows, GO ACCESS continues to receive requests for service at an increasing number of locations within the service area where a 23-foot cut-away, capable of carrying up to 13 passengers, has challenges navigating to the curb to serve our senior and disabled passengers. Trips are grouped where possible and occur daily. The nature of the trip requests does not lend themselves to grouping more than two or three requests at a time without significantly increasing travel times, which may violate ADA regulations. Passengers have expressed great satisfaction in traveling in smaller vehicles, primarily because the rides are smoother. The Ford Transit, the MV-1, and the BraunAbility vehicles are easier for the passenger to board and alight, which contributes to the overall customer experience.

### GOLD COAST TRANSIT DISTRICT

March 6, 2024

Consider Authorizing General Manager to Award a Contract to Model 1

Page 2 of 2

The VCTC approved grant funding the project in the amount of \$320,000. As a member of the California Association for Coordinated Transportation (CALCT), GCTD has access to purchase a variety of transit vehicles from the CALACT/MBTA purchasing cooperative. The CALACT/MBTA contract provides Federal and state-compliant competitive pricing and is restricted to FTA grantees geographically located within the State of California.

In 2018, the GCTD Board of Directors adopted a Zero & Near-Zero Emissions Vehicle Purchase Policy to focus on cost-effective purchases that provide the lowest emission technologies available that meet the operating needs of GCTD. In 2021, Coast Transit District purchased an accessible electric Ford Transit for its paratransit fleet. The electric Ford Transit has unfortunately not performed well, with a vehicle range limited to less than 100 miles per charge. This is below the 133 miles that GO ACCESS vehicles average daily to provide service to customers. Due to the limited range and significant cost of a electric paratransit vehicles, staff determined that standard gas powered vehicles to be the best option for these replacements.

After reviewing all available models, staff recommends the purchase of three (3) Ford Transit vans and one (1) BraunAbility van to replace the four MV-1 vans that have operated in revenue service for nine (9) years and are no longer manufactured, making parts replacement increasingly difficult. Model 1 provided a quote in the amount of \$110,485.61 per Ford Transit vehicle and \$82,713.43 per BraunAbility van for a total cost of \$414,170.26 for all four vans. The total cost of all four vehicles is \$414,170.26, which will be funded with federal 5310 funds (\$320K) received through the VCTC, along with non-federal matching funds from the California Local Transportation Funds (LTF) in the amount of \$94,170.26. Based on the CALACT process, staff has determined that Model 1's quote is fair and reasonable.

A responsibility determination was also conducted on Model 1. The System for Award Management (SAM) was checked for this contractor and no results were found, nor were there any complaints filed with the Better Business Bureau (BBB). GCTD has purchased several paratransit vehicles from this company, formerly known as Creative Bus Sales, and has had no major issues with any of the vehicles received. Therefore, Model 1 is determined to be a responsive and responsible firm capable of meeting GCTD's requirements.

## RECOMMENDATION

**It is recommended the Board of Directors authorize General Manager to purchase three (3) Ford Transit vans and one (1) BraunAbility van from Model 1 Commercial Sales (*formerly Creative Bus Sales*) in the amount of \$110,485.61 per Ford Transit vehicle and \$82,713.43 per BraunAbility van for a total cost of \$414,170.26 for the four vans and authorize up to an additional 5% (\$20,708.51) to cover minimal specification adjustments for a grand total of \$434,878.77.**

General Manager's Concurrence



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Vanessa Rauschenberger  
General Manager





March 6, 2024

Item #6

**TO** GCTD Board of Directors  
**FROM** Tanya Hawk, Inventory & Asset Management Coordinator  
**SUBJECT** Report of Contracts Awarded

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**SUMMARY**

As requested by the Board of Directors on December 2, 2020, and in accordance with the GCTD Purchasing Resolution, staff is to provide a monthly report of all purchases issued by this agency. The attached report lists all purchase orders awarded since the February 2024 Board meeting.

**RECOMMENDATION**

**It is recommended that the Board of Directors receive and file this report.**

**GENERAL MANAGER'S CONCURRENCE**

A handwritten signature in black ink, appearing to read 'Vanessa Rauschenberger', written over a horizontal line.

Vanessa Rauschenberger  
General Manager

**GOLD COAST TRANSIT DISTRICT**

Contracts/PO Awarded Report  
February 2024

PO#	Item Description	Vendor Name	City	Cost
<b>PURCHASING</b>				
A0010329	AUDIT SERVICES	NIGRO & NIGRO PC	MURRIETA	\$30,000.00
A0010331	OFFICE 365 LICENSING	LIFT OFF, LLC	CROFTON	\$24,588.00
C0000005	JANITORIAL SUPPLIES	SUPERIOR SANITARY SUPPLIES	OXNARD	\$1,463.80
<b>PARTS</b>				
M0050492	VALVOLINE PREMIUM BLUE 9200 15W-40	GREG'S PETROLEUM SERVICE, INC	DELANO	\$5,678.14
M0050496	ENGINE MOUNTS-(PARTS) & ENGINE MOUNT LABOR	TEAM NISSAN	OXNARD	\$1,562.65
M0050497	INDICATOR, AIR RESTRICTION, CHAMBER, REAR BRAKES	GILLIG LLC	LOS ANGELES	\$2,753.89
M0050499	TRANSMISSION, B400R, TC418, GEN IV, MY09	UNITED TRANSMISSION EXCHANGE	SAN BERNARDINO	\$4,411.13
M0050502	AIR BAG, FRONT/REAR, BELT, A/C, SWITCH, DIMMER , SWITCH PRESSURE 80 PSI NC, BRAKE CHAMBER, CS & PULLEY TENSIONER ASSY. HD BEARING	THE AFTERMARKET PARTS COMPANY, LLC	MINNEAPOLIS	\$1,961.37
M0050503	VANDAL SHIELD, LOWER & VANDAL SHIELD, LOWER C/S	AMERICAN PLASTICS CORP	CAMARILLO	\$1,935.86
M0050506	HOSE & FITTING	CALIFORNIA HOSE, INC	OXNARD	\$937.21
M0050507	BODY REPAIR LABOR (4058), PAINT LABOR, MATERIALS (PAINT), MISC- HAZ WASTE/VOC	NATIONAL AUTO BODY&PAINT	GOLETA	\$2,566.19
M0050509	416.04.9804.900 GOVERNOR, AIR SYSTEM	AMERICAN MOVING PARTS	LOS ANGELES	\$847.90

Contracts/PO Awarded Report  
February 2024

M0050510	RESISTOR, 24V, LOCK WASHER, FUSE, 250 AMP, HORN BRUSH KIT, WIPER ARM, MAIN, WIPER IDLER ARM, ASSY, WIPER ARM SPRAGUE	GILLIG LLC	LOS ANGELES	\$1,350.10
M0050514	VALVOLINE PREMIUM BLUE 9200 15W-40, STATE RECYCLE FEE & REG COMP FEE	GREG'S PETROLEUM SERVICE, INC	DELANO	\$2,496.84
M0050515	SWITCH DIMMER NAPA	VENTURA COUNTY AUTO SUPPLY	OXNARD	\$28.77
M0050516	55 GAL USED ABSORBENT WASTE DISPOSAL, 55 GAL USED METAL OIL FILTER DISPOSAL-NON RCRA, 55 GAL USED PAPER OIL FILTER DISPOSAL-NON RCRA, 001248033 - MANIFEST FEE/FACILITY FEE, 030095059 - MANIFEST FEE/FACILITY FEE, ENERGY RECOVERY FEE, 55 GAL OPEN TOP DRUM FOR WASTES, 55 GAL CLOSED TOP DRUM & MERCAPTAN WASTE	AGRITEC INTERNATIONAL LTD.	IRWINDALE	\$2,255.56

Purchasing Total      \$56,051.80  
Parts Total              \$28,785.61

Local (Ventura County)      \$4,365.64



Date: March 6, 2024

**Item #7**

To: Board of Directors

From: Vanessa Rauschenberger, General Manager

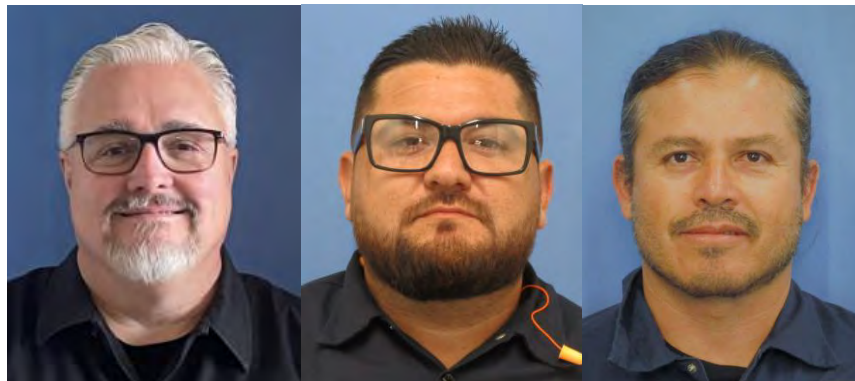
Subject: General Manager's Monthly Report

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### Employee Updates

Please join me in welcoming Dave Buck, who has joined the Maintenance Department as our new E-Mechanic. David has extensive technical experience in IT, Mechanical and Automotive technology and we are excited to have him on our team.

In addition, I want to recognize the advancement of two employees in our **Maintenance** Department, who work hard to keep our facility and fleet in great shape. Please join me in recognizing Mauro Tapia for his promotion to Mechanic III, and to Salvador Aguilar who was promoted to Facility and Equipment Mechanic II.



David Buck

Salvador Aguilar

Maruo Tapia

### Transit Employee Appreciation & Safety Awards

On March 21, 2024, GCTD will be celebrating Transit Employee Appreciation day with a lunch along with our quarterly safety awards. Please join us March 21<sup>st</sup> for lunch and sharing our appreciation for our employees who keep our transit system moving.



### Community Report - 2023 Year in Review

GCTD recently published its latest community report, providing a summary of the organization's achievements in 2023. Please visit GCTD's website to read the annual report. I am please to present this year's report which you can find online at [gctd.org](http://gctd.org).



Participated in CTA's Meeting Top Leadership from CalSTA and CARB  
 Last year, I had the honor to be elected as one of five small operators to serve on the California Transit Association's Executive Committee. Last week the Committee convened in San Diego last week for its biennial business meeting. During our meetings, we met with CARB Executive Officer Dr. Steven Cliff for a discussion on the status of implementation of the California Air Resources Board's various zero-emission transit regulations and we met with the California State Transportation Agency's (CalSTA) Secretary Toks Omishakin, Undersecretary Mark Tollefson, and Chief Deputy Secretary of Rail and Transit Chad Edison for a robust conversation on CalSTA's Transit Transformation Task Force.

#### Collaborative Meetings & Outreach Activities

GCTD's expert staff from various departments actively coordinate and participate in multiple meetings to support GCTD's mission. This month our focus of outreach was related to our fare adjustment survey and educational efforts.

#### General Manager Activities & Meetings Attended

- 
- February 7 – GCTD Board Meeting
- February 8 – Joint Labor Meeting with SEIU
- February 13 – Meeting with 301 Property Team on work plan
- February 14 – Coffee with the GM
- February 20 – Fleet Manager Interviews
- February 22 – Meeting with MV Transportation
- February 22-23 – Attended CTA Executive Committee Meetings
- February 27 – Check in with CTA Legislative Staff and Assemblymember Bennett
- February 28 – Attended CLU Economic Forecast for 2024 Event

Keep up with us on the GO

"Like Us" and Follow Us on Facebook, Twitter, and Instagram, "Like Us" on Facebook @GCTransit - "Follow Us" on Twitter @GoldCoastBus - or "Follow Us" on Instagram @GoldCoastTransit. Sign up online for GCTD's monthly "News on the GO" Newsletter. We're on Tik Tok! @goldcoasttransitbus

GCTD Is Hiring!

GCTD has job openings in multiple departments. For a complete list of current job openings, visit <https://www.gctd.org/careers/>



## 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.

###



**DATE** March 6<sup>th</sup>, 2024 **Item #8**  
**TO** GCTD Board of Directors  
**FROM** Austin Novstrup, Planning Manager  
Gary Hewitt, Transportation Management & Design (consultant)  
**SUBJECT** Receive Presentation on Draft Short Range Transit Plan Existing Conditions Report

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### **SUMMARY**

Earlier this year, GCTD began working with consultant Transportation Management & Design (TMD) to develop a Short Range Transit Plan. Once complete, the SRTP will serve as a 5-to-10-year work plan to improve transit service quality and effectiveness throughout the district.

While the development of the SRTP is ongoing, a draft of the Existing Conditions Report is being provided to the Board of Directors for review. The report includes a comprehensive analysis of GCTD's existing services and service area, industry benchmarking through a peer agency review, and analysis of community input received through outreach efforts conducted last fall.

For this item, Project Manager Gary Hewitt with consulting firm Transportation Management & Design will present key findings from the draft report and discuss guiding principles for development of recommendations for the SRTP.

GCTD staff and consultants are working on the development of recommendations for future service concepts, design, and improvements based on the analysis conducted to date. A second phase of outreach will be conducted to get public feedback on SRTP recommendations. A Draft of the SRTP will be presented to the board for review later this spring.

### **RECOMMENDATION**

It is recommended that the Board of Directors receive and file a presentation on the Draft Existing Conditions Report and provide any feedback on the draft report or guidance on the development of SRTP recommendations.

### **GENERAL MANAGER'S CONCURRENCE**

Vanessa Rauschenberger  
General Manager

Attachment 1: Draft Short Range Transit Plan Existing Conditions Report

### **GOLD COAST TRANSIT DISTRICT**



# GOLD COAST TRANSIT DISTRICT 2024 SHORT-RANGE TRANSIT PLAN DRAFT EXISTING CONDITIONS ANALYSIS





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## EXECUTIVE SUMMARY

The existing conditions report is the first phase of developing the GCTD Short-Range Transit Plan. It informs the recommendations and is based on demographics, ridership data, and community . It identifies areas where GCTD is doing well, areas to be improved, and potential service needs. The report is organized into five sections. The following describes each section and provides a summary of the key findings for each.

---

### Summary of Transit Plans and Studies

This section includes a summary of land use plans to determine how transit can help support future development. Other transportation plans were also reviewed to see which projects had been previously planned and the role of transit in the general transportation system.

### Key Findings

- *The Southern California Association of Governments (SCAG) Regional Transportation Plan has identified the corridor currently served by Routes 1 & 6 as a High-Quality Transit Corridor. This corridor will be studied further as part of this SRTP.*
- *GCTD worked with the local jurisdictions to identify key areas for development as part of the "Building Transit Supportive Communities Plan". These should be considered when developing routing and frequency recommendations.*
- *Population and employment growth within the GCTD service is not anticipated to grow significantly during this SRTP period. The plan should focus on serving existing development better and providing additional frequency for infill developments where it is warranted.*

---

## Market Assessment

This section provides a comprehensive understanding of the western Ventura County mobility market and is foundational to analyzing existing transit service and performance conditions. Key characteristics of the built environment and local population, such as the diversity of neighborhoods, locations of jobs and housing, and the design of street networks, significantly affect travel demand and strongly influence where transit can be both effective and efficient. The Market Assessment centered around the factors that impact transit's ability to be successful: Density, Design, and Demand.

### Key Findings

- *The GCTD network provides good coverage to parts of the service area with transit supportive demographics.*
- *A majority of employed residents living within in the GCTD service area work outside the service area and have longer commutes to destinations covered by VCTC and Metrolink services.*
- *Transit demand in the service area is strongly correlated to locations with higher population density, trip activity, and youth population. Employment density, Senior Density, and College-Aged Density have the lowest correlation.*
- *The southern Oxnard and mid-town Ventura parts of the service area have the highest transit demand.*
- *The Santa Clara River, U.S. 101, and Highway 126 provide limited access points for the fixed-route network to connect communities within the service area.*
- *The open space and agricultural fields within and around the service area make it difficult to provide efficient service along most corridors. The Naval Base Ventura County also makes it difficult to service areas to the west and south of the base.*
- *Travel activity within the service area exceeds pre-pandemic levels. Trip activity in the morning and midday period has shifted to the late afternoon and early evening. GCTD may need to shift resources between these periods to grow ridership.*
- *The area with the largest increase in trip demand is in the Southern Oxnard / Port Hueneme area bounded by Ventura Rd, Wooley Rd, Oxnard Blvd, and Pleasant Valley Rd. Trip demand decreased in Downtown Ventura, and in other isolated blocks throughout the service area.*

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## Existing Service Evaluation

In this section we develop an understanding of how riders use the GCTD network and how the various routes perform compared to one another. The goal is to understand the strengths of the current operation as well as identify opportunities for improvement – both in elevating the customer experience and in increasing the efficiency and effectiveness of service delivery.

### Key Findings

- *GCTD ridership has almost returned to pre-pandemic levels, though still below the highest ridership year in 2015.*
- *GCTD only made moderate reductions to bus service during the height of the pandemic. The more modest reductions in service levels were likely a contributing factor to ridership returning to pre-pandemic levels faster than other agencies. Another contributing factor is that GCTD operates predominantly local bus service and does not have routes specific to commuters who may be continuing to work from home.*
- *There are increased boardings in the 7am and 3pm hours during weekday in 2023 compared to 2019. This may be because of higher school or work trips. During the weekday midday period, trips are down the most post-pandemic. Morning trips are down on both weekend days.*
- *Route 6 accounts for 25% of all GCTD bus ridership and is the highest ridership route in Ventura County. Routes 6, 1, and 21 account for 49% of GCTD ridership. This means that making improvements to these three routes impacts one of every two customers.*
- *Route 8 has seen decreases in ridership and productivity across all days between 2019 and 2023, which can be attributed to relocation of both the County Human Services Office and Veterans Affairs Clinic.*
- *The average unlinked trip length decreased from 4.7 miles in 2019 to 3.5 miles in 2023. This decrease means that although ridership is only 12% less than 2019 levels, total passenger miles travelled across the system are still down 34%.*
- *In 2023 GCTD had a 84.6% on-time performance rate which is very good compared with their regional peers.*
- *Based on our observations of the built environment, traffic, and passenger loads, the 11.0 mph average speed seems low, which was also validated by the peer review. The high on-time performance standard and number of turns on average may be the reason for the low overall speed.*
- *Much of the service area is served along arterials spaced on a mile grid. However, there are many routes in Oxnard which operate service on streets between the mile grid which are very close to each other. As part of the SRTP, these routes should be examined to determine if it makes sense to move the resources from these routes to the major arterials to improve frequency.*

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## Peer Review

This section is a peer review of nine transit systems to determine how GCTD was performing across several performance metrics. The peer review helps GCTD determine where they may be performing better, worse, or the same to agencies of similar size and operating profile. Areas for improvement can be addressed as part of the SRTP recommendations.

### Key Findings

- *The supply of bus service is comparable to peer agencies. The coverage is slightly better with the headways being higher. GCTD has a slightly shorter maximum span of service than their peers.*
- *GCTD has shorter trip distances and average operating speed than their peers.*
- *GCTD's operating expense per passenger boarding and per hour of service is better than their peers. This indicates that the agency is managing costs well and allocating resources effectively.*

---

## Community Survey

As part of Gold Coast Transit District's (GCTD) Short Range Transit Plan for their bus service, a community survey was crafted to build a demographic profile and identify preferences and satisfaction of existing GCTD services for riders and non-riders. The survey was conducted between October 12 and December 17, 2023. In total, 724 valid responses were collected.

### Key Findings

- *New GCTD riders are frequent riders which are more likely to be students than pre-pandemic riders.*
- *Current riders find frequency and on-time performance to be the most important service factors, while the cost of the service and customer service were the least important.*
- *Current riders are most satisfied with the ease of payment, service cost, and safety on-board the bus. They are least satisfied with on-time performance, frequency, arrival time info, and bus stop safety.*
- *Current riders would like to see more frequent service during the morning and afternoon peak periods. They would like to see service extended on weekdays during the early morning and evenings.*
- *Non-riders indicated that on-time performance, service availability, and stop safety are the most important service factors. They rank customer service, cost, and seat availability as the least important.*
- *The primary reason noted by non-riders for not taking the bus is that it takes too long.*
- *About half of households that responded to the survey have an annual household income below \$24,000. About a third had a household size of five or more people.*

## SUMMARY OF TRANSIT PLANS AND STUDIES

It is helpful to summarize other local and regional plans which may help inform where transit is needed in the future. This includes a summary of land use plans to determine how transit can help support future development. Other transportation plans were also reviewed to see which projects had been previously planned and the role of transit in the general transportation system.

### GCTD BUS STOP IMPROVEMENT PLAN (2021)

In 2021, GCTD conducted a thorough assessment of all 655 bus stops within their service area in order to determine improvements and upgrades, especially for underserved communities and stops lacking in ADA infrastructure. The Bus Stop Improvement Plan provides project recommendations in regards to safety and accessibility, new amenities, amenity maintenance, and operational improvements for each jurisdiction GCTD serves (City of Ventura, City of Oxnard, County of Ventura, City of Port Hueneme, and City of Ojai).

Notably, less than 10% of stops are below guideline standards for shelters and seating, while a larger number of stops are below for lighting and accessibility. Additionally, six corridors were identified as having inadequate or inconsistent stop spacing, and five complimentary stops were suggested.

### GCTD BUILDING TRANSIT SUPPORTIVE COMMUNITIES PLAN (2021)

The purpose of the GCTD Building Transit Supportive Communities Plan is to work with local communities, jurisdictions, stakeholders, and developers to engage in land use decisions and develop planning tools to enhance transit while tackling Vehicle Miles Travelled (VMT) and Green House Gas (GHG) emission reduction. The plan identifies High Quality Transit Areas (HQTA) located within a ½ mile of 15-minute transit service anticipated to support future household growth (see Figure 1).

A main component of the plan was reviewing the land use, general/community/specific plans, and current zoning of 14 focus areas identified as potential QTAs within Ventura, Oxnard, and Port Hueneme. High ridership stops were also noted. Upon review, recommendations were made on whether to adjust land use/zoning in order to more appropriately serve the essence of the plan under review, or to adjust in order to properly serve the HQTA.

The plan additionally addressed strategies in order to best serve the QTAs. These strategies addressed various transit-oriented topics including connected streets, managed curbsides, residential density, and job density.



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2024 SHORT RANGE TRANSIT PLAN: EXISTING CONDITIONS REPORT (DRAFT)

Figure 1: Ventura County HQTAs Map



### VENTURA COUNTY TRANSIT INTEGRATION & EFFICIENCY STUDY (2023)

Ventura County is served by nine different transit systems, and this study reviewed opportunities for integrating the systems in order to more efficiently deliver transit service. Opportunities for improvement include regional travel needs, paratransit service, policy/fare/public materials varying between agencies, contract expenses, and inter-agency coordination. Strategies to tackle these issues include the following:

1. Work to combine as many procurements or contracts as possible.
2. Coordinate on the transition to zero-emissions fleets.
3. Centralized demand-response call-taking and trip scheduling functions.
4. Align rider policies and fares between local services.
5. Conduct a countywide service planning study.
6. Develop standardized surveys, coordinated marketing materials and campaigns, and consistent online presence.
7. Work collaboratively to address the challenges of Transportation Development Act.

These strategies were then organized into three alternatives, all of which incorporate some level of agency consolidation.

- Alternative 1: Partial Consolidation
  - o Subregional demand-response consolidation and increased agency coordination
- Alternative 2: Moderate Consolidation
  - o Countywide paratransit, and subregional fixed-route consolidation
- Alternative 3: Full Consolidation
  - o Consolidate all transit operations into GCTD; VCTC remains with RTPA/Transportation Commission functions

### VENTURA COUNTY 2040 GENERAL PLAN

The Ventura County 2040 General Plan was formally adopted in 2020. While numerical future population growth projections were not included, the Plan addresses future growth within Ventura County via policies and implementation programs outlined within the following sections and subsections:

- Land Use and Community Character: Growth Management, Land Use Designations and Standards, Area Plans, Character and Design
- Housing: Provide Adequate Sites for Residential Development
- Circulation, Transportation, and Mobility: Regional Multimodal System, Vehicle Trip and Frequency
- Economic Vitality: Diversified Economy, Labor Force Development

The County aims to “promote orderly and compact development” by maintaining its six area designations: Urban areas; Existing Communities; Area Plans; Areas of Interest; Unincorporated Urban Centers; Spheres of Influence. Additionally, each of the adopted Area Plans includes their

own goals, policies, programs, and land use designations of the nine unincorporated communities (Coastal Area, El Rio/Del Norte, Lake Sherwood/Hidden Valley, North Ventura Avenue, Oak Park, Ojai Valley, Piru, Saticoy, and Thousand Oaks).

Infill development is encouraged to maximize efficient land and infrastructure use. Additionally, specific development standards are provided for residential planned development, coastal residential planned development, and mixed use. Interestingly, a policy for “Multimodal Access to Commercial Development” does not mention transit as an option. There are also Implementation Programs for identifying and reviewing Designated Disadvantaged Communities (DDCs). Within Area Plan boundaries, the County aims to increase density by diversifying its housing stock with multi-unit dwellings, placing housing near job clusters and transit stops, redesignating zones, and enhancing existing areas (prioritizing DDCs) with public infrastructure improvements.

Regarding transportation, it notes that the County will continue working with local public transportation regional bus providers to expand public transportation services which give county residents access to their daily needs. Additionally, discretionary development will be subject to conditions of approval in order to minimize impacts to public infrastructure and facilities, including transit improvements (bus turnouts, benches, shelters).

Despite the lack of population growth numbers, employment growth is projected to increase modestly in the long-term. Health care, professional services, education, and hospitality are the sectors with the largest predicted growth. Furthermore, CSU Channel Islands is expected to increase enrollment by over 70% of its 2016 level by 2025, “which will generate growth in faculty and staff as well as supportive goods and services in the local economy.”

#### CITY OF VENTURA GENERAL PLAN (2005)

The City of Ventura General Plan is currently being updated, but in 2005, the General Plan anticipated significant growth.

With nearly 5 million square feet of non-residential development and a projected 8,300 additional housing units by 2025, the city identifies smart growth “infill first” principles as part of their Long Term Potential Expansion Strategy. Downtown Ventura and the Ventura Avenue corridor are assumed to be the focus of this future commercial and residential growth. Meanwhile, Arundell, North Avenue, and Upper North Avenue will be focused on economic growth with some residential uses. Additionally, the following corridors are anticipated to become a “vibrant mixed-use City street with a distinct character” from their nearby neighborhoods: Main St, Thompson Blvd, Loma Vista Rd, Telegraph Rd, Victoria Ave, Johnson Dr, Wells Rd.

The long-term strategy includes a policy that accounts for appropriate urban form through modified development review. This can be done so through actions such as revising the Residential Growth Management Program (RGMP) through tools including community or specific plans and development codes, mechanisms to ensure high quality designed housing types across income levels, and limitations based on the availability of infrastructure and resources. Additional actions include first priority growth areas (i.e., corridors and neighborhoods previously mentioned), and identifying specific areas for preservation, controlled growth, and encouraged growth.

The City also aims to provide more multimodal transportation choices to residents, including via transit. New developments are required to provide for transit stop improvements in order to encourage ridership. Additional routes will also be added based on demand and funding while

coordinating with public transit systems. Notably, the City seeks to pursue a transit facility location in coordination with other local transit agencies, but GCTD is not included in the list.

### CITY OF OXNARD 2030 GENERAL PLAN

The City of Oxnard 2030 General Plan was adopted in 2011. The Housing, Community Development, Infrastructure and Community Services elements account for potential growth within Oxnard.

Per the 2021-2029 Housing element, the City's population is forecasted to increase a total of 16% (<1% per year) between 2016 and 2045. Along with this growth, Oxnard is additionally forecasted to increase its employment by 25%. Regarding housing itself, there was a 7% growth trend in housing units between 2010 and 2020 (note that growth trends were additionally provided for other communities within the GCTD service area). Of this 7%, multi-unit housing showed the greatest increase with 25% of dwellings including five or more units. In order to respond to these trends, the City is implementing various policies such as for adequate development opportunities to provide housing of 30 or more units per acre, as well as investigating commercial or industrial sites to be rezoned to allow residential uses.

The City plans to establish the following six Urban Villages: Channel Islands Harbor Marina Village, Downtown East Transit Oriented District, Southeast Entry Village, Teal Club Specific Plan, East Village Phase III, and the North Oxnard Transit Enhancement District. These villages are characterized by smart growth principles including infill development, existing community reinvestment, mixture of land uses, residential densities, and housing types, 15% affordable housing, location along or near corridors, downtown, and transit nodes, and prioritizing transit, pedestrian, and bicycle circulation. Urban Villages are additionally intended to provide connectivity to other activity nodes and be considered major transit transfer points.

Regarding transit, new developments will support transit facilities such as bus shelters, benches, and pads or turnouts. The City will continue participating with public transit agencies in order to provide service to jobs, school, commercial services, and other destinations. Additionally, mixed used developments will complement and encourage Transportation Demand Management programs. Furthermore, Oxnard plans to implement a program in FY 23-24 to establish an adopted corridor specific plan or zoning overlay for the Oxnard Boulevard Corridor, which has been designated as a High Quality Transit Corridor (HQTC), in order to transform the corridor into complete streets serving new medium- and high-density mixed use transit oriented development.



## MARKET ASSESSMENT

A comprehensive understanding of the western Ventura County mobility market is foundational to analyzing existing transit service and performance conditions. It recognizes the fundamental role that people, and places, have in shaping the use of a transit network. Key characteristics of the built environment and local population, such as the diversity of neighborhoods, locations of jobs and housing, and the design of street networks, significantly affect travel demand and strongly influence where transit can be both effective and efficient. The Market Assessment centered around the factors that impact transit's ability to be successful: Density, Design, and Demand.

### DENSITY ANALYSIS

#### Population

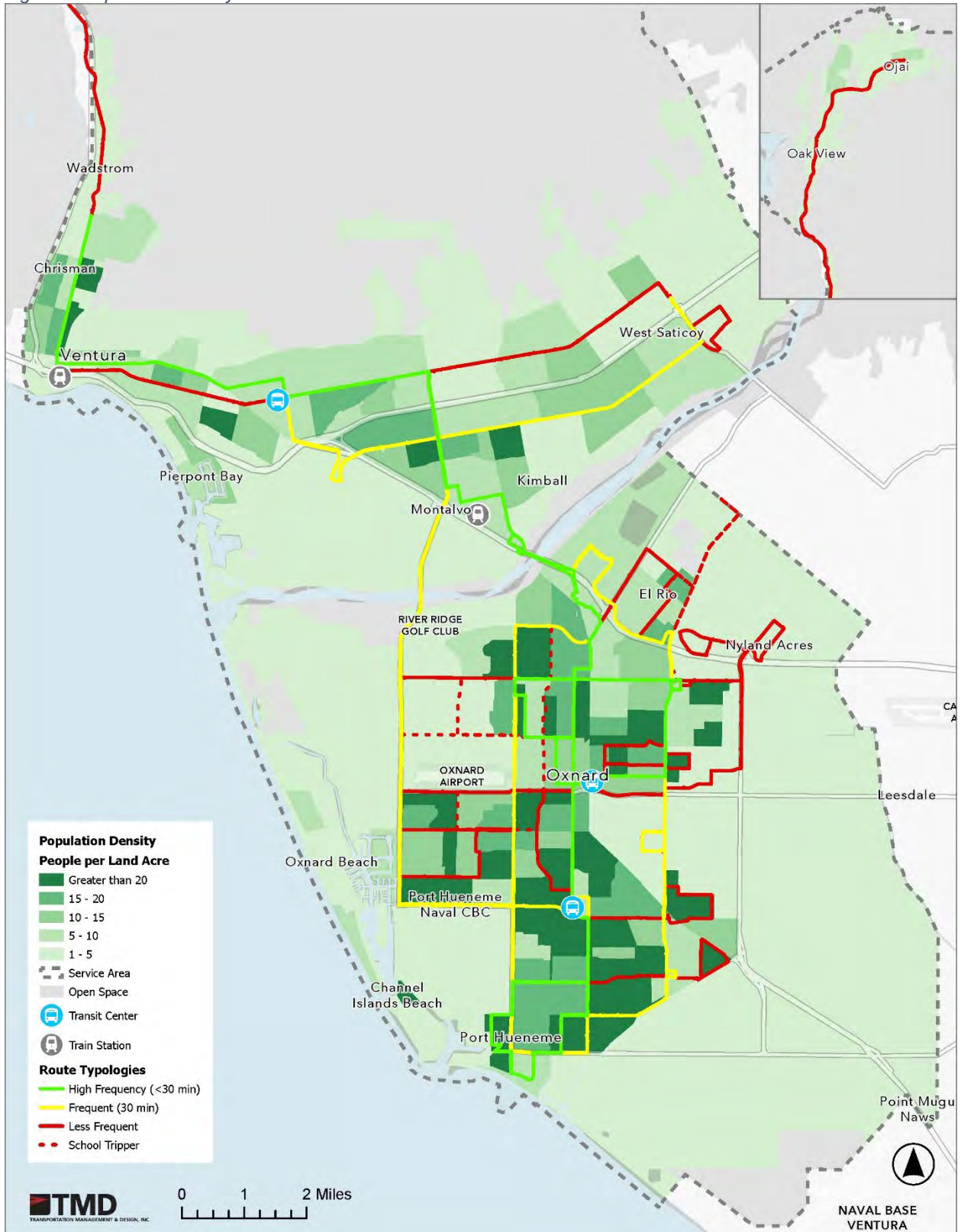
In any given area, the greater its population density is, the greater the likelihood that people will utilize transit. Higher-density areas generate more transit trips because more people live there (a larger market) and because destinations are closer together making transit more convenient. As a general rule, residential densities of three (3) households per gross acre along a route can support hourly weekday transit service, with a gross acre defined as total land area, including land used for streets, parks, schools, and other non-residential uses. Higher densities can support more frequent service.

Figure 2 shows population density in terms of people per acre in Oxnard, Ventura, and the greater GCTD service area. Within the service area, the highest population densities are found near Oxnard College, Centerpoint Mall (Bryce Canyon), Lemonwood Eastmont, between Port Hueneme Naval CBC and Oxnard Airport, West Village, and Sierra Linda. There is a lower population density in the agricultural areas surrounding Oxnard and Ventura, as well as rural Ojai. All areas of higher population density within the service area are served by GCTD routes.



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Figure 2: Population Density



## Age

It is important to consider the use of mobility options by age groups and how mobility can change with time. For example, youth have limited mobility options and must rely on rides from parents, public transit, school buses (where provided), walking, or biking, some of which may be unavailable, unreliable, or deemed unsafe by parents. On the other hand, older residents may be more transit-dependent if they are unable or choose not to drive.

### Youth

Figure 3 depicts the share of youth population (under 18 years) in Oxnard, Ventura, and the greater GCTD service area. Note that Oxnard High School is nearly surrounded by agricultural land use, which explains why the school tripper route goes through low youth density sections of the map, as all agricultural and rural areas have a low youth density. Areas with a higher density of youth generally coincide with single-family residential areas near schools. While school bus services may service this population during the school year, offering additional services to various youth-based activities may be appropriate to consider – especially for summer and out-of-school mobility.

### Young Adults

Typically, the population of young adults (18-24 years) are people who attend university or are early in their career. Transit access for this population is crucial due to the cost of driving relative to income paired with the usual daily commute to educational institutions and job centers.

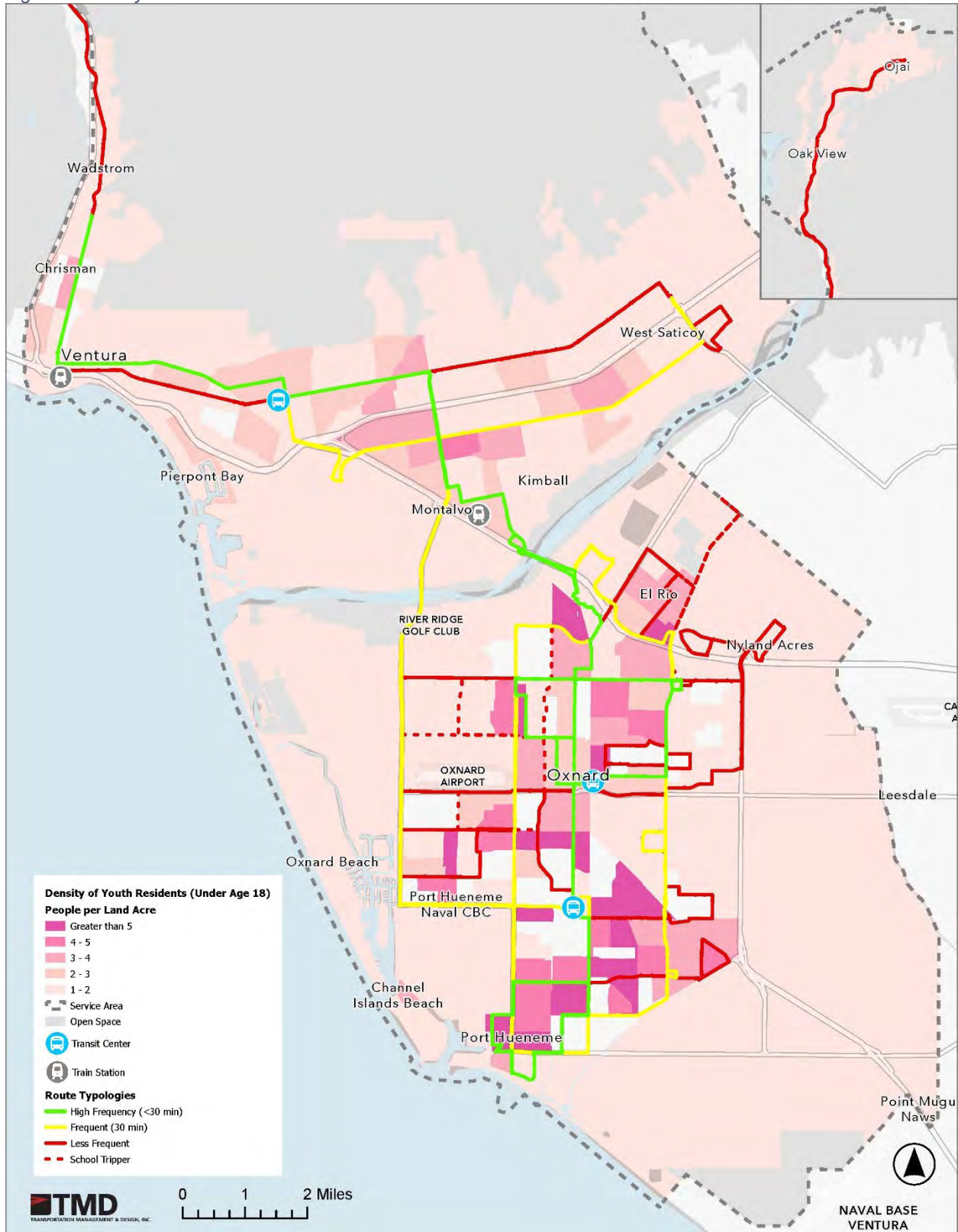
Figure 4 shows the density of young adults for Oxnard, Ventura, and the greater GCTD service area. As highlighted, the highest proportions of young adults are found near Oxnard College, Port Hueneme, Sierra Lind, and central Ventura. There is a low population of young adults throughout the agricultural and rural portions of the service area.

### Seniors

The population of older adults (65 and older) has witnessed a sizable increase due to the “Baby Boomer” generation – which turned 65 years old in 2011. This generation has reached retirement age and are consequently less likely to drive on their own. In general, older adults are more likely to utilize public transportation, as it becomes more difficult to drive themselves or maintain a car on a fixed income.

Figure 5 highlights the prevalence of older adults in Oxnard, Ventura, and the greater GCTD service area. The highest proportions of this population are near downtown Oxnard, Port Hueneme, various multi-unit dwellings (e.g., Montalvo, Kimball), as well as gated communities (e.g., Pacific Pointe). Agricultural and rural areas show a low senior population.

Figure 3: Density of Youth Residents





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Figure 4: Density of College-Aged Residents

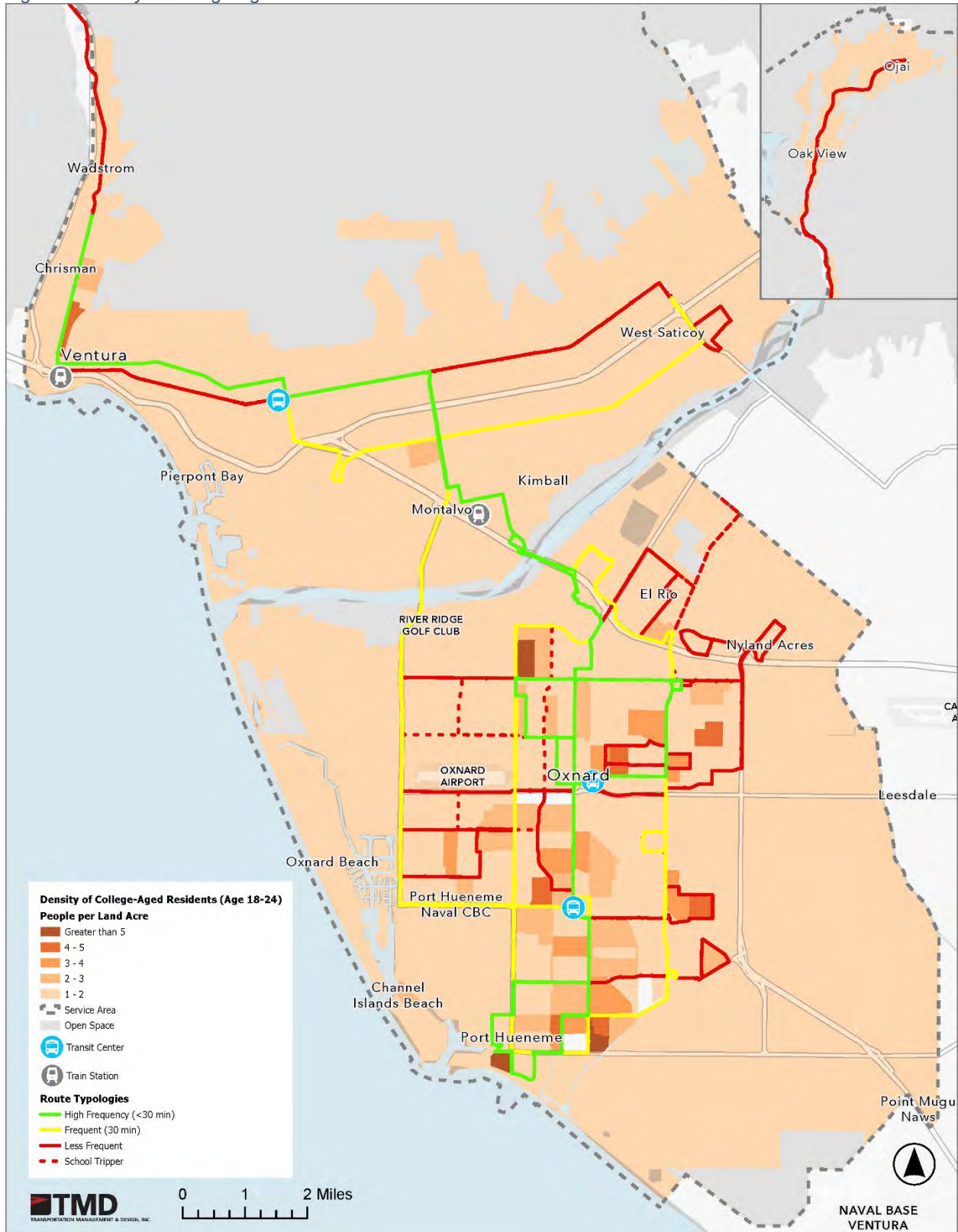
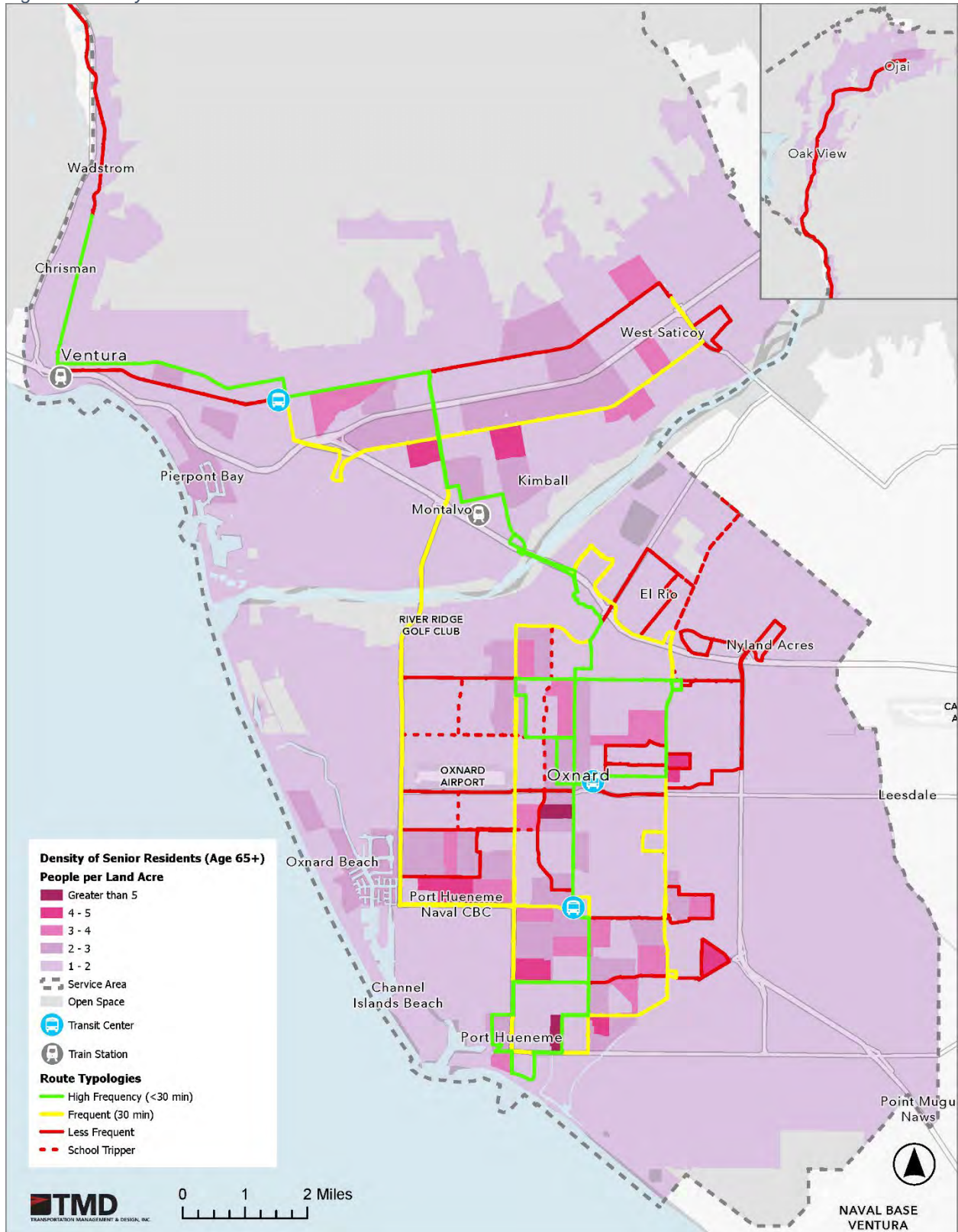


Figure 5: Density of Senior Residents





### Income

The density of income groups within a service area – particularly low-income populations – is an important consideration. Low-income populations can be especially reliant on public transit service as a means of affordable transportation, and almost 50% of respondents to a GCTD community and rider survey reported they had annual household incomes below \$24,000. To be considered a low-income household, household income must be less than 200 percent of federal poverty level (FPL).

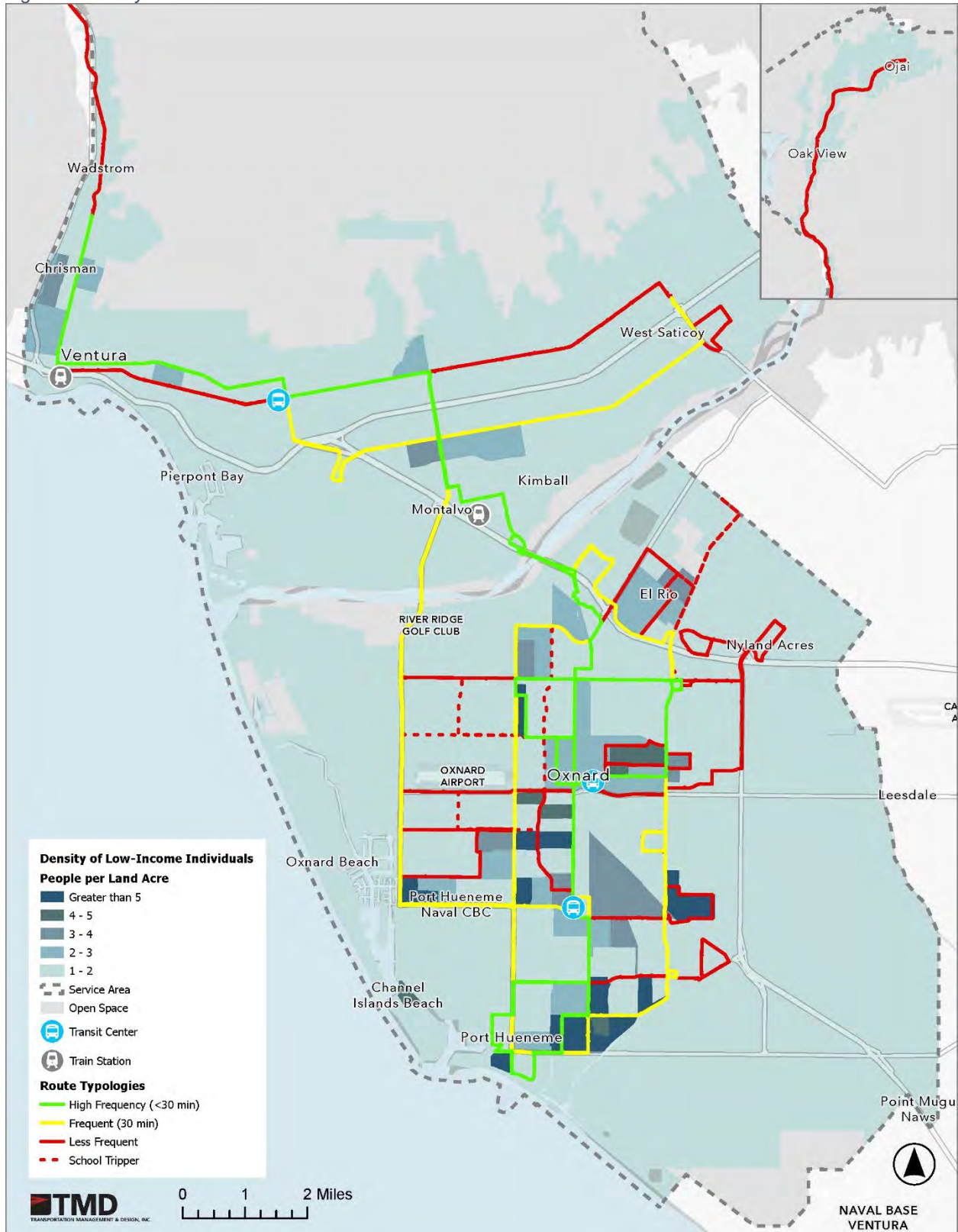
Figure 6 shows the number of low-income households per acre within Oxnard and the greater GCTD service area. The highest proportions of this population are found near Port Hueneme, the Pleasant Valley area, Lemonwood Eastmont, and central Oxnard. Meanwhile, areas of relatively low numbers of low-income households include northwest of downtown Ventura, northwest Kimball, El Rio, and portions of downtown Oxnard. Agricultural and rural areas within the service area have a low density of low-income households.

### Minority Households

While the distribution of minority households is not a direct indicator of higher transit use, it is important to be aware of the concentration and distribution of minority households in the service area. It can assist GCTD in assessing whether its current services and overall network orientation are equitably serving its customers and can provide insight as to whether local or cultural barriers to marketing and delivering transit services exist. As notes in GCTD's Title VI Plan, 18.9% of residents in the service area speak Spanish at home.

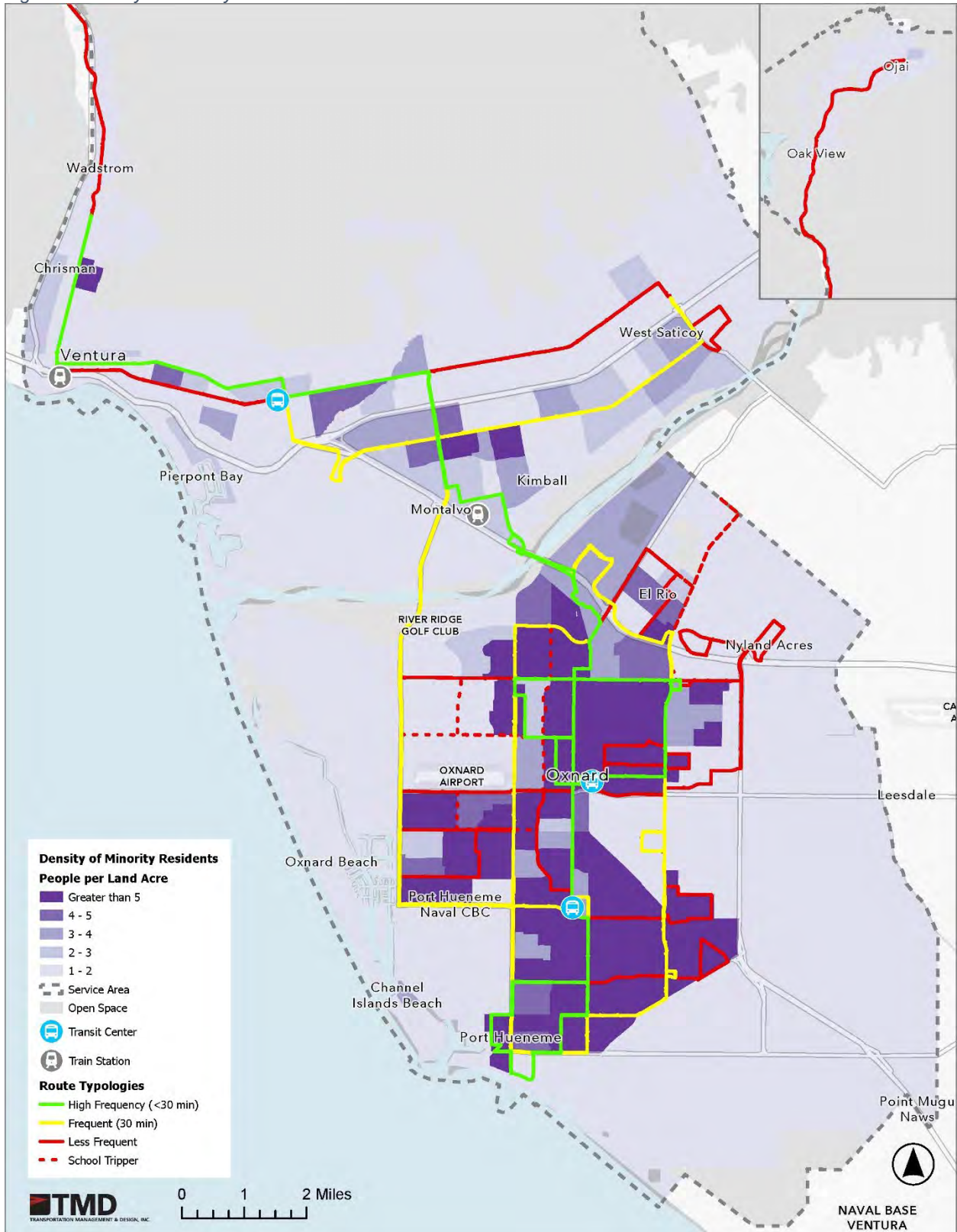
Figure 7 highlights the density of minority residents for Oxnard, Ventura, and the greater GCTD service area. While most of central Oxnard has a fairly high density of minority residents, Ventura has a relatively low concentration of minority residents for contrast, aside from areas in the Kimball and Chrisman communities.

Figure 6: Density of Low-Income Individuals



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Figure 7: Density of Minority Residents





### Persons with Disabilities

Persons with disabilities may have mobility or vision impairments that make it difficult to operate a motor vehicle; consequently, this group has a greater likelihood to rely on and utilize transit for travel. This makes it particularly important for transit to be located close to where people with disabilities live and work.

Figure 8 shows the density of persons with disabilities for Oxnard, Ventura, and the greater GCTD service area. The highest proportions of this population are found near Port Hueneme and the Cabrillo neighborhood of Oxnard. There are few persons with disabilities found in Ventura and surrounding agricultural and rural areas.

### Car Ownership

The density of car-owning households – particularly households without a car – is an important consideration. The lack of access to a private vehicle is one of the top indicators of a person's likelihood to utilize transit services. However, these households may face challenges in accessing transit if stops and services are located far away – making it important for these amenities to be located close to the households and their work.

Figure 9 outlines the density of zero vehicle households within Oxnard and the greater GCTD service area. Most of the service area consists of households with 1-2 vehicles, while small sections of central Oxnard have 2 or more vehicles.

Figure 8: Density of Persons with Disabilities

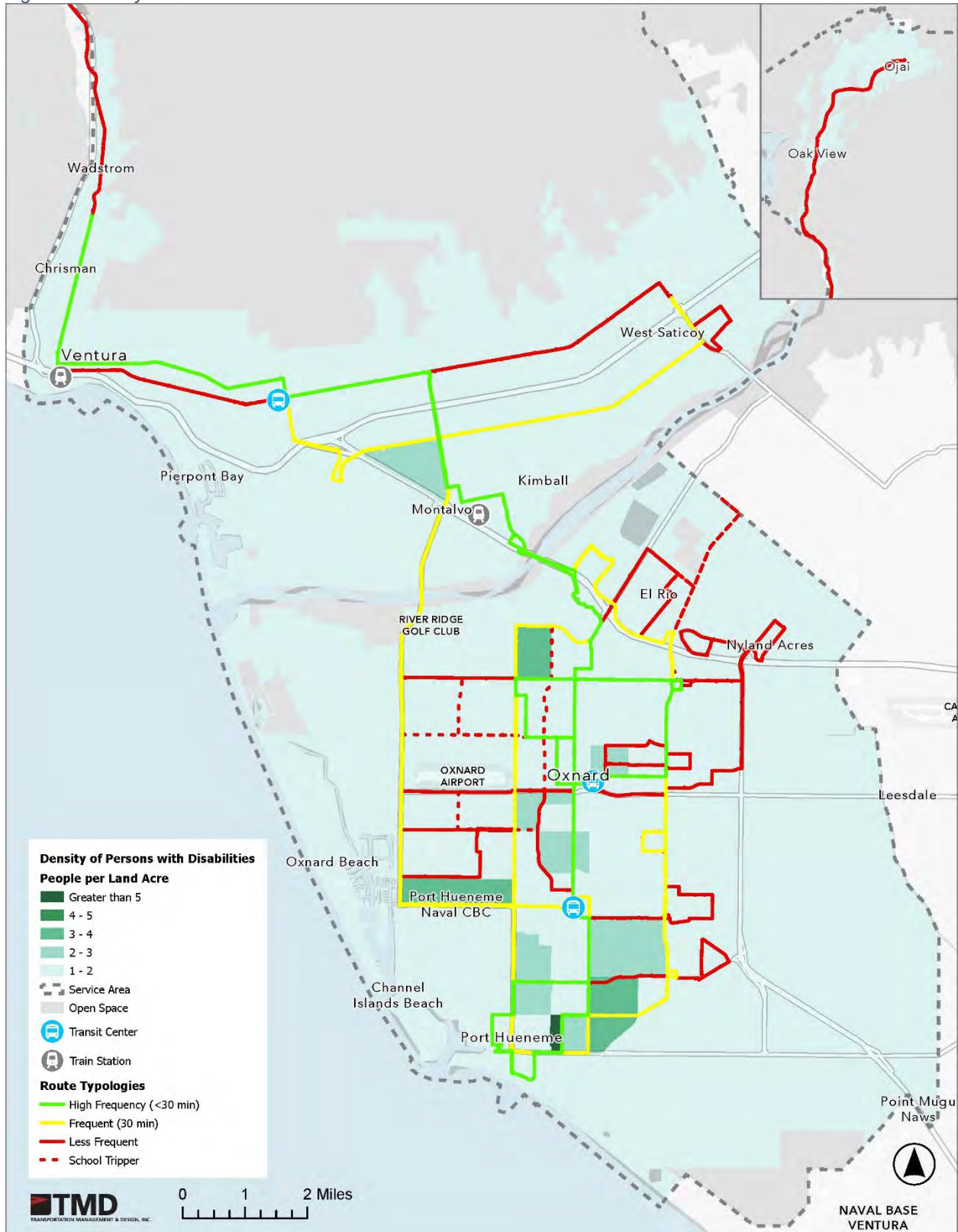
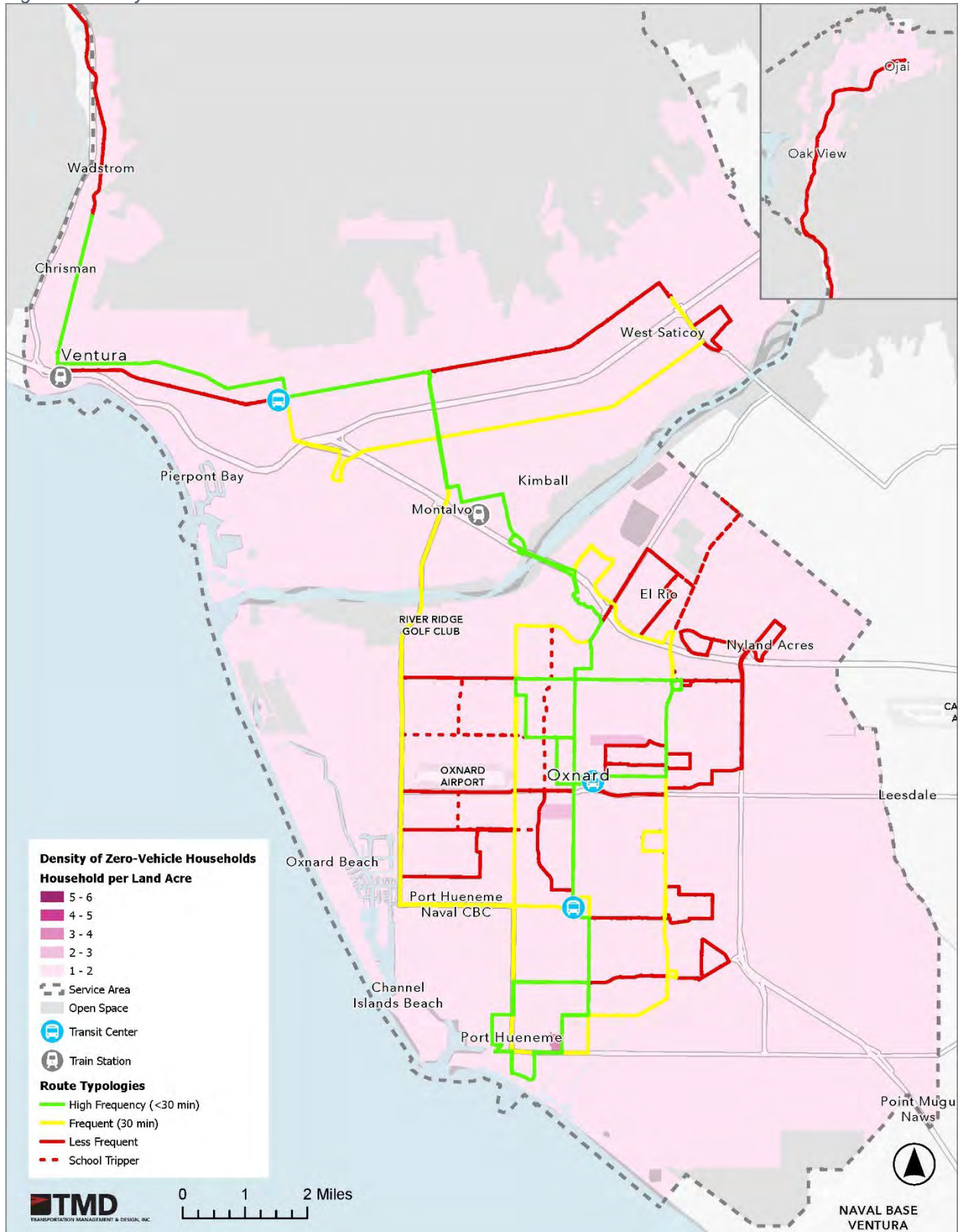


Figure 9: Density of Zero-Vehicle Households





## Employment

Public transit is essential in providing access to jobs and job centers. It is crucial to identify whether GCTD’s current services and network orientation provides sufficient access to dense job centers.

Based on Census data, 54.6% of jobs in the GCTD service area are held by people living outside the service area as shown in Figure 10. As of 2021, there were 72,000 people that both worked and lived in the GCTD service area. There majority (56%) of GCTD service area residents work outside the service area as shown in

Figure 11. The diagram and table in Figure 12 shows the direction and distance of the commutes of GCTD service area residents which is predominately to the east for medium and longer commutes. These trips are somewhat served by Metrolink and VCTC services.

Figure 13 shows employment density for Oxnard, Ventura, and the greater GCTD service area. The largest concentration of jobs is seen in downtown Oxnard, downtown Ventura, and northwest Kimball. A few other clusters of jobs are found at the Ventura County Government Center and Community Memorial Hospital. These areas with the highest concentration of jobs are all served by GCTD high frequency routes.

Figure 10: GCTD Service Area Employee Home Location

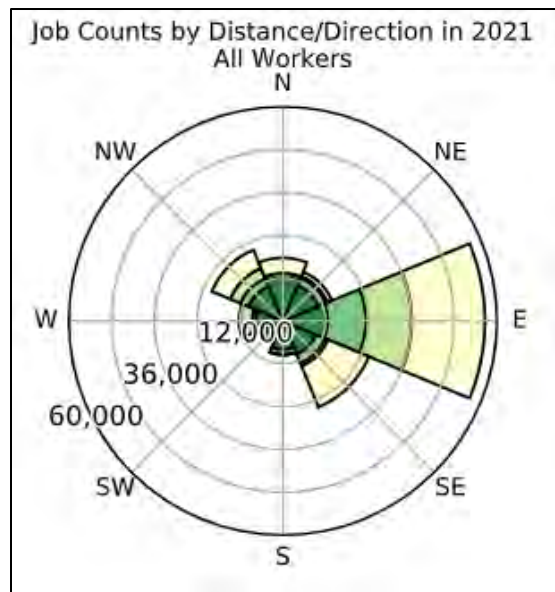
Employee Profile	Count	Share
<b>Total Employed in GCTD Service Area</b>	132,077	100%
<b>Living Outside GCTD Service Area</b>	59,913	45.4%
<b>Living Inside GCTD Service Area</b>	72,164	54.6%

Figure 11: GCTD Service Area Resident Work Location

Resident Profile	Count	Share
<b>Total Employed Residents in GCTD Service Area</b>	163,862	100%
<b>Working Outside GCTD Service Area</b>	91,698	56.0%
<b>Working Inside GCTS Service Area</b>	72,164	44.0%

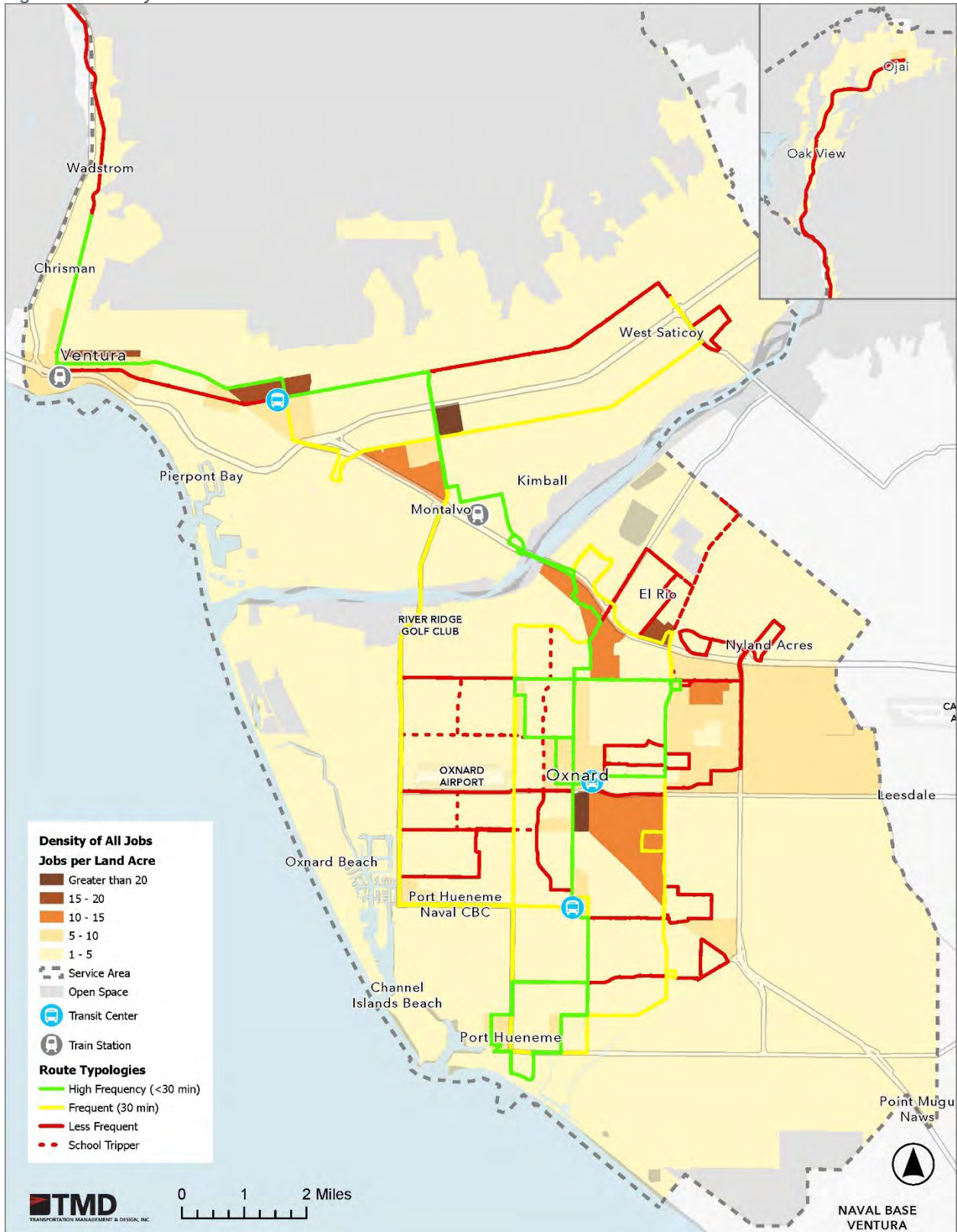
Figure 12: GCTD Service Area Resident Commute Distance and Direction

Commute Distance	Count	Color	Share
<b>Less than 10 miles</b>	77,032	Dark Green	47.0%
<b>10 to 24 miles</b>	21,731	Light Green	13.8%
<b>25 to 50 miles</b>	20,911	Yellow-Green	12.8%
<b>Greater than 50 miles</b>	44,188	Yellow	27.0%



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Figure 13: Density of All Jobs



## Transit Propensity

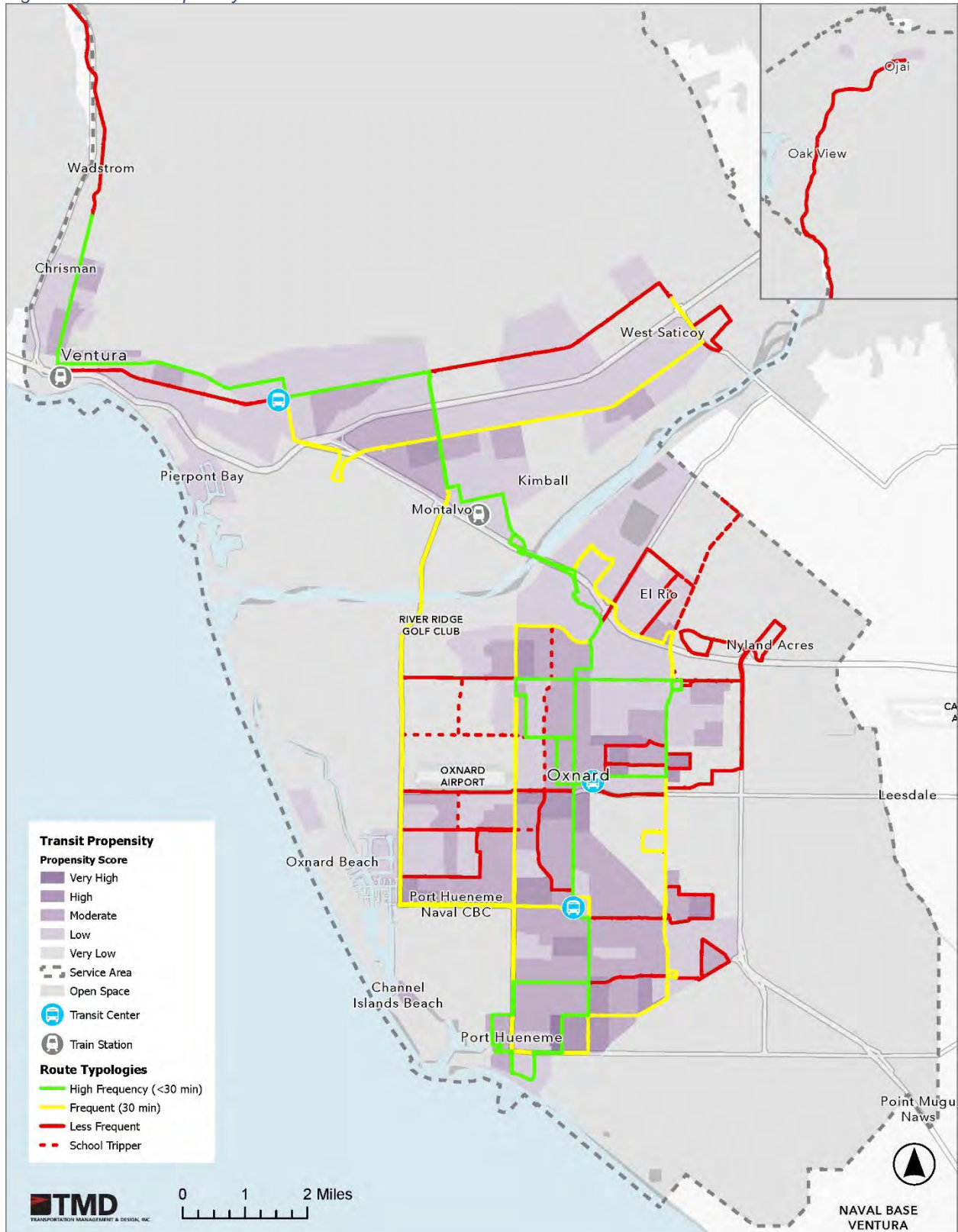
Certain populations are more likely to need and use transit. An important part of designing an effective bus network is identifying where these populations live and designing services that effectively connect them to their destinations. A “Transit Propensity” score was developed for each census block group in the GCTD service area based on the key demographics shown in Figure 14. These demographics were weighted based on how closely the variable correlated to existing fixed-route boardings. Current GCTD ridership correlates strongly with overall trip activity and density of youth residents. The senior, college-age, and job density variables had the lowest correlation.

Figure 14: Transit Propensity Variables and Weighting

Variable	Weight	Description (Source)
<b>Weekly Trip Density</b>	15%	Density of All Trips (Replica Spring 2023)
<b>Youth Density</b>	13%	Under Age 18 (Census 2020)
<b>Population Density</b>	12%	Total Population (Census 2020)
<b>Disability Density</b>	12%	Persons with Disabilities (Census 2020)
<b>Low-Income Density</b>	11%	Less than 200% Poverty Level (Census 2020)
<b>Zero Vehicle Density</b>	11%	Household with Zero Vehicles (Census 2020)
<b>Minority Density</b>	9%	Minority Residents (Census 2020)
<b>Senior Density</b>	6%	Age 65+ (Census 2020)
<b>College- Aged Density</b>	6%	Ages 18-24 (Census 2020)
<b>Jobs Density</b>	2%	All Jobs (Census 2020)

Areas outlined in Figure 15 have demonstrated a high propensity for transit use. While much of the GCTD service area has a moderate need for transit, some areas previously mentioned, such as downtown Oxnard, Port Hueneme, and Montalvo as well as other low-income and/or minority areas, have a greater demand for transit in their communities. The GCTD routes generally cover the areas with higher propensity, however some of these areas are only provided hourly bus service.

Figure 15: Transit Propensity





## DESIGN ANALYSIS

The Design Analysis assesses how the design of the built environment influences people's ability to conveniently use transit. The purpose of this analysis is two-fold. First, a qualitative assessment of street patterns (e.g., grid vs. cul-de-sacs), neighborhood penetration, and street widths provide a context for where transit can be most successful. Places with a high-quality pedestrian environment are also places where transit tends to thrive. Second, understanding any physical constraints such as bridge heights, railroad crossings, and street widths is vital in ensuring that proposed route alignments are implementable.

### Street Patterns

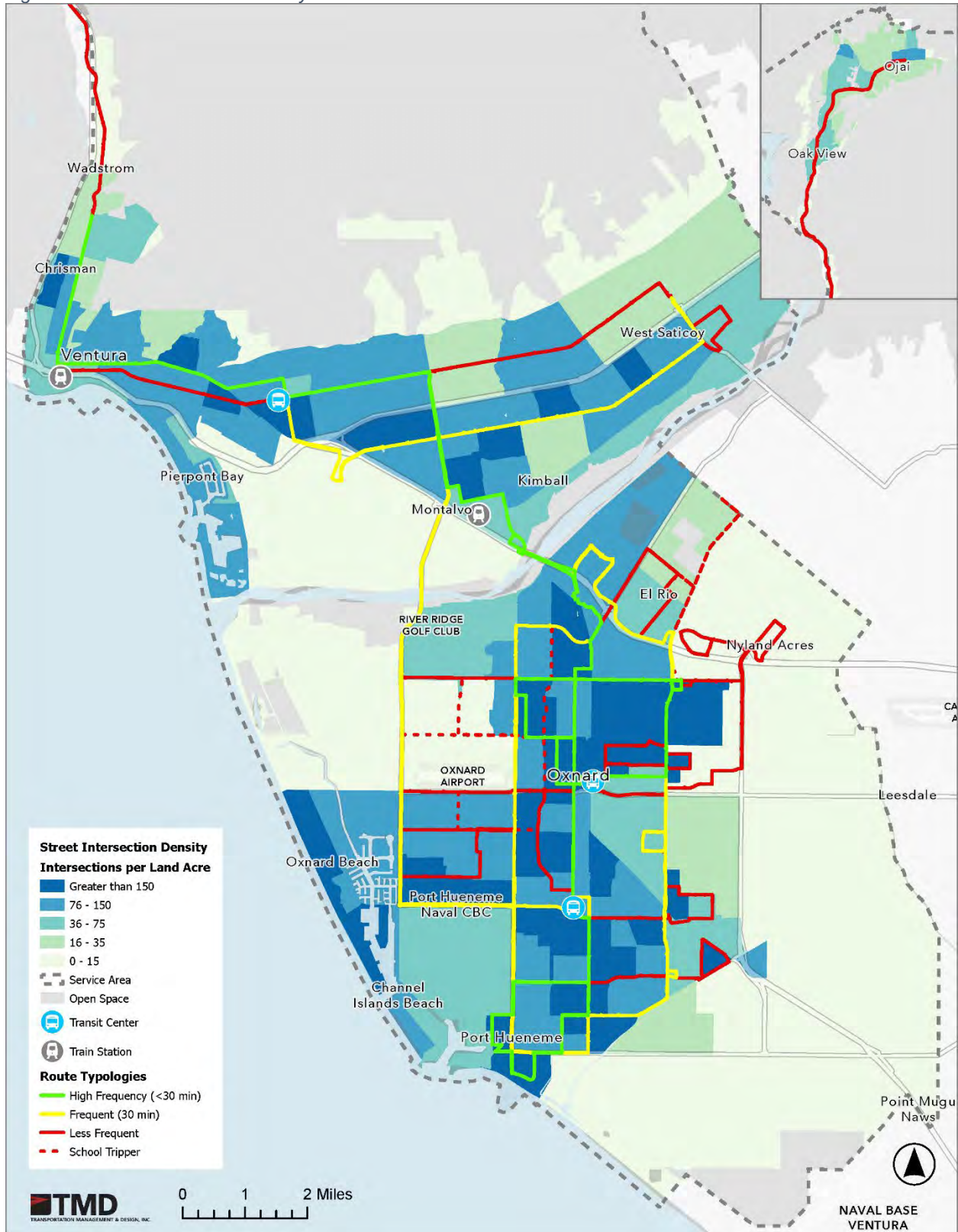
Western Ventura County has different types of street patterns, typically related to when the area was developed. The area bounded by Ventura Rd, Gonzales Rd, Rose Ave, and Channel Islands Blvd is mostly a conventional grid network. The grid network of arterials connect to adjacent developments, however the local streets in these areas are predominately curvilinear loop pattern, including some cul-de-sacs. Development north of the Santa Clara River is predominately curvilinear, with pockets of smaller grid networks along the coast, in Downtown Ventura, and Downtown Ojai. The grid network areas are easier to serve with transit and allow more residents to access nearby transit using walkable streets.

### Street Intersection Density

Streets with a high density of intersections and smaller streets create a more walkable environment for pedestrians. Walkable communities increase personal health, reduce pollution, conserve resources, and foster social interaction. They also improve pedestrian safety due to lowered vehicle speeds and increased visibility and sight distance. Walkable communities additionally provide greater access to transit.

Figure 16 shows the street intersection density (intersections per acre) in Oxnard, Ventura, and the greater GCTD service area. Areas with the greatest street intersection density are found around Port Hueneme, Redwood and Bryce Canyon, downtown Oxnard, as well as some areas in Ventura including areas south of Telephone Road and along Ventura Avenue.

Figure 16: Street Intersection Density



## Constraints

The GCTD service areas has some major constraints for developing a comprehensive transit network including:

- **Santa Clara River:** This river cuts east-west through the service area and has limited crossings at Harbor Blvd, Victoria Ave, Los Angeles Ave and the 101 Freeway. Route 6 uses the 101 Freeway to cross the river and Route 21 uses Victoria Ave. This natural barrier creates two disconnected sections of the service area.
- **Freeways:** The U.S. 101 cuts through the GCTD service area from the southeast to the northwest. Highway 126 starts at the U.S. 101 in Ventura and continues northeast, eventually connecting to Interstate 5 in Castaic. The local portions of the freeways provide limited points where transit can cross, though most of the major arterials do cross them.
- **Agricultural Fields and Open Space:** The GCTD service area has many agricultural fields and open space areas both within and surrounding the urbanized areas. Routes crossing these areas generate little or no ridership, making it difficult to provide efficient service.
- **Naval Base Ventura County:** The naval base located in the southern part of the service area makes it difficult to provide connected transit service to Channel Islands Beach, Oxnard Shores, and parts of Port Hueneme.

## DEMAND ANALYSIS

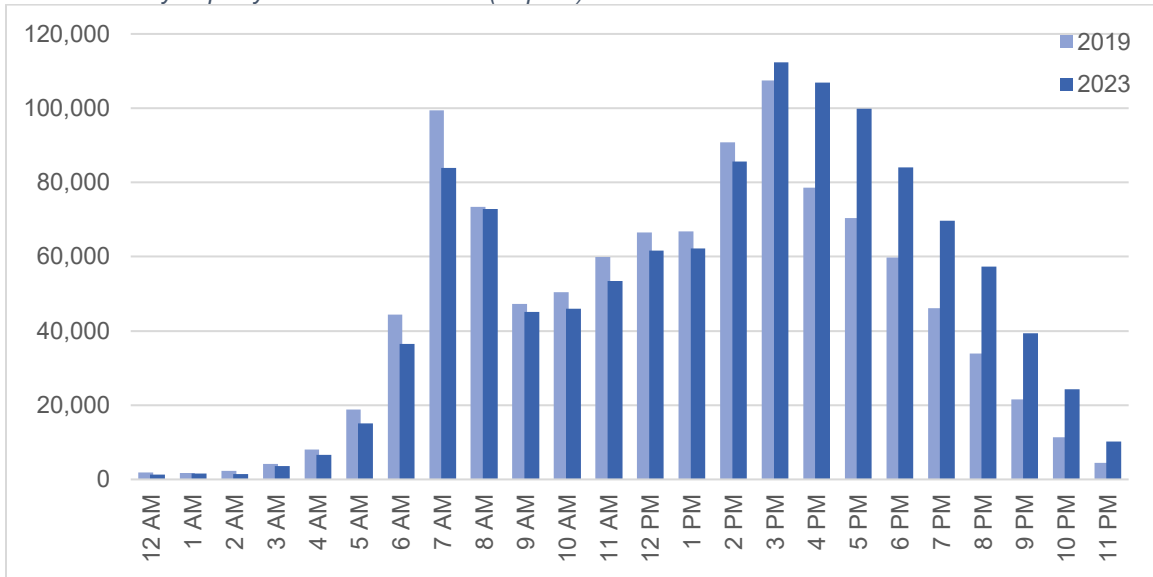
For this SRTP there needs to be a focus on how travel patterns were impacted by the pandemic. This analysis uses anonymized, location-based trip data from Replica. The data will be used to analyze the following:

- Compare overall travel demand patterns pre and post pandemic.
- Examine how people travel in the GCTD service area and how those travel patterns compare to transit availability.
- Compare the trip activity data with observed transit ridership patterns to determine if there are opportunities to increase transit use at different times of day or in new parts of the service area.

## Changes in Travel Demand

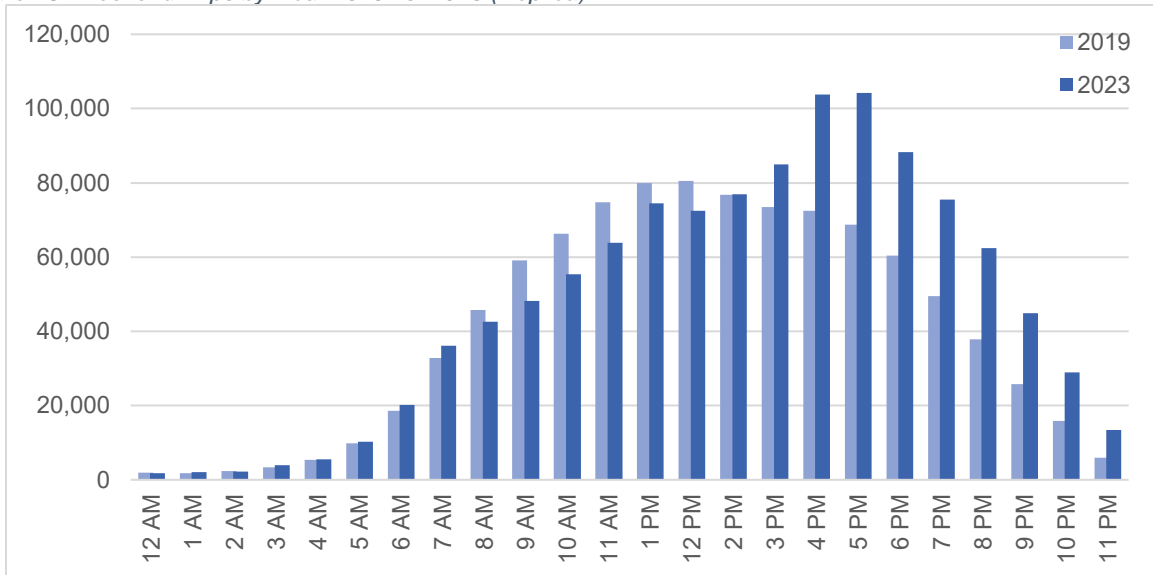
Overall travel demand across all modes has changed when comparing pre-pandemic (Fall 2019) and more recent data (Spring 2023). Weekday trips have increased approximately 10%, which means that overall travel has more than recovered since the pandemic. Figure 17 shows the weekday travel activity by hour between the two years. Of note is that trip activity in the morning and midday has decreased, while the evening has seen a large increase. The 7:00 am hour had the largest decrease of 16%. Trips during the 4:00 pm to 7:00 pm hours increased by 41%.

Figure 17: Weekday Trips by Hour 2019 vs. 2023 (Replica)



Weekend trip activity increased by 15% between 2019 and 2023, a larger increase than weekdays both in terms of percentage increase and total trips (see Figure 18). Similarly, weekend morning trips have decreased, and late afternoon and evening trips have increased. The 4:00 pm to 7:00 pm hours saw a 47% increase in trip activity.

Figure 18: Weekend Trips by Hour 2019 vs. 2023 (Replica)

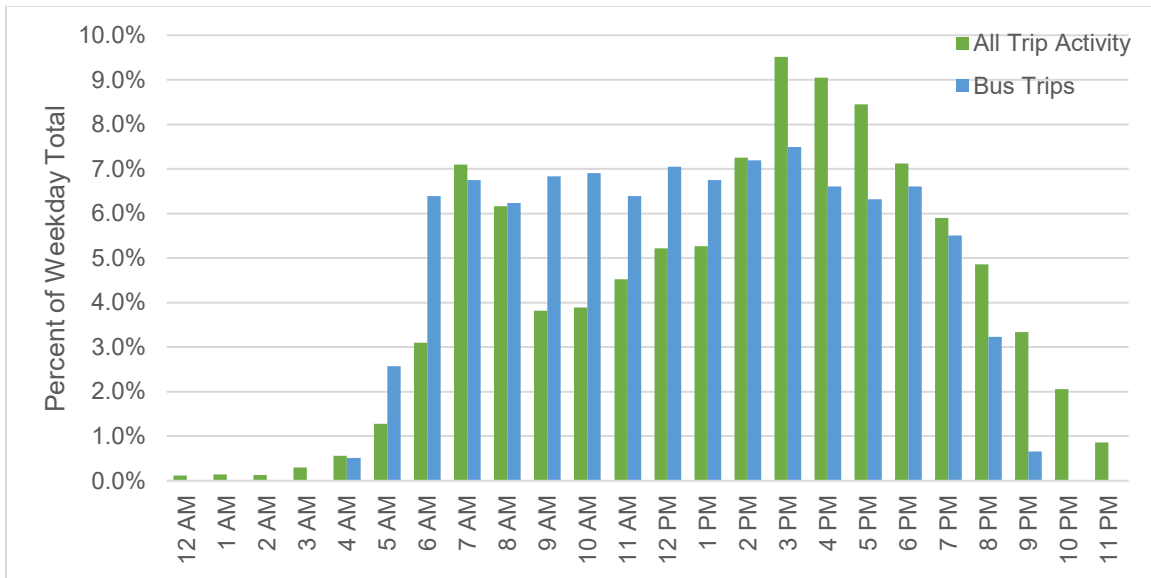




### Travel Demand Compared to Fixed-Route Service

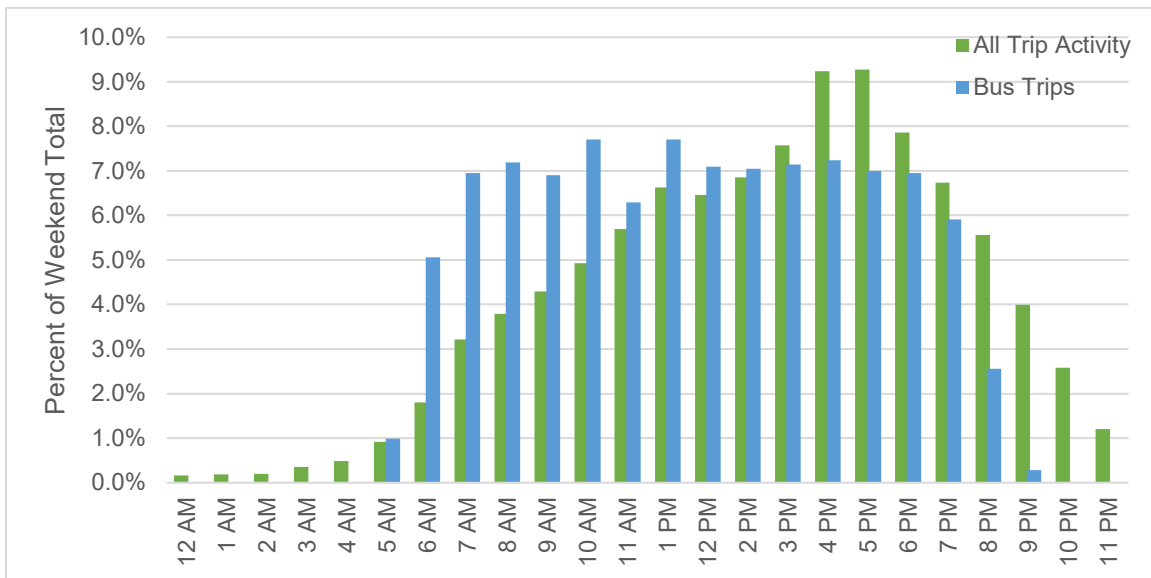
It is important that fixed-route service be available when people are making most of their trips. Figure 19 shows the percentage of overall trip activity compared to how many bus trips are starting during each hour on weekdays. It shows that there is higher demand for travel in the afternoon and evening compared to the level of bus service being provided. It also shows that there may be more midday weekday bus trips during a time when overall trip activity is lower.

Figure 19: Weekday Distribution of Trip Activity vs. Bus Trips



On weekends, there is also more trip activity than bus service in the late afternoon (see Figure 20). On weekend mornings, there is a high number of bus trips compared to trip activity between the 6:00am – 10:00am hours.

Figure 20: Weekend Distribution of Trip Activity vs. Bus Trips





### Weekly Trip Density by Block Group

According to Replica data of all vehicle trips that both start and end within the GCTD service area, the majority of the service area shows a large weekly trip density with more than 55 trips taken per acre per week, as illustrated in Figure 21. Areas with a relatively lower weekly trip density include Hobson Heights and northeast Ojai, while the more southern and southwestern areas of Ormond Beach, Mar Vista, and other primarily agricultural lands experience very low trip density.

### Change in Trip Density by Block Group

As noted earlier, the total trip demand has increased between 2019 and 2023. Figure 22 shows the change in weekly trip demand per acre by census block group. The area with the largest increase in trip demand is in the Southern Oxnard / Port Hueneme area bounded by Ventura Rd, Wooley Rd, Oxnard Blvd, and Pleasant Valley Rd. Trip demand decreased in Downtown Ventura, and in other isolated blocks throughout the service area.

Figure 21: Weekly Trip Density

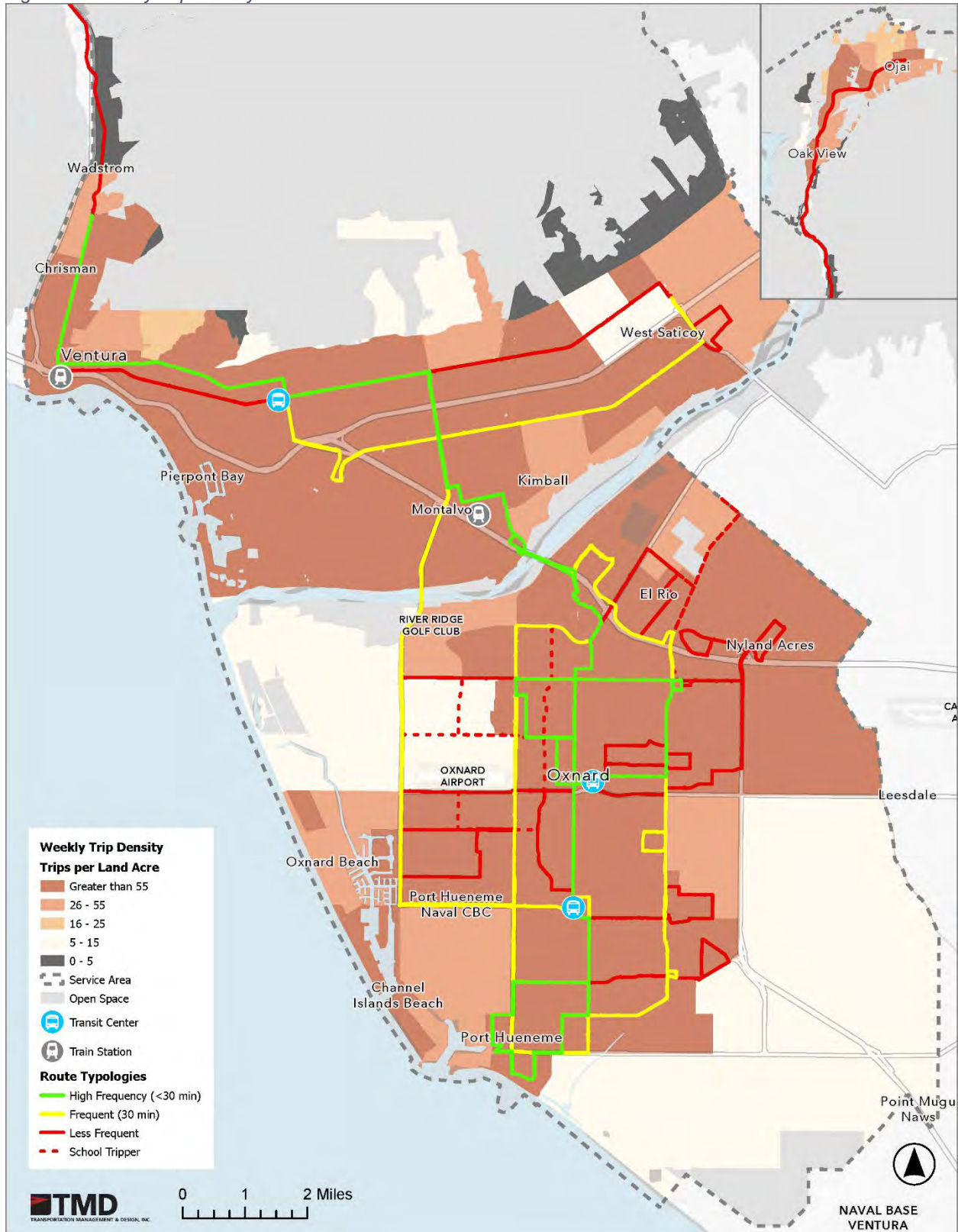
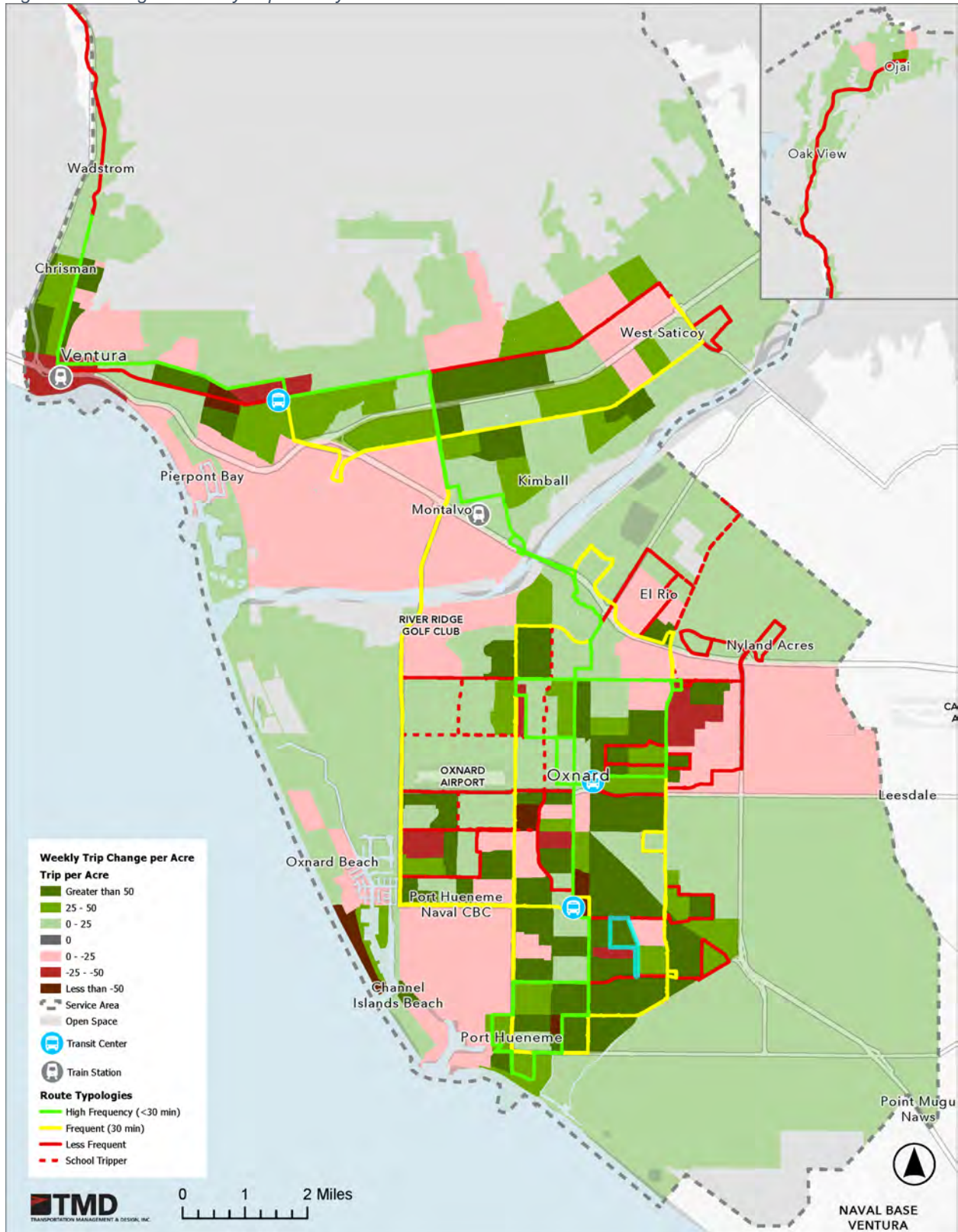


Figure 22: Change in Weekly Trip Density



## EXISTING SERVICE EVALUATION

The Service Evaluation seeks to understand how riders use the GCTD network and how the various routes perform compared to one another. The goal is to understand the strengths of the current operation as well as identify opportunities for improvement – both in elevating the customer experience and in increasing the efficiency and effectiveness of service delivery.

The analysis relies on ridership, fare revenue, and system performance information provided by GCTD to complete this task. We analyzed data from both January – April 2019 and January – April 2023 to identify any changes in usage or travel patterns since the COVID-19 pandemic. The data is from GCTD internal reporting except where noted. In addition to the analysis in this section, Attachment A includes individual route profiles for 2019 and 2023.

### WESTERN VENTURA COUNTY TRANSIT SERVICE OVERVIEW

#### Gold Coast Transit District Routes

GCTD currently operates 17 bus routes within western Ventura County as shown in Figure 23. Routes 1, 4, and 18 have multiple patterns depending on direction or routing. Routes operate every day except for Routes 18 and 19. Routes operating on the weekend operate on essentially same schedule on Saturday and Sunday. The performance of these routes will be discussed later in this section.

Figure 23: GCTD Bus Route Span of Service

Route	Weekday Peak Frequency	Weekday Span	Weekend Span
1A - Port Hueneme - Oxnard Transit Center	30	4:45 A - 9:24 P	6:30 A - 8:41 P
1B - Port Hueneme - Oxnard Transit Center	30	5:05 A - 8:44 P	6:05 A - 9:17 P
2 - Colonia - Downtown Oxnard	30	5:15 A - 7:20 P	5:15 A - 7:20 P
3 - J Street - Centerpoint Mall - Lemonwood	40	5:35 A - 7:48 P	5:35 A - 7:48 P
4A - North Oxnard	20	6:05 A - 7:45 P	6:10 A - 7:40 P
4B - North Oxnard	20	6:10 A - 8:25 P	6:10 A - 8:20 P
5 - Hemlock - Seabridge - Wooley	40	6:50 A - 8:15 P	6:50 A - 8:15 P
6 - Oxnard - Ventura	20	4:50 A - 9:00 P	5:15 A - 8:50 P
7 - Oxnard College - Centerpoint Mall	40	6:50 A - 7:25 P	6:50 A - 7:25 P
8 - OTC- Oxnard College - Centerpoint Mall	30	6:35 A - 7:30 P	6:35 A - 7:30 P
10 - Pacific View Mall - Telegraph - Saticoy	60	6:05 A - 8:58 P	6:05 A - 8:58 P
11 - Pacific View Mall - Telephone - Wells Center	30	6:00 A - 8:40 P	6:00 A - 8:05 P
15 - Esplanade - El Rio - St. John's Medical Center	60	8:15 A - 6:00 P	8:15 A - 5:50 P
16 - Downtown Ojai - Pacific View Mall	60	5:15 A - 8:00 P	6:05 A - 8:00 P
17 - Esplanade - St. John's - Oxnard College	30	6:21 A - 8:55 P	7:15 A - 7:55 P
18 - School Trippers	As Needed	7:40 A - 3:45 P	No Service
19 - Oxnard Transit Center - 5th - Gonzales Road	60	5:55 A - 7:10 P	No Service
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center	30	5:40 A - 7:45 P	6:15 A - 7:50 P
23 - Oxnard College - NBVC - Esplanade	30	6:40 A - 8:15 P	6:40 A - 7:40 P

### Late Night Safe Ride Service

To supplement the span of the fixed-route bus service, GCTD also operates a shared-ride, on-demand service between 7:00pm and 12:00am. The service is operated using GO ACCESS paratransit vehicles and is available to anyone over the age of 16.

### Other Transit Providers

There are some regional and specialized transit services which also operate in the GCTD service area as shown in Figure 24. The Ventura County Transportation Commission (VCTC) operates several commuter bus routes that connect to destinations outside of the service area. Most routes operate within the county with the exception of Route 55 (San Fernando Valley) and Routes 80-89 (Santa Barbara-Goleta). The City of Ojai has specialized local trolleys which supplement GCTD Route 16 which provides limited coverage within the City. The GCTD service area also has two Metrolink stations which provide commuter service into Downtown Los Angeles. The map in Figure 25 provides an overview of the regional services.

Figure 24: Transit Service in the GCTD Service Area Funded by Other Service Providers

Service Provider	Routes	Service Description	Frequency
<b>VCTC</b>	50-55	Highway 101 - Ventura, Oxnard, Camarillo, Newbury Park, Conejo Industrial Park, Thousand Oaks, and Woodland Hills (Warner Center)	60 min Weekday 80 min Weekend
<b>VCTC</b>	60-62	Highway 126 - Fillmore, Santa Paula and Ventura	60 min Weekday 60 min Weekend
<b>VCTC</b>	77	Cross County Limited - Simi Valley, Moorpark, Camarillo, Oxnard and Ventura	110 min Weekday
<b>VCTC</b>	80-89	Coastal Express- Oxnard, Ventura, Carpinteria, Santa Barbara, Goleta and UCSB	40 min Weekday 50 min Weekend
<b>VCTC</b>	90-99	Channel Islands - C St. (Centerpoint Mall), Oxnard Transit Center, Camarillo Outlets and CSUCI	70 min Weekday
<b>City of Ojai</b>	Trolley A	Downtown Ojai – Mira Monte – Meiners Oaks	60 min Weekday 60 min Weekend
<b>City of Ojai</b>	Trolley B	Downtown Ojai – Ojai Valley Inn	Temporarily Discontinued
<b>Metrolink</b>	Ventura County	Service to Downtown Los Angeles via Ventura, Oxnard, Camarillo, Moorpark, Simi Valley, Chatsworth, Northridge, Van Nuys, Burbank, and Glendale	110 min Weekday 110 min Weekend

Some of the VCTC routes provide frequencies comparable to the GCTD services. It will be important to provide timely transfers to the services to allow customers to connect to the rest of the county. The Metrolink services is generally oriented for residents of the county to commute east for their jobs and has limited utility in providing connections to local job centers. Because of this, connection to the Metrolink stations should not be a main focus of the GCTD service.

Figure 25: Regional Bus Map



REVENUE SOURCES

Fare Structure

The GCTD fare structure includes discounts for many user types as shown in Figure 26. The pricing for the senior and disabled fares is 50% of the adult equivalents. Youth and College students currently can use the service for free through partnerships with VCTC and the local colleges. The pricing for the day pass, 15-ride pass, and 31-day pass make sense based on the single ride fare equivalent. In addition to cash, riders can use pre-paid fare media or a mobile application to pay their fare. The Late Night Safe Rides fare is \$2.00 per trip.

Figure 26: GCTD Fare Structure

Rider Type	Single Ride	Day Pass	15-Ride Pass	31-Day Pass
Adults (19-64)	\$1.50	\$4.00	\$20.00	\$50.00
Children & Youth (0 -18)	Free	-	-	-
Seniors (65+), Veteran, & Disabled	\$0.75	\$2.00	\$10.00	\$25.00
College Ride Program*	Free	-	-	-

\*Cal Lutheran, CSU Channel Islands, Moorpark College, Oxnard College and Ventura College

## Funding Sources

The funding sources for the operations and maintenance of GCTD public transit services has changed since the pandemic. Figure 27 shows the actual operating revenue received by source in FY19 compared to budgeted revenues for FY24. The overall revenues have increased by 41% over this period with the largest growth in federal and state funding.

In addition to federal and state increases in formula funding, GCTD has received several operating grants for new services and fare subsidies as shown in Figure 28. Some of these grants have a limited time horizon and it will be important to evaluate these services in the SRTP to determine if they are sustainable and should continue into the future.

It is also important to note that Local Transportation Fund (LTF) revenue increased by 24% from FY19 to FY24. This is the largest funding source and is based a percentage of the state sales tax. The increase indicates that the GCTD service area economy has continued to grow post-pandemic and the agency has benefited with additional revenues. Unlike most of the other counties in California, Ventura County does not have a local sales tax measure for transportation which typically provides additional resources for transit operating and/or capital improvements.

Figure 27: GCTD Revenue by Source FY19 vs FY24

Revenue Source	FY19	FY24	Change
Fixed Route Passenger Fares	\$2,587,393	\$2,341,230	\$(246,163)
<b>Paratransit Fares</b>	\$364,212	\$496,675	\$132,463
<b>Local Transportation Funds (LTF)</b>	\$15,384,232	\$19,142,129	\$3,757,897
<b>Federal Funding</b>	\$4,341,003	\$10,053,144	\$5,712,141
<b>State Funding</b>	\$709,242	\$2,322,000	\$1,612,758
<b>Other</b>	\$1,330,759	\$576,010	\$(754,749)
<b>Total</b>	<b>\$24,716,841</b>	<b>\$34,931,188</b>	<b>\$10,214,347</b>

Figure 28: GCTD Operating Grants FY24

Grant	Source	FY24 Revenue
South Oxnard Microtransit	Federal JARC	\$140,000
Ventura Road Route 23	Federal CMAQ	\$850,000
Youth Booster Service	Federal CMAQ	\$370,232
Late Night Safe Rides	Federal ARP	\$147,785
Route Planning Assistance	Federal ARP	\$113,100
Microtransit Operating	State	\$900,000
Route 23	State LCTOP	\$72,000
Youth Ride Free	State LCTOP	\$1,200,000
College Ride	State LCTOP	\$150,000





### FIXED-ROUTE FLEET

The GCTD fixed-route service is provided using 61 buses (see Figure 29). The existing fleet is comprised of 44 40ft CNG buses with 38 seats and 17 35' CNG buses with 30 seats. The smaller buses operate mostly on local routes because of narrower streets and lower ridership. All of the buses are low-floor and have capacity for two wheelchairs. For weekday peak service, 49 vehicles are required, leaving 12 spare buses.

Figure 29: Current GCTD Fixed-Route Fleet

Year	Type	Seats	Buses
2006	40' NEW FLYER LOW FLOOR	39	17
2008	35' NABI LOW FLOOR	30	9
2009	35' NABI LOW FLOOR	30	8
2015	40' GILLIG LOW FLOOR	38	8
2016	40' GILLIG LOW FLOOR	38	5
2019	40' GILLIG LOW FLOOR	38	5
2020	40' GILLIG LOW FLOOR	38	1
2021	40' GILLIG LOW FLOOR	38	2
2022	40' GILLIG LOW FLOOR	38	6
<b>Total</b>			<b>61</b>

### Zero Emission Bus Rollout Plan

As required by state law, GCTD has developed a plan to transition to zero-emission buses by 2040. The rollout plan recommends purchasing hydrogen fuel cell electric buses (FCEB) for the fixed-route service. GCTD is in the process of building a hydrogen fueling station and will be purchasing their first five FCEBs over the next several years. Because FCEBs have a similar operating profile to the existing fleet, the Short-Range Transit Plan will not need to consider operational changes that would be required if GCTD had chosen Battery Electric Buses (BEB) for their transition.

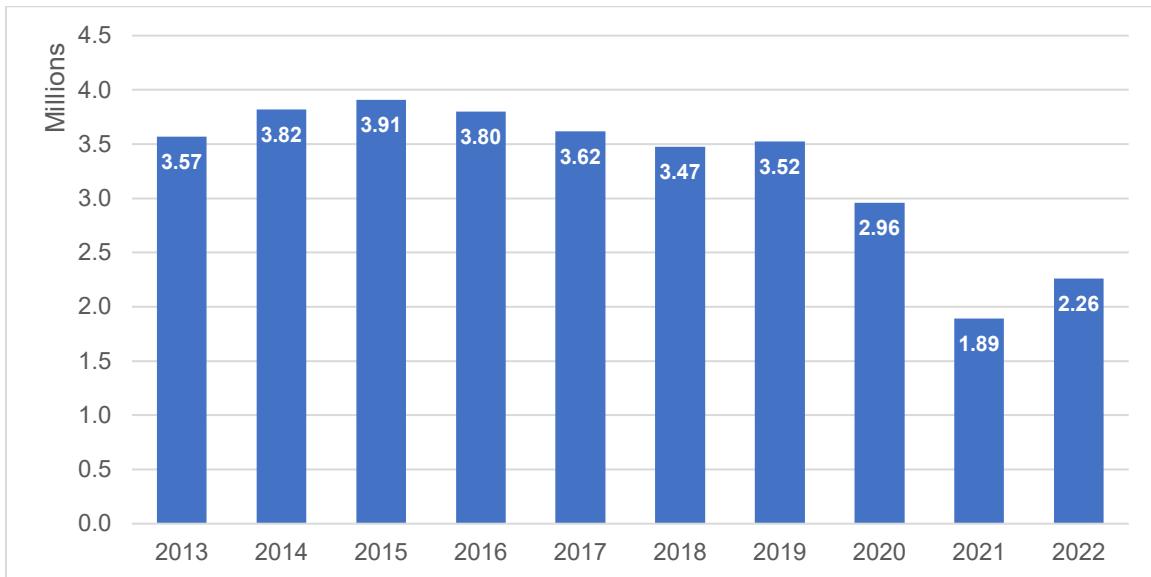
## HOW RIDERS USE THE NETWORK

This section analyzes how riders use the network, travel patterns by time of day, day of week, route, and stop, to understand where and when demand for transit service is most prevalent.

### Systemwide Level Ridership

The high point for GCTD ridership over the last ten years was fiscal year 2015, when the system had 3.91 million annual boardings (see Figure 30). Ridership declined over the next three years with a slight rebound in 2019. The COVID-19 pandemic impacted ridership in the years since with the low point being 1.89 million boardings in 2021. In 2022 the ridership was 2.26 million, which represents a 42% decrease since the peak in 2015.

Figure 30: GCTD Fixed-Route Boardings by Fiscal Year

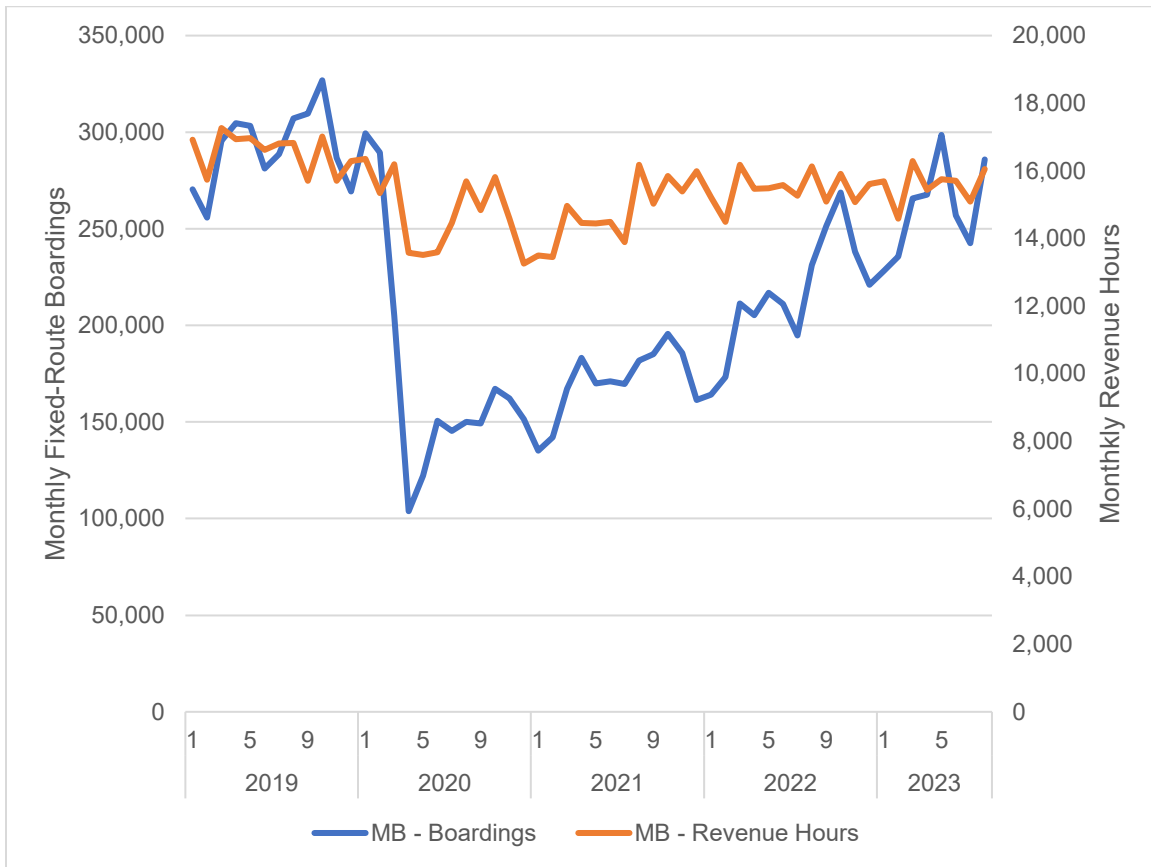


### Impacts of COVID-19

As was the case with transit systems throughout the country, GCTD's ridership declined significantly as a result of the COVID-19 pandemic. Between April 2019 and April 2020, monthly ridership declined by 66% as shown in Figure 31. Since the COVID-19 stay-at-home restrictions were lifted, monthly ridership on GCTD services had steadily increased back to pre-pandemic levels by mid-2023.

GCTD only made moderate reductions to bus service during the height of the pandemic. During late 2020, revenue hours were 17% less than they were the year before. Service has been partially restored to the point that revenue hours in April 2023 were only 9% lower than April 2019. The more modest reductions in service levels were likely a contributing factor to ridership returning to pre-pandemic levels faster than other agencies. Another contributing factor is that GCTD operates predominantly local bus service and does not have routes specific to commuters who may be continuing to work from home.

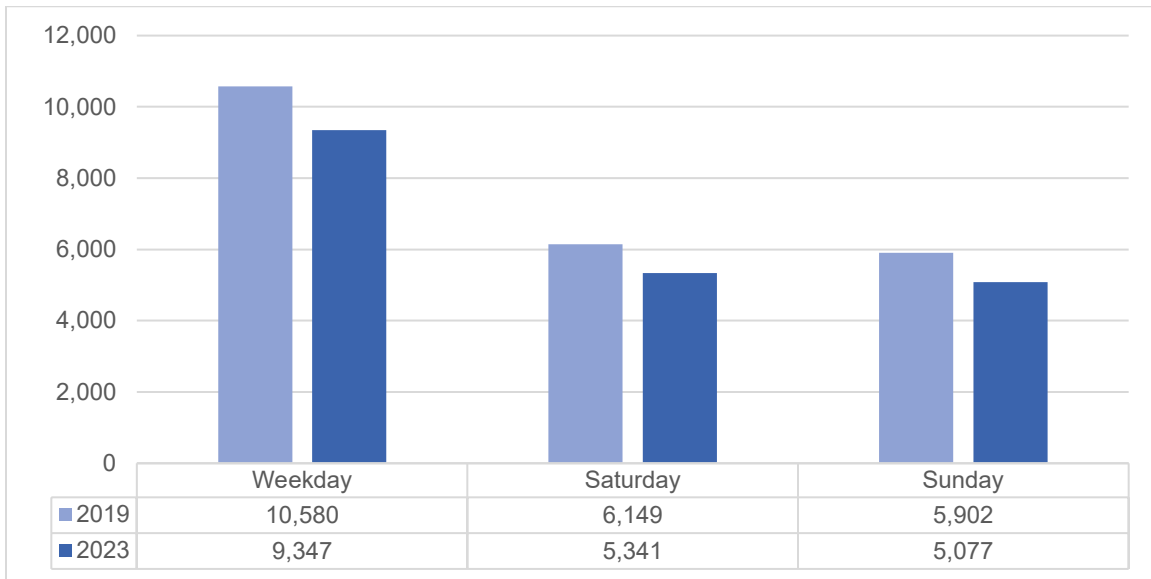
Figure 31: GCTD Monthly Bus Ridership and Revenue Hours, January 2019 - July 2023



### Ridership by Day of Week

Weekday ridership accounts for 82% of GCTD weekly boardings. This is both a function of the number of weekdays compared to weekend days and the amount of service provided on these days. In 2023, Saturday ridership was 57% of weekday ridership and Sunday ridership was 54%. Ridership is down across all day between 2019 and 2023 (see Figure 32). Weekday ridership is down 12%, Saturday is down 13%, and Sunday is down 14%.

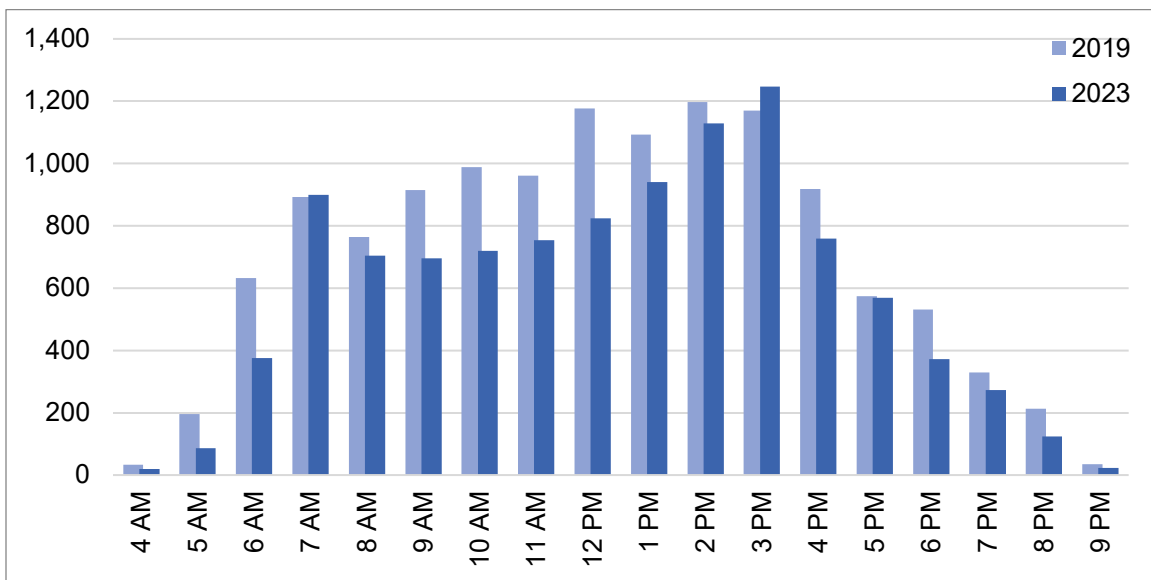
Figure 32: GCTD Average Daily Boardings by Day Type (2019 vs 2023)



Ridership by Time of Day

It is important to understand when throughout the day riders use the service. Figure 33 shows the weekday boardings by hour in 2019 compared to 2023 based on passenger counter data. Of note is that there are increased boardings in the 7am and 3pm hours in 2023. This may be because of higher school or work trips. During the midday, trips are down the most post-pandemic. The evening trip activity has decreased slightly.

Figure 33: GCTD Weekday Bus Boardings by Hour (2019 vs 2023)



Comparisons of Saturday and Sunday ridership are shown in Figure 34 and Figure 35. The weekend activity has shifted later in the day. The morning and midday ridership has decreased the most, while the afternoon and evening ridership is almost back to pre-pandemic levels.

Figure 34: GCTD Saturday Bus Boardings by Hour (2019 vs 2023)

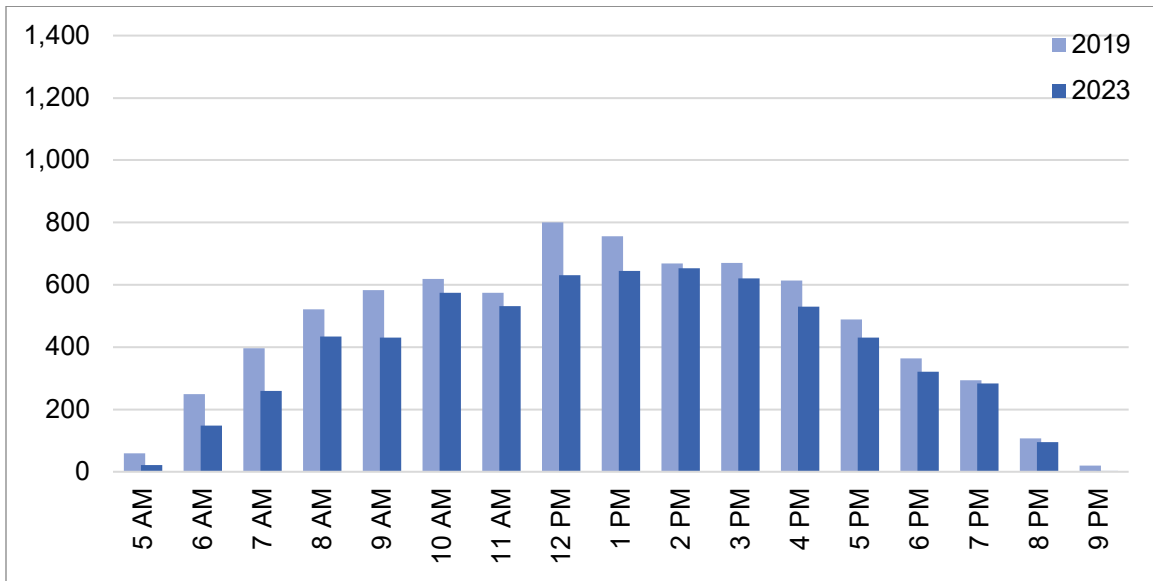
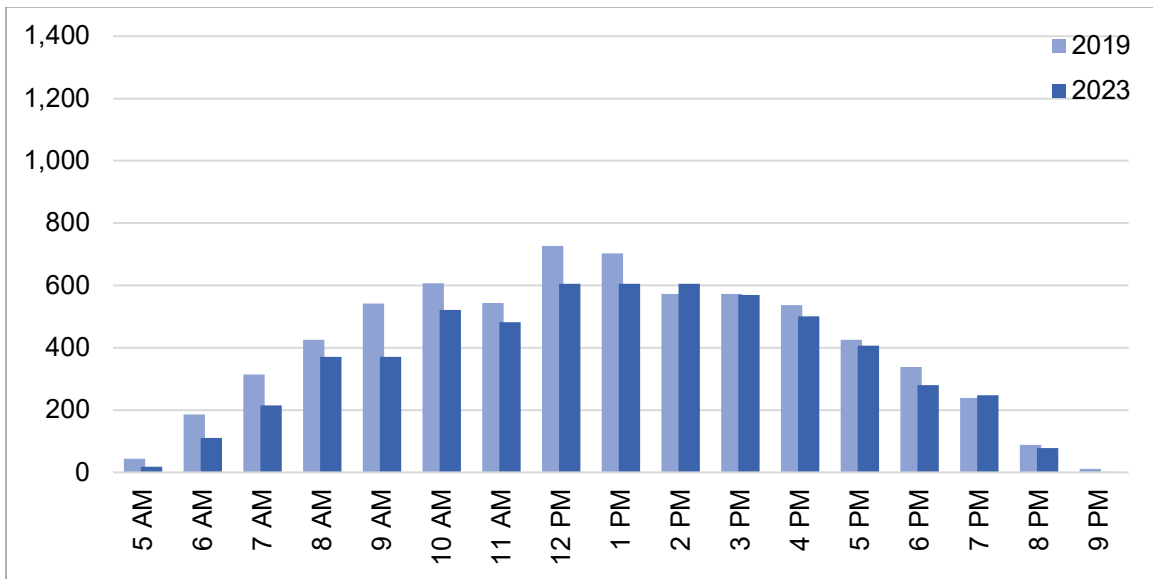


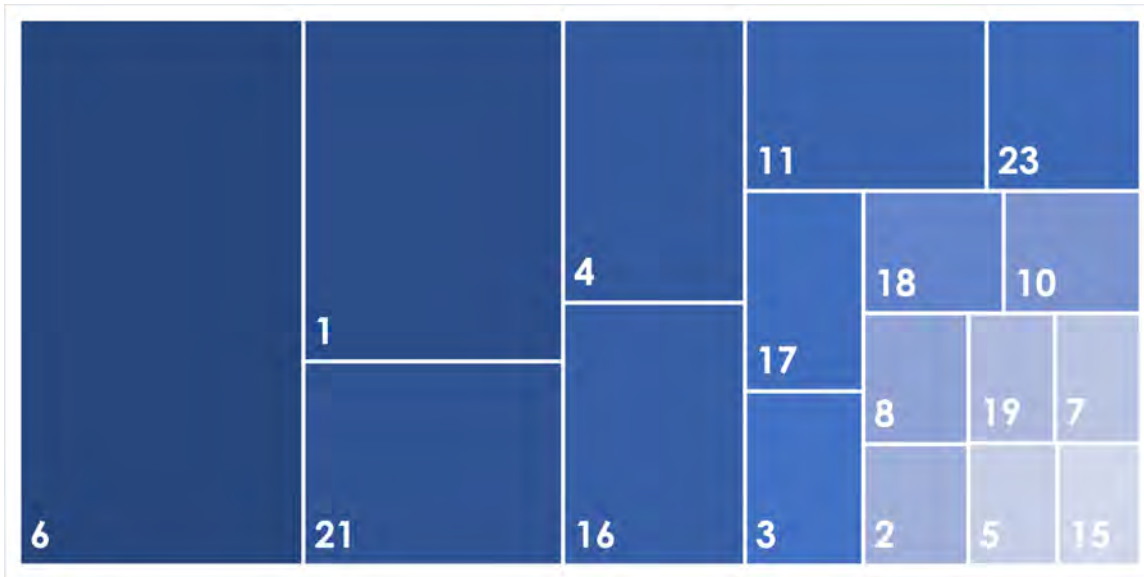
Figure 35: GCTD Sunday Bus Boardings by Hour (2019 vs 2023)



### Ridership by Route

GCTD operates service along 17 bus routes, though they each have a different significance to the system. Figure 36 shows the proportional weekly ridership by route, with the larger boxes designating higher ridership. Route 6 accounts for 25% of all GCTD bus ridership. It is also the highest ridership route in Ventura County. Routes 6, 1, and 21 account for 49% of GCTD ridership. This means that making improvements to these three routes impacts one of every two customers. On the lower end of the ridership spectrum, the combined ridership of the 10 lowest ridership routes is less ridership than Route 6.

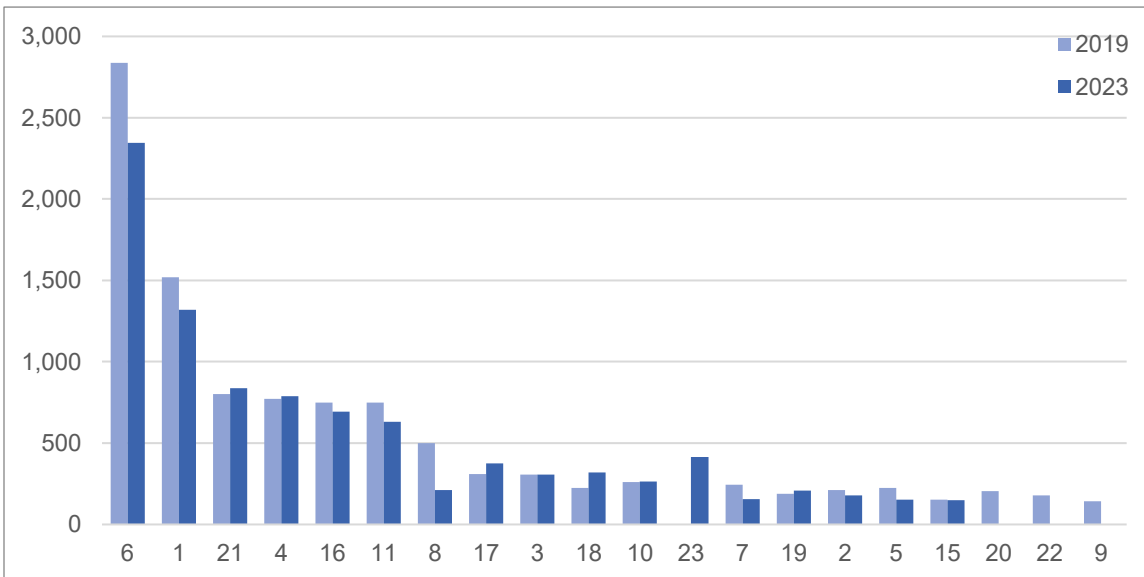
Figure 36: Proportional Weekly Ridership by Route (2023)



*Weekday Ridership by Route*

As noted earlier, ridership on weekday is higher than weekends. The route with the largest decrease in ridership post-pandemic is Route 6, with 492 less daily boardings, which makes sense based on the overall magnitude of the route ridership (see Figure 37). Ridership on Route 8 decreased by 58% and Route 7 decreased by 36%. Route 18 ridership increased by 42% and Route 17 by 22%. These increases may be because of higher usage by high school and college customers.

Figure 37: GCTD Average Weekday Boardings by Route (2019 vs 2023)



*Weekend Ridership by Route*

As noted earlier, weekend ridership was down 13% on Saturdays and 14% on Sundays. Again Route 6 had the highest ridership decrease, but it was proportional to the overall decrease. Routes 7, 8, and 10 had the highest percentage decrease on the weekends. An item of note is that Route 16 moves from being the fifth busiest route on weekdays to the third busiest on weekends. This may be an indication of higher trip demand to Ojai on Sundays.

Figure 38: GCTD Average Saturday Boardings by Route (2019 vs 2023)

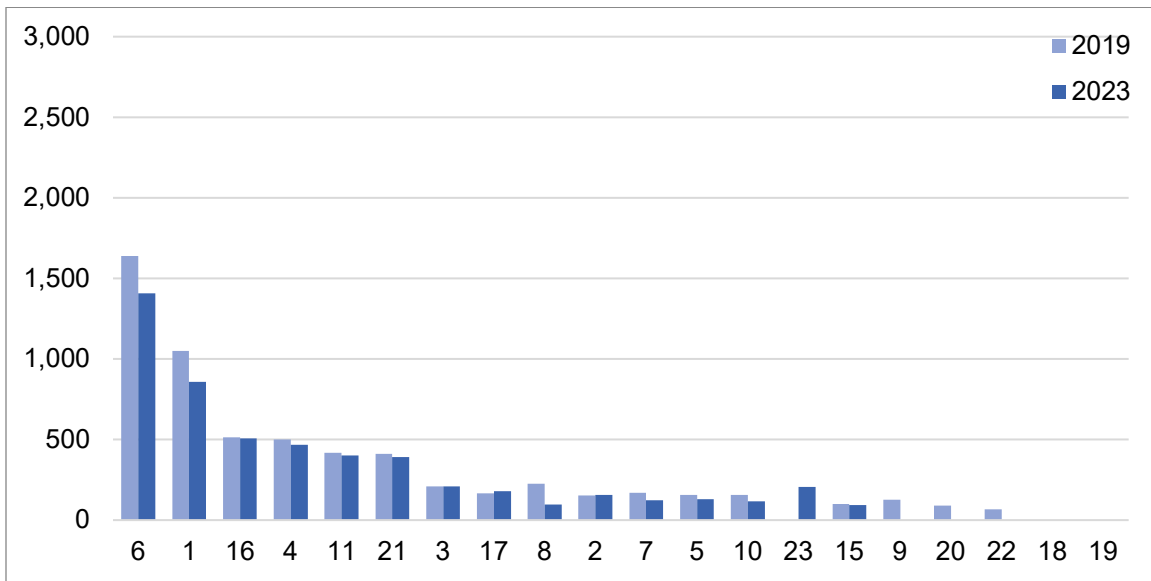
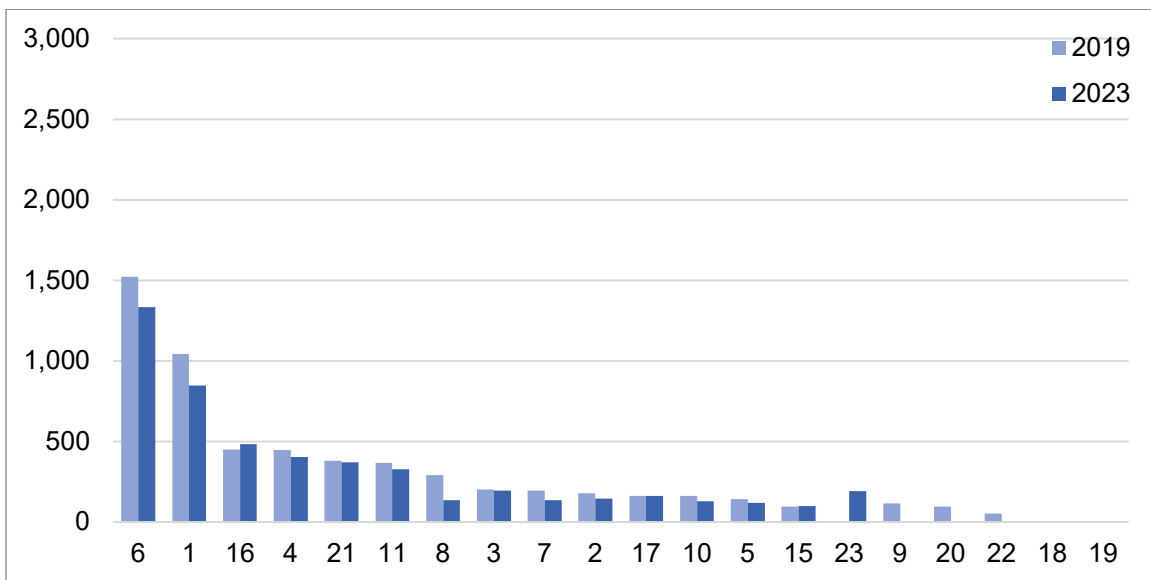


Figure 39: GCTD Average Sunday Boardings by Route (2019 vs 2023)

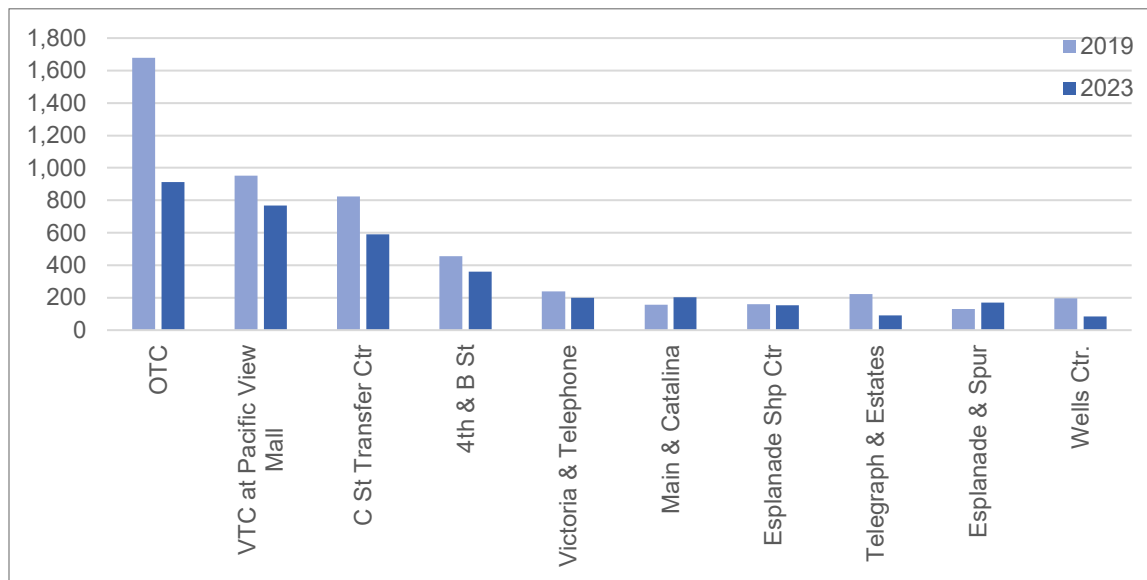


### Ridership by Stop

We also looked at where people are boarding the bus to see if patterns have changed, and which locations generate the most ridership. Figure 41 is a map of the change in weekly boarding by census block group between 2019 and 2023. The areas with the largest decrease in ridership include the locations of the three transit centers, which makes sense based on the number of transfers that occur there. The areas with the greatest increase in boardings are Pleasant Valley, West Village, Oxnard Airport, and Community Memorial Hospital. Meanwhile, areas with the greatest decrease in boardings include downtown and central Oxnard, Rio Lindo, downtown Ventura, and Hobson Heights.

Figure 40 shows the ridership change for the 10 top highest ridership stops in 2019. Oxnard Transit Center (OTC) had the largest decrease in ridership of 767 boardings, a decrease of 46%. Ventura Transit Center (VTC) ridership decreased by 18% and C Street Transfer Center decreased by 28%. The stops at Main & Catalina (Ventura High School) and Esplanade & Spur (Esplanade Shopping Center) each saw approximately a 30% increase.

Figure 40: Top 10 Stop by Average Daily Weekday Boardings, 2019 vs. 2023 (APC Data)

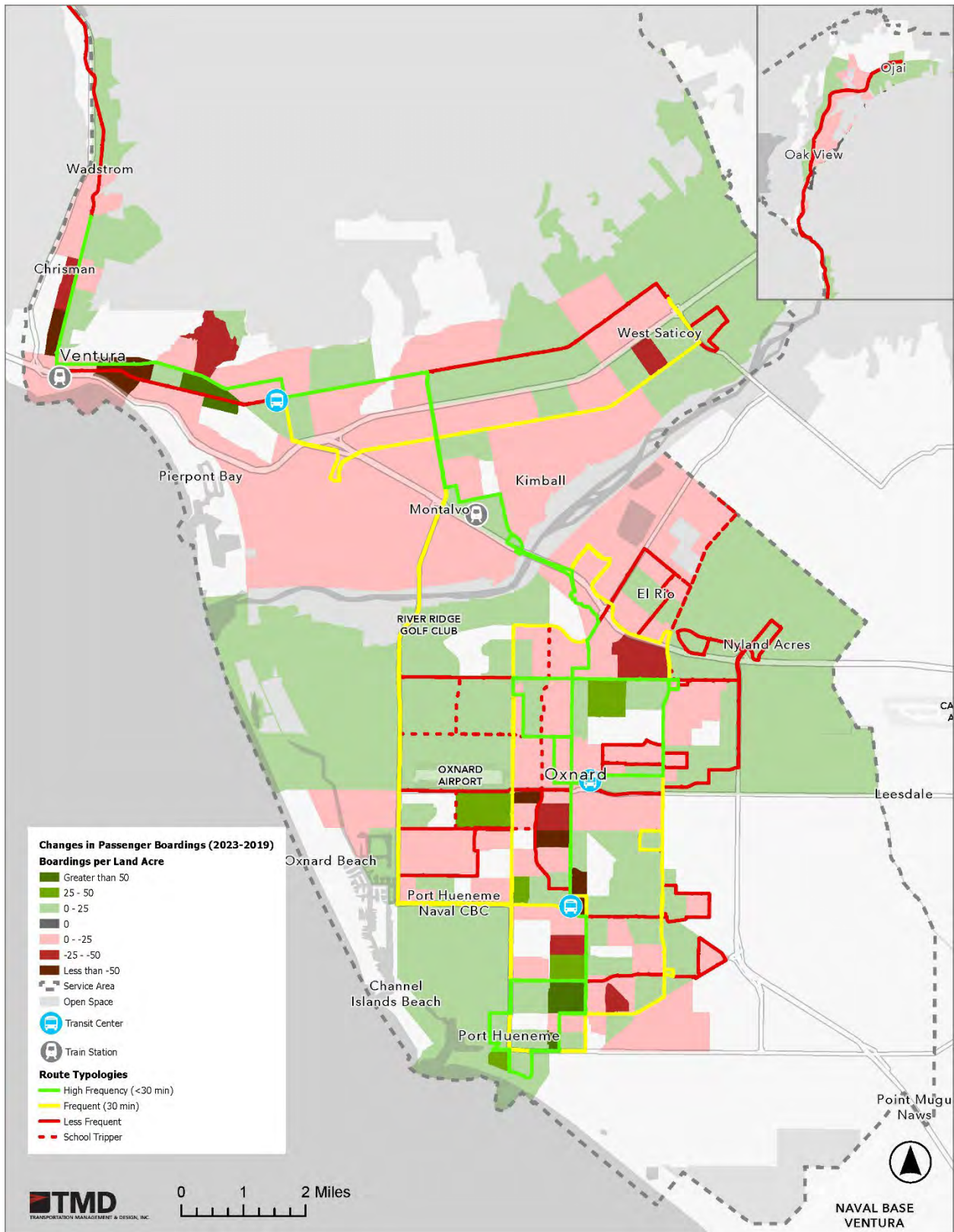


Of the 423 bus stops which had boardings in the 2023 data period, over half had less than 10 average weekday boardings. There may be an opportunity to continue GCTD’s bus stop consolidation initiative to improve the speed on key corridors which have a number of these stops. In contrast, the top 10 ridership stops generated 34% of the weekday boardings.



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Figure 41: Average Weekday Ridership by Stop, 2019 & 2023 (APC Data)



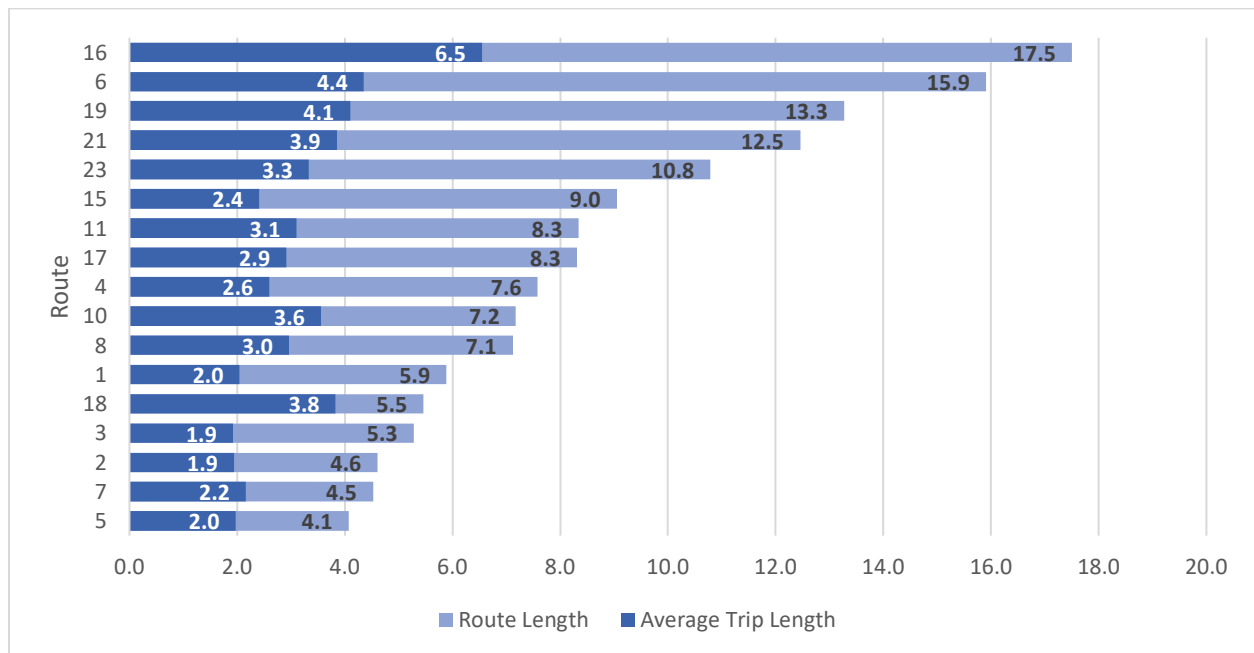
### Average Trip Length

The average trip length is important in determining how customers use each route. Routes with longer average trip lengths should be designed to prioritize speed. Riders are on the bus for longer periods of time trying to cover longer distances and will be more sensitive to out-of-direction movements, frequent stops, and slow speeds. On the other hand, riders traveling shorter distances will have relatively shorter travel times. They become much more sensitive to out-of-vehicle wait times (frequency of service) as no one wants to wait 30 minutes for a bus if they will only be on the bus for a short time. Routes with shorter trip lengths may be candidates for shortening or splitting for efficiency.

In 2019, the average GCTD trip length was 4.7 miles. It decreased to 3.5 miles in 2023. This large decrease may be attributable to the youth ride free initiative which incentivizes transit use for shorter trips which customers may not have been willing to pay the full fare to complete.

As shown in Figure 42, most customers make trips which average 39% of the total route length. Routes where customers take the bus the longest compared to the route length are Routes 5, 10, and 18. Route 10 is the most interesting based on the total route length of the route and longer than average trip length. Looking at the passenger loads it appears that most of the riders travel all the way from Saticoy into Ventura, which may be based on limited connections to the rest of the fixed-route network. Route 18 has the longest average trip length relative to route length. Since this route provides school trippers, this makes sense as most riders are all traveling to the same destination and there is little mid-route rider turnover.

Figure 42: Average Weekday Passenger Trip Length and Route Length



Routes with a shorter percentage of average trip length compared to the overall route length include Routes 6, 15, and 23. Route 6 is the second longest route in the system and still has an overall trip length longer than the systemwide average of 3.5 miles. Route 16 is the longest route in both total length and average trip length. This is most likely because this route connects Ojai to the rest of the service area which is a longer than average trip.

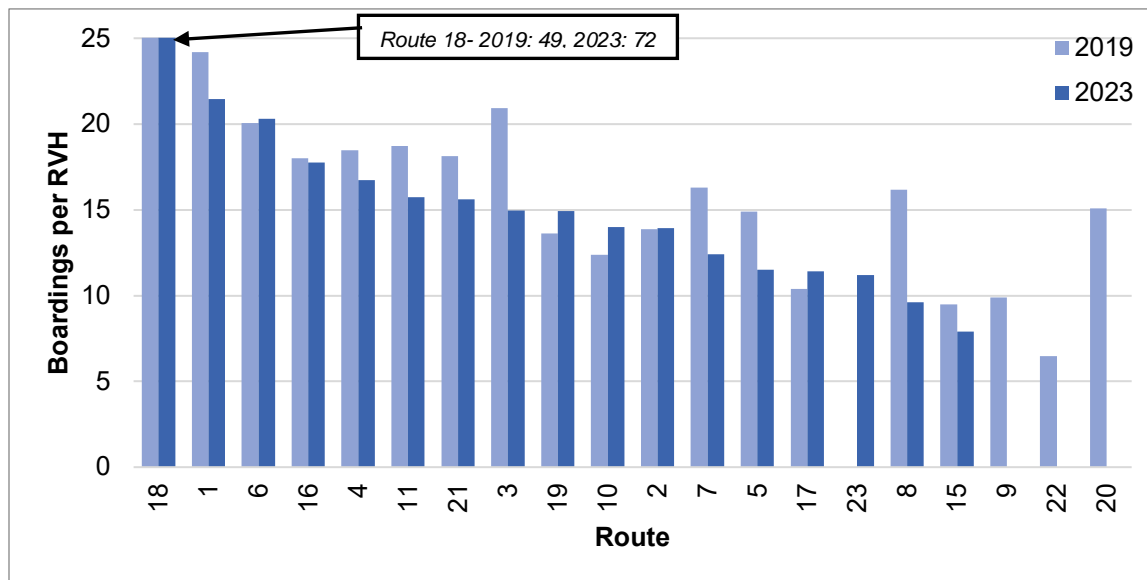
## HOW THE SYSTEM PERFORMS

### Productivity (Passenger Boardings per Revenue Hour)

Productivity serves as a key metric for the efficiency of a given transit service. The productivity of a route is determined by the number of passenger boardings generated per revenue hour of service. Since each route has a different length and offers different service levels, normalizing ridership by the amount of service provided allows for an apples-to-apples comparison of the performance of each route. Productivity is influenced both by the ridership generated and by the efficiency of the route design. Routes that are direct, with few deviations, and have low layover percentages use hours more efficiently than routes that are circuitous or have high layover ratios.

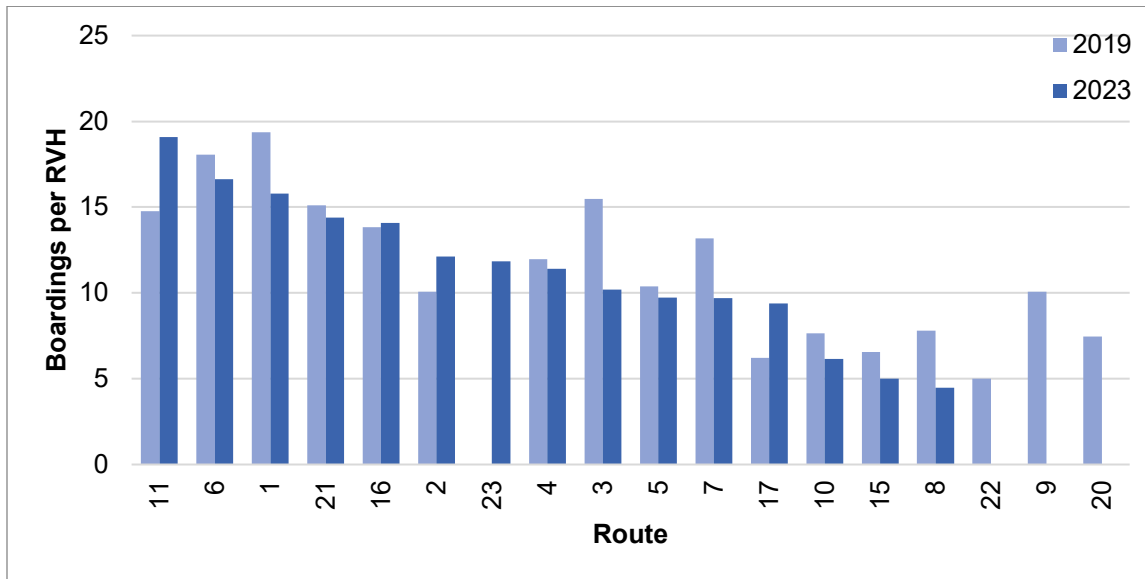
Overall weekday productivity decreased from 17.3 to 16.1 boardings per revenue hour between 2019 and 2023 (Figure 43). This decrease is very small compared to many other agencies throughout the region. Note that Routes 9, 20, and 22 were eliminated since 2019 and Route 23 was added. The largest decreases were on Route 8 (-6.6) and Route 3 (-6.0). Route 18 saw a large increase of 22.6, most likely related to the Youth Ride Free program ridership on these school trippers. Other routes with small increases were Routes 10, 17, and 19.

Figure 43: Average Weekday Productivity by Route, 2019 and 2023



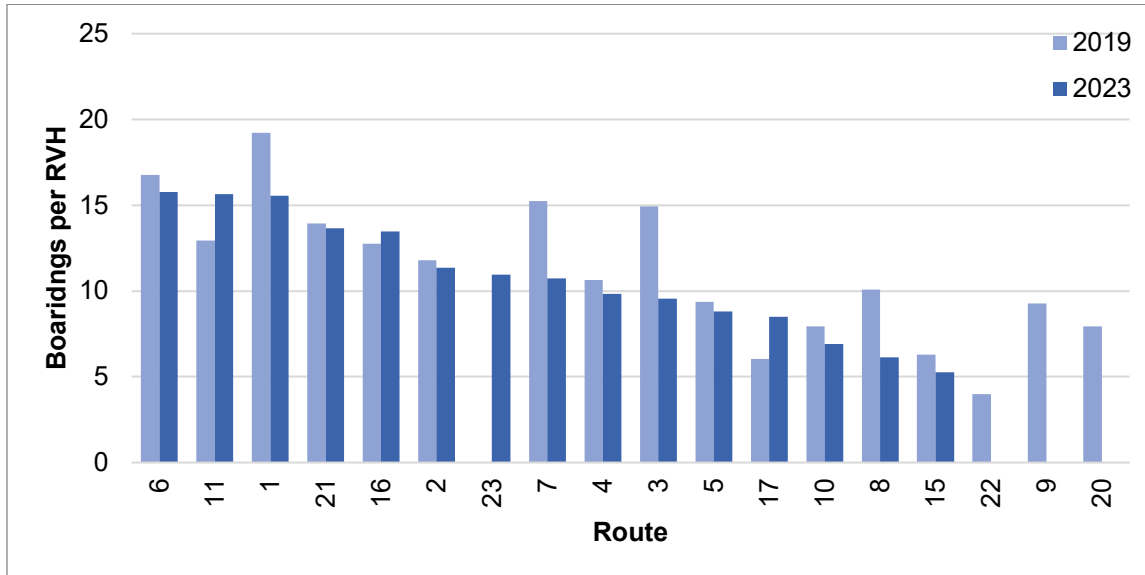
Saturday productivity had a small decrease from 13.2 boardings per revenue in 2019 to 12.7 in 2023 (Figure 44). The three routes with the largest decrease were Route 5 (-5.4), Route 1 (-3.6), and Route 7 (-3.5). The two routes with the largest increase were Route 11 (4.3) and Route 17 (3.2).

Figure 44: Average Saturday Productivity by Route, 2019 & 2023



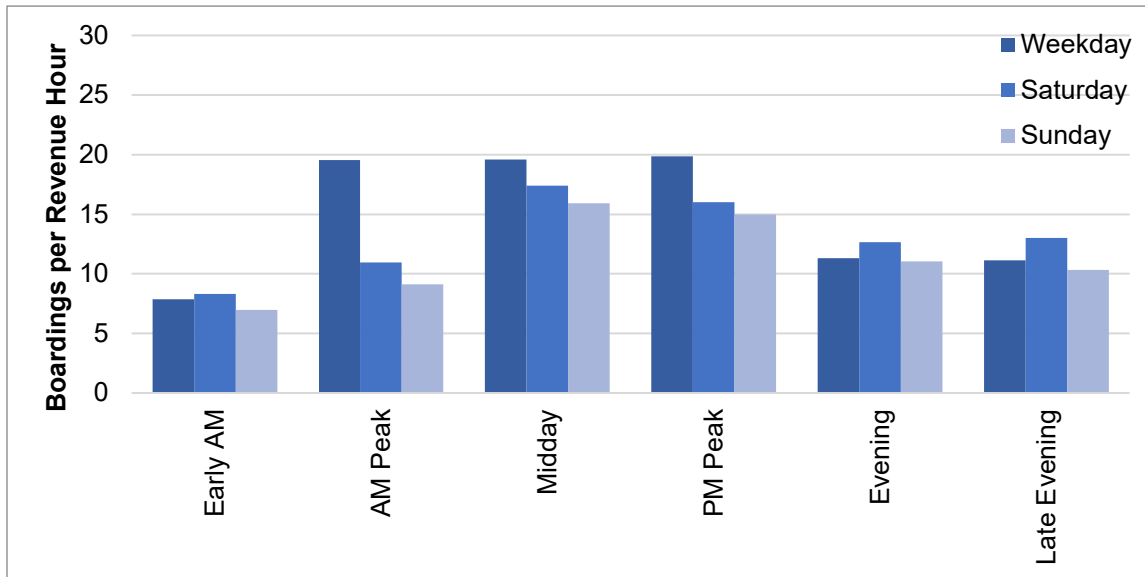
Sunday productivity decreased from 12.7 to 12.1 boardings per revenue hours between 2019 and 2023 (Figure 45). Routes with the largest decrease were Route 3 (-5.4) and Route 7 (-4.5). Similarly to Saturday, the routes with the largest increase were Route 11 (2.7) and Route 17 (2.4). These two routes should be considered for weekend frequency improvement in this SRTP.

Figure 45: Average Sunday Productivity by Route, 2019 & 2023



In addition to productivity by day, it is also important to look at productivity by the time period. Figure 46 shows the boardings per revenue hour in 2023 by time period in 2023 using APC data. On weekdays, the AM Peak, Midday, and PM Peak periods have the highest productivity, average approximately 20 boardings per hour. Weekends have their highest productivity during the Midday and PM Peak periods. The weekend productivity during the AM Peak is lower than both the Evening and Late Evening periods. This would indicate that weekend service can be shifted to start later in the morning and end later in the evening. This mismatch of service levels to trip activity was also noted in the Demand section earlier in this report.

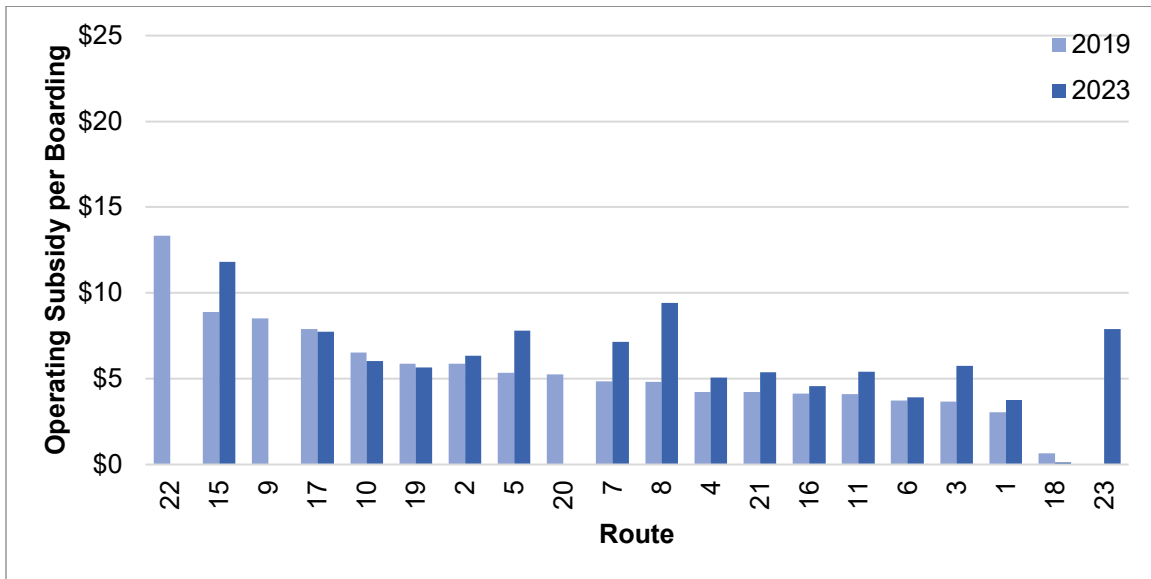
Figure 46: 2023 Productivity by Time Period and Day Type



### Operating Subsidy per Boarding

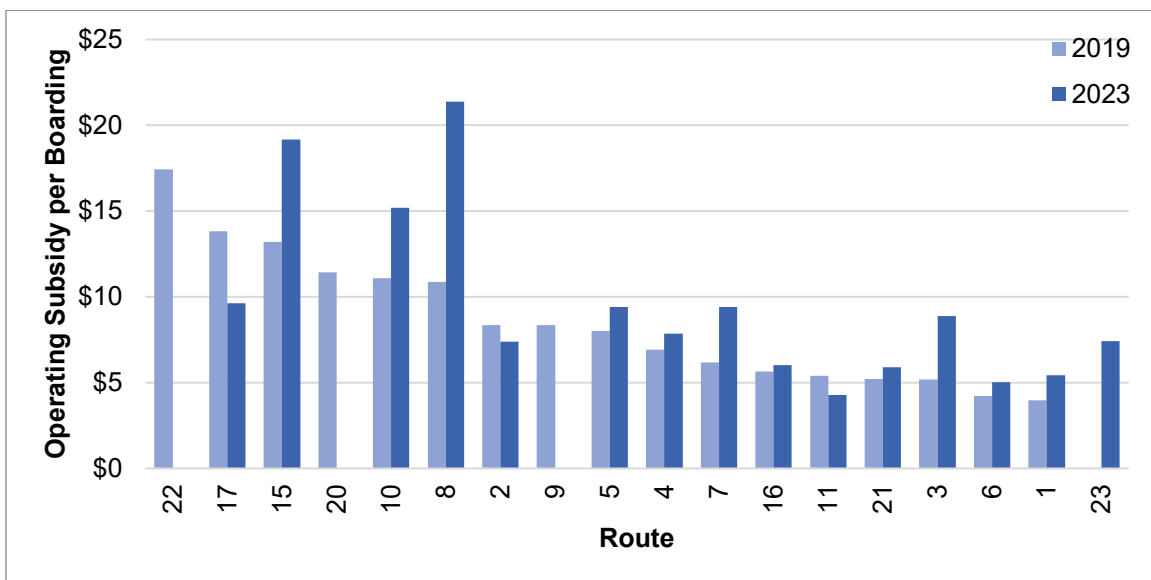
Operating subsidy per boarding serves as a measure of the financial effectiveness of a given route. It factors in both the cost of the service and revenue received from customers. The Weekday subsidy increased from \$4.40 in 2019 to \$5.04 in 2023 (Figure 47). This increase reflects both the lower ridership and increase in the operating cost per hour. Based on our experience with other transit operators, the \$5.04 subsidy is very good. Route 8 had the largest increase in subsidy, increasing \$4.61 per boarding. Route 18 has the lowest subsidy per boarding of \$0.12, which may not fully reflect the cost of these school trippers which have higher deadhead costs. Routes 10, 17, and 19 saw their overall subsidy decrease by an average of \$0.30 per boarding.

Figure 47: Operating Subsidy per Boarding, Weekdays, 2019 & 2023



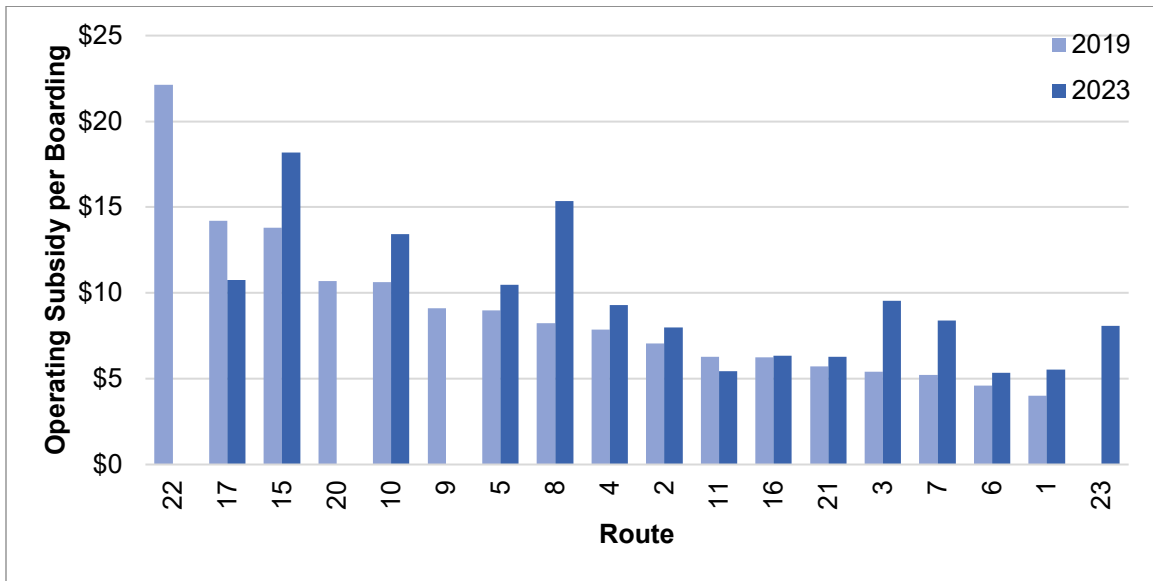
Saturday subsidy per boarding increased from \$6.09 in 2019 to \$6.87 in 2023. The largest subsidy increases were Route 8 (\$10.52) and Route 15 (\$5.98). Route 17 has the largest decrease of \$4.20 per boarding.

Figure 48: Operating Subsidy per Boarding, Saturdays, 2019 & 2023



Sunday had the largest increase in subsidy, increasing from \$6.46 in 2019 to \$7.28 in 2023. Similar to Saturday, the routes with the largest increases were Route 8 (\$7.13) and Route 15 (\$4.39). Route 17 again had the largest decrease of \$3.45 per boarding.

Figure 49: Operating Subsidy per Boarding, Sundays, 2019 & 2023



## WHAT IS THE QUALITY OF SERVICE?

### Service Frequency

Frequency is the number one factor that attracts new riders to transit. The Community Survey found that frequency was the most important aspect of GCTD service for existing customers.

The Figures on the following pages show Weekday, Saturday, and Sunday frequencies for 2019 and 2023. The frequencies have generally stayed the same between the two years. There are many routes with 60-minute frequencies even during the weekday peak periods. Since customers typically transfer at one of three transit centers, it will be important to have compatible headways and coordinated schedules to allow for timely transfers.

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Figure 50: Route Frequencies by Hour, Weekdays, 2019

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center	60	20	20	20	30	20	20	20	20	20	30	20	20	30	20	20	30	60
2 - Colonia - Downtown Oxnard		60	30	60	60	30	60	60	60	30	60	60	30	60	60	60	60	
3 - J Street - Centerpoint Mall - Lemonwood		60	60	60	30	60	60	60	30	60	60	30	60	60	60	30		
4A - North Oxnard			60	60	30	60	60	60	60	60	30	60	60	60	60	60	60	
4B - North Oxnard			20	30	30	30	30	30	30	30	30	60	30	20	30	60		
5 - Hemlock - Seabridge - Wooley		60	30	60	60	60	30	60	60	30	60	60	60	30	60	60	60	
6 - Oxnard - Ventura	60	24	24	20	30	20	24	24	17	20	20	24	20	40	30	30	40	60
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	40	60	40	40	60	
8 - OTC- Oxnard College - Centerpoint Mall		60	60	40	120	120	60	120	40	60	120	30	60	60	40	60	40	60
9 - Lemonwood - Channel Islands Blvd			30	60	60	60	60	30	60	60	60	60	30	60	60	60	60	
10 - Pacific View Mall - Telegraph - Saticoy		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
11 - Pacific View Mall - Telephone - Wells Center		60	30	60	40	30	30	30	30	30	30	30	30	40	30	60	40	60
15 - Esplanade - El Rio - St. John's Medical Center			40	60	60	40	40	60	60	60	40	60	40	60	60	60	60	
16 - Downtown Ojai - Pacific View Mall	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
17 - Esplanade - St.John's - Oxnard College			40	40	60	60	40	60	40	60	60	60	40	60	40	60	60	
18A - School Trippers				60								60						
18C - School Trippers				60								60						
18E - School Trippers												60						
18F - School Trippers			60								60	60						
19 - Oxnard Transit Center - 5th - Gonzales Road			30	60	60	60	60	60	60	60	60	60		60	30	60		
20 - Rice - Gonzales Rd - 5th		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60		
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center		60	60	30	30	40	60	60	60	40	30	40	30	30	40	40		
22- Wells Center - St. John's - Nyeland Acres			40	40	40	40	40	40	40	40	40	40	40	60	30	60	60	

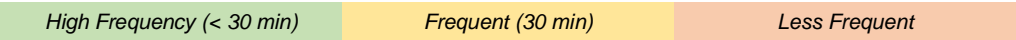
High Frequency (< 30 min)      Frequent (30 min)      Less Frequent



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Figure 51: Route Frequencies by Hour, Weekdays, 2023

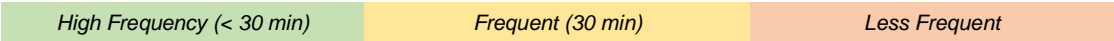
Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center	60	20	20	17	20	17	24	17	20	20	17	17	20	20	20	30	30	60
2 - Colonia - Downtown Oxnard		60	30	30	60	60	30	60	60	60	30	60	60	30	60	60		
3 - J Street - Centerpoint Mall - Lemonwood		60	60	40	60	40	40	60	40	40	60	40	60	40	60	40		
4A - North Oxnard			20	60	60	60	30	60	60	30	60	60	30	60	60	30		
4B - North Oxnard			30	20	30	20	30	30	20	20	20	20	20	20	30	20	60	
5 - Hemlock - Seabridge - Wooley			60	40	60	40	40	60	40	40	60	60	60	40	40	60	60	
6 - Oxnard - Ventura	60	60	40	40	40	30	30	30	30	30	20	20	24	24	30	60	40	60
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	60	40	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			120	40	40	60	60	40	40	60	40	40	60	60	30	60		
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	40	60	60	60	
11 - Pacific View Mall - Telephone - Wells Center			60	120	60	60	24	30	30	30	30	30	30	30	30	30	40	
15 - Esplanade - El Rio - St. John's Medical Center					40	60	60	120	40	60	60	60	120	120	60			
16 - Downtown Ojai - Pacific View Mall		60	60	60	60	60	60	60	60	60	60	40	60	60	60	60	60	
17 - Esplanade - St.John's - Oxnard College			40	120	40	30	30	30	30	30	30	30	60	40	40	40	30	
18A - School Trippers				60								60						
18E - School Trippers											60	60						
18F - School Trippers				60							60	60						
18G - School Trippers				60								60						
19 - Oxnard Transit Center - 5th - Gonzales Road		60	60	60	60	60	60	60		60	60	60	60	60	60	60		
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center		60	30	30	60	60	60	60	60	60	60	60	60	60	60	60		
23 - Oxnard College - NBVC - Esplanade			60	60	30	30	30	30	30	30	40	40	40	60	40	40	60	



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Figure 52: Route Frequencies, Saturdays, 2019

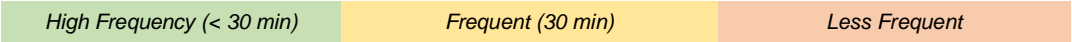
Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			20	30	30	20	20	20	20	20	30	20	20	20	30	30	60	60
2 - Colonia - Downtown Oxnard		60	30	60	60	30	60	60	60	30	60	60	30	60	60	60	60	
3 - J Street - Centerpoint Mall - Lemonwood		60	60	60	30	60	60	60	30	60	60	30	60	60	60	60		
4A - North Oxnard			60	30	60	60	60	60	60	30	60	60	60	60	60	30		
4B - North Oxnard			30	20	30	30	30	30	30	30	30	30	30	30	30	60		
5 - Hemlock - Seabridge - Wooley			30	60	60	60	30	60	60	30	60	60	60	30	60	60	60	
6 - Oxnard - Ventura		40	40	30	30	30	40	60	30	30	30	30	30	30	40	30	40	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	40	60	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			60	40	120	120	60	120	40	60	120	30	60	60	40	60	40	
9 - Lemonwood - Channel Islands Blvd			60	60	60	60	60	30	60	60	60	60	30	60	60			
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
11 - Pacific View Mall - Telephone - Wells Center			60	120	60	120	60	120	60	120	60	120	60	120	60	120	60	60
15 - Esplanade - El Rio - St. John's Medical Center				40	60	60	40	60	40	60	60	60	40	40	60	60	60	
16 - Downtown Ojai - Pacific View Mall		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	
17 - Esplanade - St. John's - Oxnard College			60	60	40	40	60	60	40	60	40	60	60	40	60	60		
20 - Rice - Gonzales Rd - 5th			60	60	60	60	60	60	60	60	60	60	60	60	60			
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center			60	60	60	60	120	60	120	60	120	60	120	60	120	60	60	
22- Wells Center - St. John's - Nyeland Acres			60	60	60	60	60	60	60	60	60	60	60	60	60	60		



GOLD COAST TRANSIT DISTRICT  
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Figure 53: Route Frequencies, Saturdays, 2023

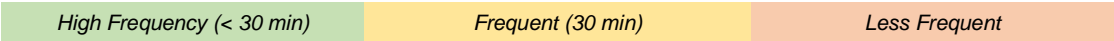
Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			30	40	20	24	17	24	20	20	20	20	17	24	17	20	30	60
2 - Colonia - Downtown Oxnard		60	30	30	60	60	30	60	60	60	30	60	60	30	60	60		
3 - J Street - Centerpoint Mall - Lemonwood		60	60	40	60	40	40	60	40	40	60	40	60	40	60	40		
4A - North Oxnard			30	30	60	60	30	60	60	30	60	60	30	60	60	30		
4B - North Oxnard			60	30	60	30	30	30	30	30	30	30	30	30	20	30	60	
5 - Hemlock - Seabridge - Wooley			60	40	60	40	40	60	40	40	60	60	60	40	40	60	60	
6 - Oxnard - Ventura		60	40	60	40	40	40	30	30	30	24	30	24	40	60	40	60	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	60	40	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			120	40	40	60	60	40	40	60	40	40	60	60	30	60		
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	40	60	60	60	
11 - Pacific View Mall - Telephone - Wells Center			60	120	40	60	40	60	120	40	60	40	120	60	40	60	60	
15 - Esplanade - El Rio - St. John's Medical Center					40	40	120	60	60	60	120	120	120	60				
16 - Downtown Ojai - Pacific View Mall			60	60	60	60	60	60	60	60	60	40	60	60	60	60	60	
17 - Esplanade - St. John's - Oxnard College				60	60	60	60	60	60	60	60	60	60	60	60	60		
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center			60	60	40	60	60	60	60	60	120	120	120	120	120	60		
23 - Oxnard College - NBVC - Esplanade			60	60	60	60	60	60	60	60	60	60	60	60	60	60		



GOLD COAST TRANSIT DISTRICT  
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Figure 54: Route Frequencies, Sundays, 2019

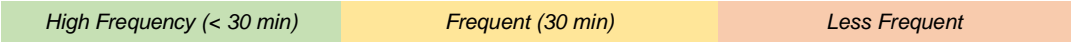
Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			20	30	30	20	20	20	20	20	30	20	20	20	30	30	60	60
2 - Colonia - Downtown Oxnard		60	30	60	60	30	60	60	60	30	60	60	30	60	60	60	60	
3 - J Street - Centerpoint Mall - Lemonwood		60	60	60	30	60	60	60	30	60	60	30	60	60	60	60		
4A - North Oxnard			60	30	60	60	60	60	60	30	60	60	60	60	60	30		
4B - North Oxnard			30	20	30	30	30	30	30	30	30	30	30	30	30	60		
5 - Hemlock - Seabridge - Wooley			60	60	60	60	30	60	60	30	60	60	60	30	60	60	60	
6 - Oxnard - Ventura		40	40	30	30	30	40	60	30	30	30	30	30	30	40	30	40	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	40	60	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			60	40	120	120	60	120	40	60	120	30	60	60	40	60	40	
9 - Lemonwood - Channel Islands Blvd			60	60	60	60	60	30	60	60	60	60	30	60	60			
10 - Pacific View Mall - Telegraph - Saticoy				60	60			60	60			60	60			60	60	
11 - Pacific View Mall - Telephone - Wells Center			60	120	60	120	60	120	60	120	60	120	60	120	60	120	60	
15 - Esplanade - El Rio - St. John's Medical Center				40	60	60	40	60	40	60	60	60	40	40	60	60	60	
16 - Downtown Ojai - Pacific View Mall						60	60			60	60			60	60			
17 - Esplanade - St. John's - Oxnard College			60	60	40	40	60	60	40	60	40	60	60	40	60	60		
20 - Rice - Gonzales Rd - 5th			60	60	60	60	60	60	60	60	60	60	60	60	60			
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center			60	60	60	60	120	60	120	60	120	60	120	60	120	60	60	
22- Wells Center - St. John's - Nyeland Acres			60	60	60	60	60	60	60	60	60	60	60	60	60	60		



GOLD COAST TRANSIT DISTRICT  
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Figure 55: Route Frequencies, Sundays, 2023

Route	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 - Port Hueneme - Oxnard Transit Center			60	60	30	24	17	24	20	20	20	20	17	24	17	20	30	60
2 - Colonia - Downtown Oxnard		60	30	30	60	60	30	60	60	60	30	60	60	30	60	60		
3 - J Street - Centerpoint Mall - Lemonwood		60	60	40	60	40	40	60	40	40	60	40	60	40	60	40		
4A - North Oxnard			30	30	60	60	30	60	60	30	60	60	30	60	60	30		
4B - North Oxnard			30	20	30	20	30	30	30	30	30	30	30	30	20	30	60	
5 - Hemlock - Seabridge - Wooley			60	40	60	40	40	60	40	40	60	60	60	40	40	60	60	
6 - Oxnard - Ventura		60	40	60	40	40	40	30	30	30	24	30	24	40	60	40	60	
7 - Oxnard College - Centerpoint Mall			60	40	60	40	40	60	40	60	40	60	60	40	40	60		
8 - OTC- Oxnard College - Centerpoint Mall			120	40	40	60	60	40	40	60	40	40	60	60	30	60		
10 - Pacific View Mall - Telegraph - Saticoy			60	60	60	60	60	60	60	60	60	60	60	40	60	60	60	
11 - Pacific View Mall - Telephone - Wells Center			60	120	40	60	40	60	120	40	60	40	120	60	40	60	60	
15 - Esplanade - El Rio - St. John's Medical Center					40	40	120	60	60	60	120	120	120	60				
16 - Downtown Ojai - Pacific View Mall			60	60	60	60	60	60	60	60	60	40	60	60	60	60	60	
17 - Esplanade - St. John's - Oxnard College				60	60	60	60	60	60	60	60	60	60	60	60	60		
21 - Pacific View Mall - Victoria Ave - C Street Transfer Center			60	60	40	60	60	60	60	60	120	120	120	120	120	60		
23 - Oxnard College - NBVC - Esplanade			60	60	60	60	60	60	60	60	60	60	60	60	60	60		



### Speed and Reliability

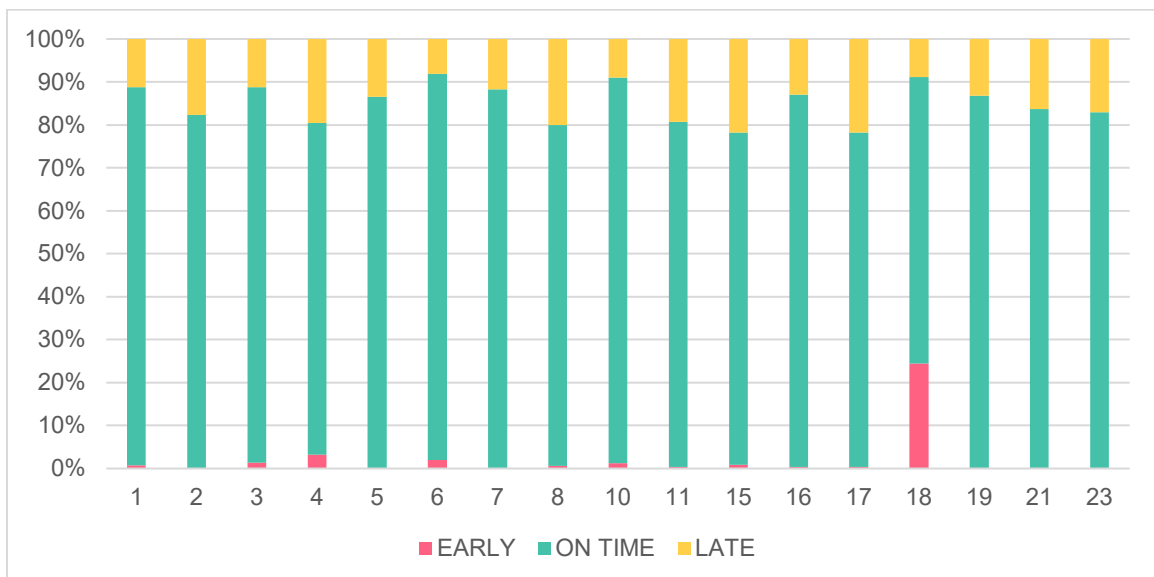
In many cases, taking the bus is not faster than alternative modes, especially those that use private vehicles, since they do not follow direct paths from the riders' origin to their destination. However, this finding does suggest that transit can be competitive in areas where it provides a travel time advantage over driving such as dense areas with high levels of traffic congestion or areas where it is difficult to find parking. It also suggests that on-street improvements that can help improve bus operating speeds are critical to consider. If a bus is sitting in the same congestion as all of the other cars, there is no advantage. However, if buses are able to take advantage of their own lane or other forms of priority and provide a faster alternative to driving, they become much more attractive.

### On-Time Performance

Service reliability is a key factor in retaining ridership. Riders have to be able to confidently rely on the bus to get them where they need to go, or else they are more likely to choose other travel modes if they are available. GCTD defines a bus as on-time when it departs a timepoint stop up to one minute earlier than scheduled or five minutes later. Early trips are very detrimental to perceived reliability since riders refer to a published schedule to time their arrive and if buses leave earlier than scheduled, they may be left behind. Late trips are also detrimental to perceived reliability since they impact the rider's ability to make a transfer and arrive at their destination on time.

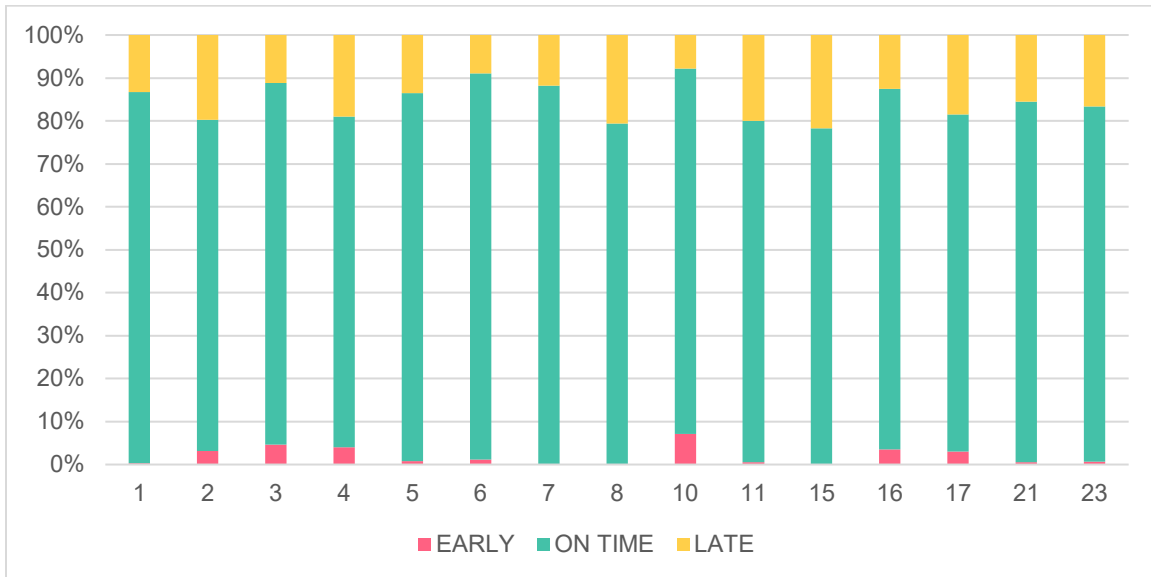
GCTD has a systemwide on-time performance goal of 90%. Based on APC data from early 2023, Weekday on-time performance is 84.6%, with 14.2% of the timepoints being late and only 1.2% being early (Figure 56). Even though this is below GCTD standard, it is very good compared with their regional peers, and 85% is generally adopted as the on-time performance target across the industry. The low occurrence of early departures shows that the coach operators are diligent and well-trained in how to keep to their schedule. Route 18 has the most early departures (24.4%), however this may be related to particular scheduling or operational issue with school trippers. The weekday routes with the highest late percentage were Route 15 (21.8%), Route 17 (21.8%), and Route 8 (20%).

Figure 56: On Time Performance at Timepoints by Route, Weekdays 2023



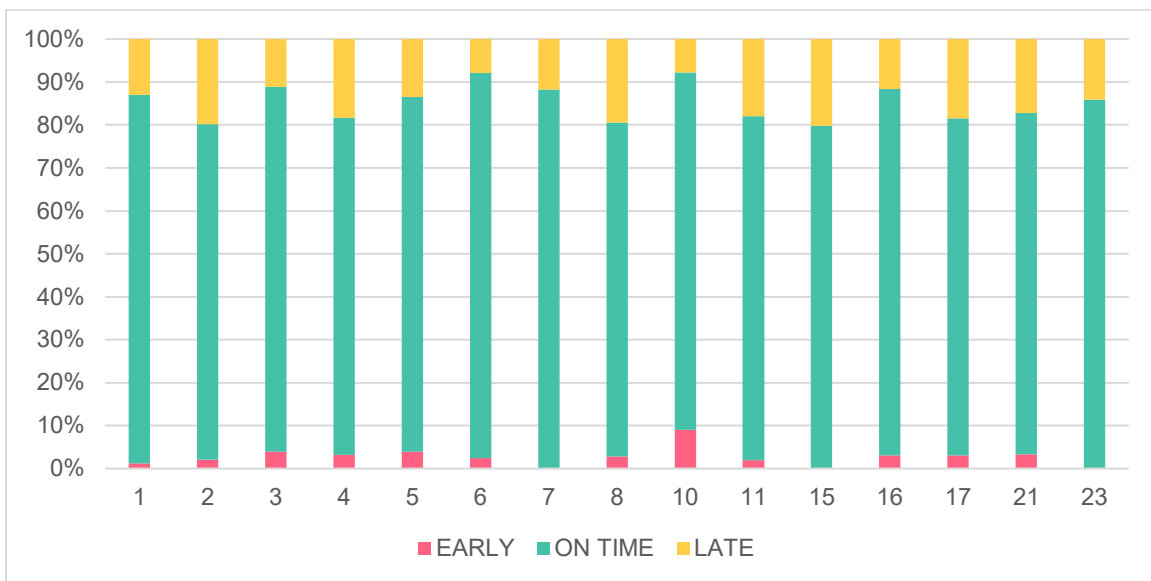
On-time performance is similar on Saturdays where routes average 83.8% on-time, 14.4% late, and 1.8% early. Route 10 had the highest early percentage at 7.2%. Routes with the highest late percentage were Route 15 (21.8%), Route 8 (20.6%), and Route 17 (18.5%). These were also the routes with the highest late percentage on weekdays.

Figure 57: On Time Performance at Timepoints by Route, Saturday 2023



On-time performance was also similar on Sundays where routes average 83.6% on-time, 13.8% late, and 2.7% early. Similar to Saturday, Route 10 had the highest early percentage at 9%. Routes with the highest late percentage were Route 15 (20.2%), Route 2 (19.8%), and Route 8 (19.4%).

Figure 58: On Time Performance at Timepoints by Route, Sunday 2023

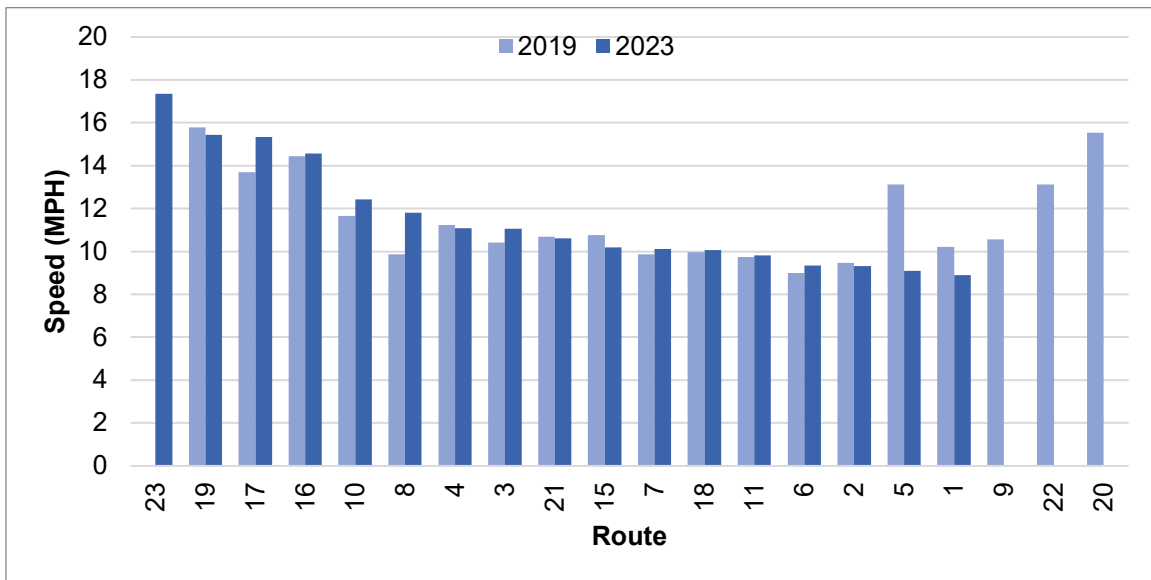


### Service Speed

The service speed was calculated by taking the scheduled in-service time divided by the route miles for each trip. Based on our observations of the build environment, traffic, and passenger loads, the 11.0 mph average speed seems low, which was also validated by the peer review. The high on-time performance standard and number of turns on an average may be the reason for the low overall speed.

The systemwide weekday speed increase slightly from 10.9 mph in 2019 to 11.0 mph in 2023. The speed of Route 5 decreased by 4.0 mph. The routes with the largest speed increase were Route 8 (2.0) and Route 17 (1.6).

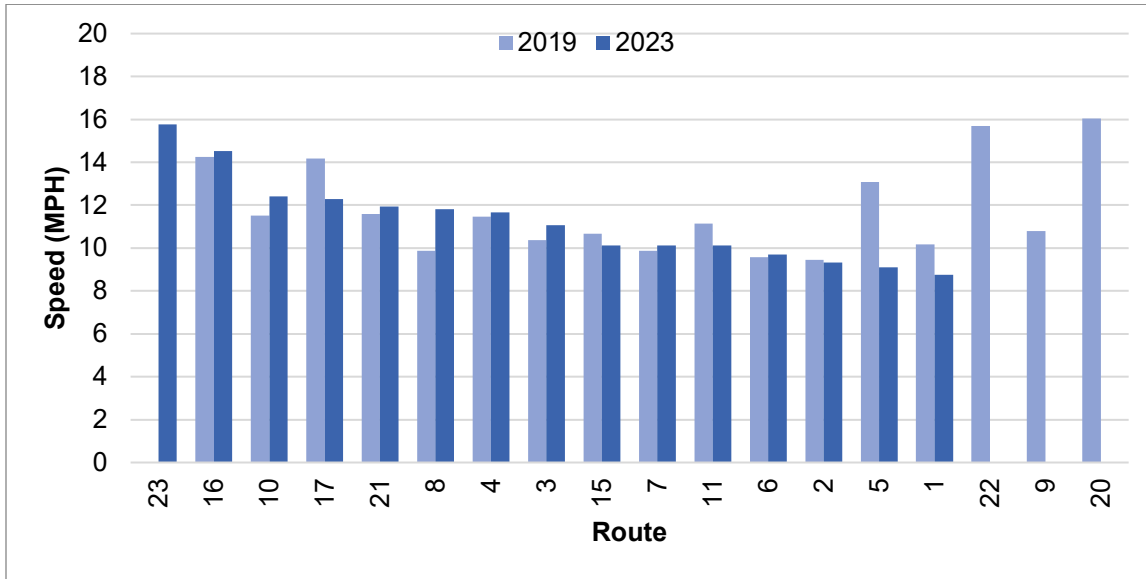
Figure 59: Scheduled Operating Speed, Weekdays 2019 vs. 2023



Saturday average operating speed decreased from 11.3 mph in 2019 to 10.9 mph in 2023. The speed for Route 5 also decreased by 4 mph on Saturday. The speed for Route 8 increased by 2.0 mph and Route 17 increased by 1.9 mph.

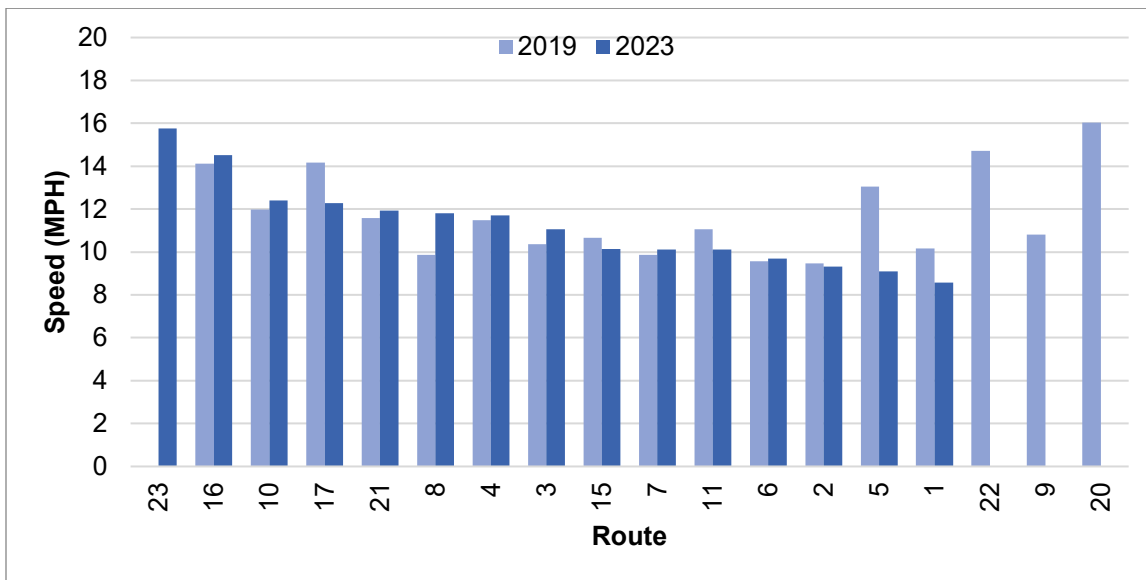


Figure 60: Scheduled Operating Speeds, Saturday 2019 vs. 2023



For most routes, the Saturday and Sunday operating speeds are the same. The overall speed decreased from 10.9 to 11.0 mph between 2019 and 2023. The largest Sunday changes by route were the same as Saturdays.

Figure 61: Scheduled Operating Speed, Sunday 2019 vs. 2023





### Route Directness and Deviations

Travel time is also affected by the directness of a route, and deviations from a route's primary alignment play a significant role in increasing overall travel time. Industry best practices in route design do not allow more than ten passenger-minutes of delay per boarding gained along a deviation. The GCTD system map in Figure 62 provides a good overview of the route alignments with offset lines to see where multiple routes operate over the same segment. The routes which operate on streets between major arterials in Oxnard are not as direct and have deviations which may slow their operation. These include Routes 2, 3, 4, 5, 8 and the southern section of Route 1. It will be important to look at these deviations to determine the benefits for customers using stops on the deviation compared to pass-through customers. Route 15 provides coverage to neighborhoods north of U.S. 101, but the routing appears circuitous and may make travel difficult between nearby destinations. The routes providing service north of the Santa Clara River are more direct.

### Duplication and Redundancy of Services

Operating duplicative or redundant services may impact the performance of a given route. Routes that operate within a short distance of services on parallel corridors may compete for riders. The GCTD routes generally do not directly overlap much except for around the three transit centers. Much of the service area is served along arterials spaced on a mile grid. However, there are many routes in Oxnard which operate service on streets between the mile grid which are very close to each other. These most prominent examples are Routes 2, 3, & 4. As part of the SRTP, these routes should be examined to determine if it makes sense to move the resources from these routes to the major arterials to improve frequencies. The tradeoff for customers is increased walking distance for more frequency on the remaining routes.

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Figure 62: GCTD System Map



## PEER REVIEW

We conducted a National Transit Database peer review of nine transit systems to determine how GCTD was performing across several performance metrics. This analysis is divided into a comparison of service supply, service effectiveness, and service efficiency. The peer review helps GCTD determine where they may be performing better, worse, or the same to agencies of similar size and operating profile. Areas for improvement can be addressed as part of the SRTP recommendations.

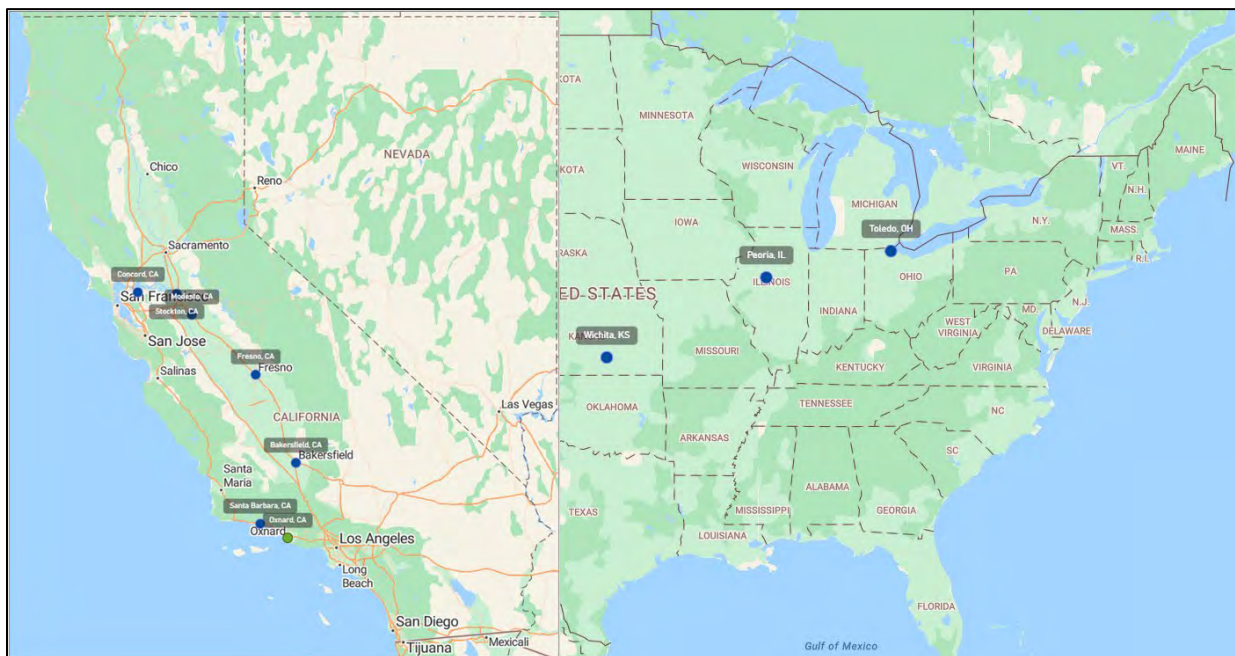
### PEER SELECTION

A list of GCTD peers was developed using the Transit Cooperative Research Program (TCRP) G-11 peer benchmarking methodology. This process compares GCTD to every transit agency across the United States based on 12 “likeness variables” using National Transit Database (NTD) data. The peers were refined based on local knowledge, and the final nine peer agencies selected are listed below and their location is shown in

Figure 63.

- Stockton, CA (San Joaquin RTD)
- Toledo, OH (TARTA)
- Santa Barbara, CA (Santa Barbara MTD)
- Peoria, IL (CityLink)
- Concord, CA (Contra Costa Transportation Authority)
- Fresno, CA (City of Fresno)
- Modesto, CA (City of Modesto)
- Bakersfield, CA (Golden Empire Transit District)
- Wichita, KS (Wichita Transit)

Figure 63: Map of Peer Agency Locations



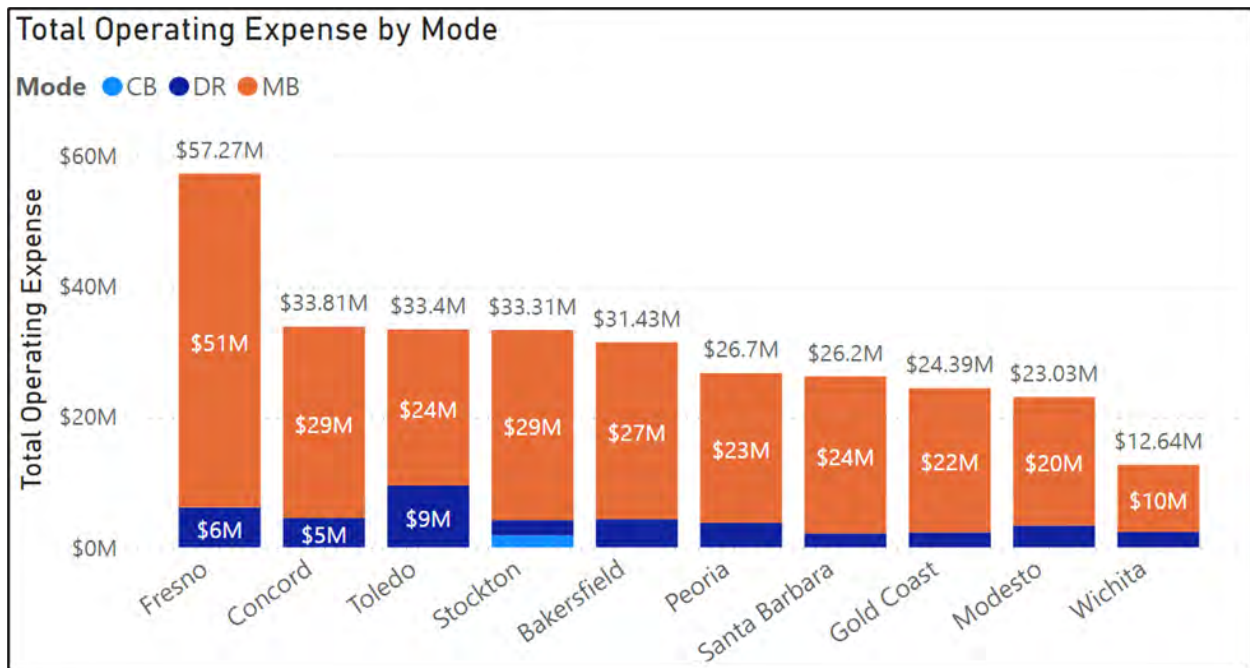
## SERVICE SUPPLY

This section compares the level of service provided for overall transit service and focuses on some key fixed-route service levels. Note that the “Motor Bus” is a term used in the NTD to designate traditional fixed-route bus routes and does not include peak-hour express and bus rapid transit routes. The “Demand Response” mode is typically the complementary ADA paratransit service for an agency and does not include demand response taxi service.

### Operating Expense by Mode

**Measure:** This is a comparison of total expenditures by mode in 2021.

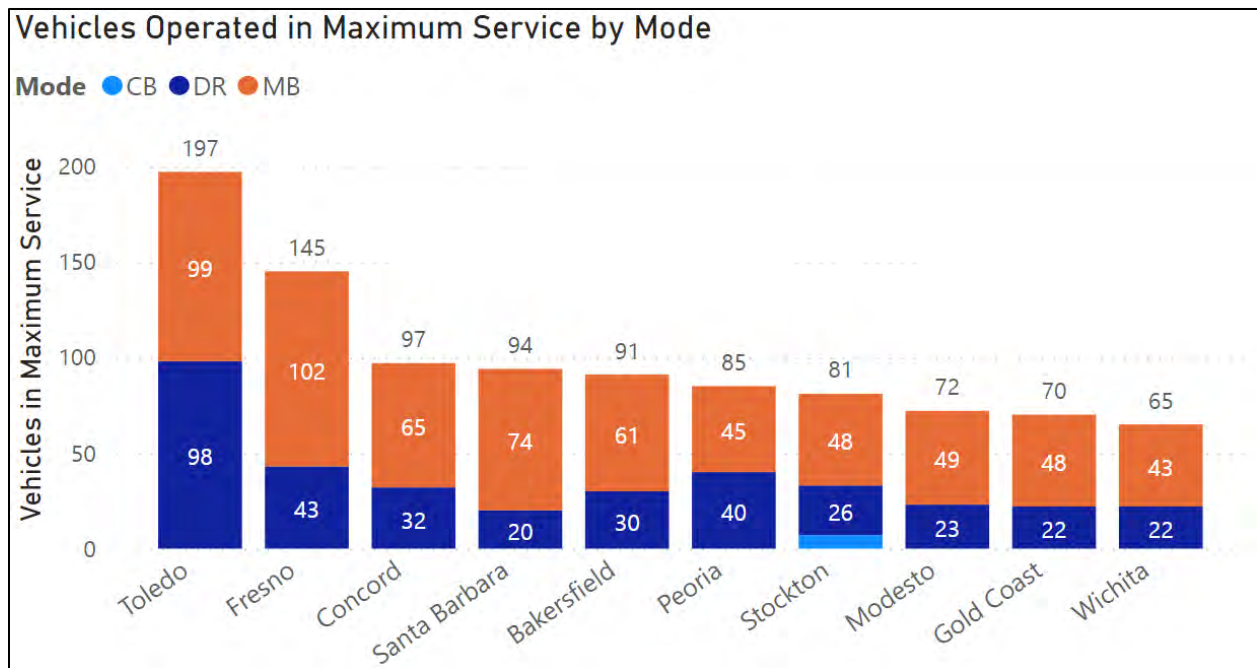
**Findings:** The peer agencies spent most of their resources on Motor Bus (MB) service, which is typical for agencies of this size. The next highest amount for most agencies is Demand Response (DR). Gold Coast is on the lower end in terms of how much it spends overall on transit service. Stockton operates limited Commuter Bus Service (CB).



### Vehicles Operated in Maximum Service

**Measure:** This is a comparison of the number of vehicles operated by each service mode during the peak day and hour of the year.

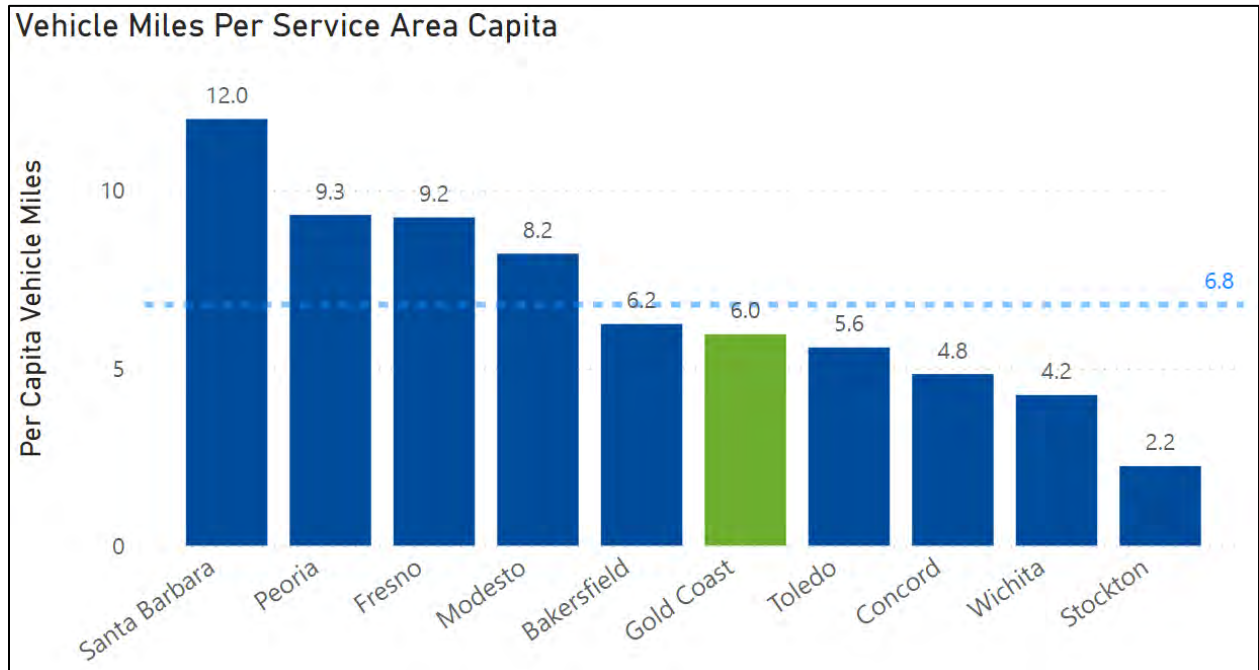
**Findings:** Typically, agencies have most of their vehicles operating Motor Bus (MB) service with the next highest amount providing Demand Response (DR) service. Two-thirds of Gold Coast’s vehicles are Motor Bus, with the remaining third as Demand Response. While Gold Coast is on the lower end of the number of total vehicles, it is of note that they do have roughly the same amount of fixed route buses as half of the peers.



### Motor Bus Vehicle Miles per Capita

**Measure:** This is the total number of annual Motor Bus vehicle miles divided by the service area population. This can be characterized as the number of miles of bus service provided per person and is a measure of the total fixed-route service provided in the service area.

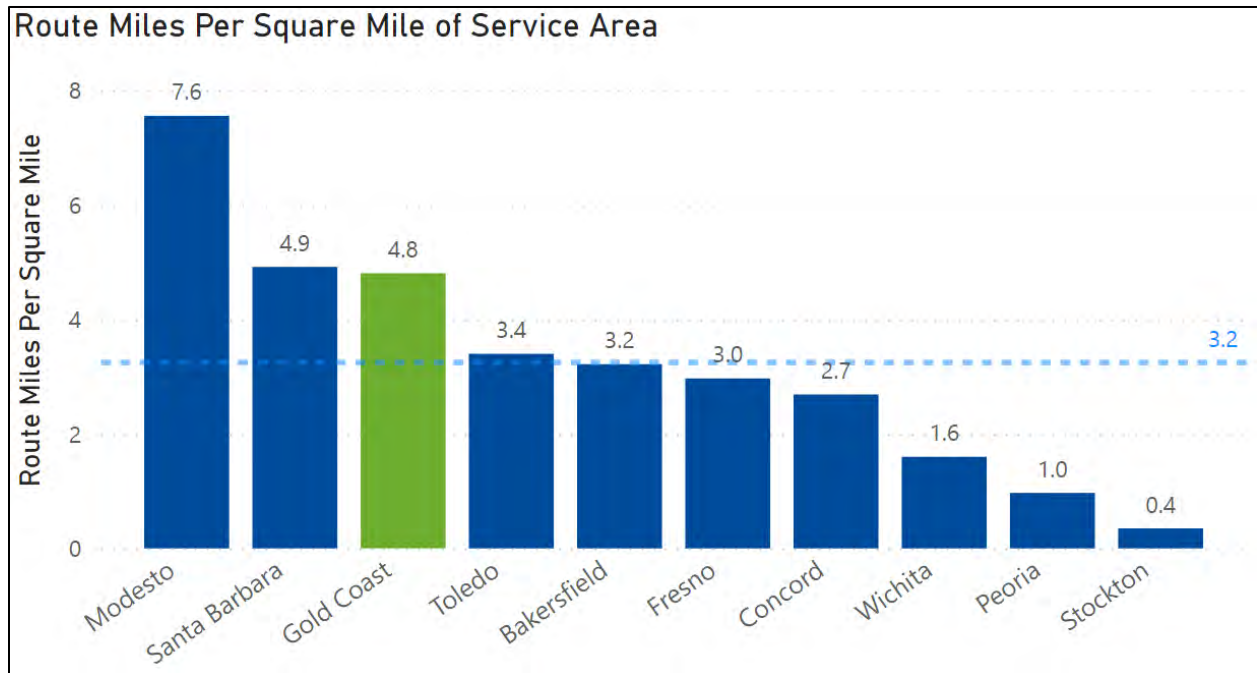
**Findings:** The peers averaged 6.8 vehicle miles per capita. Gold Coast is slightly below the average with 6.0 miles. Santa Barbara is an outlier with 12 miles per capita which is most likely related to the amount of service provided for the UC Santa Barbara campus.



### Motor Bus Route Miles per Square Mile

**Measure:** This is the number of directional route miles of service divided by the square miles of service area. Directional route miles measure the length of the bus routes in each direction and is independent of how frequent the service is on the route. This can be characterized as how dense the bus network is within the service area.

**Findings:** Most of the peer agencies provided more than three directional miles per square mile. Wichita, Peoria, and Stockton provided less than two miles. Gold Coast provided 4.8 route miles per square mile of service area which indicates higher coverage than most peers.

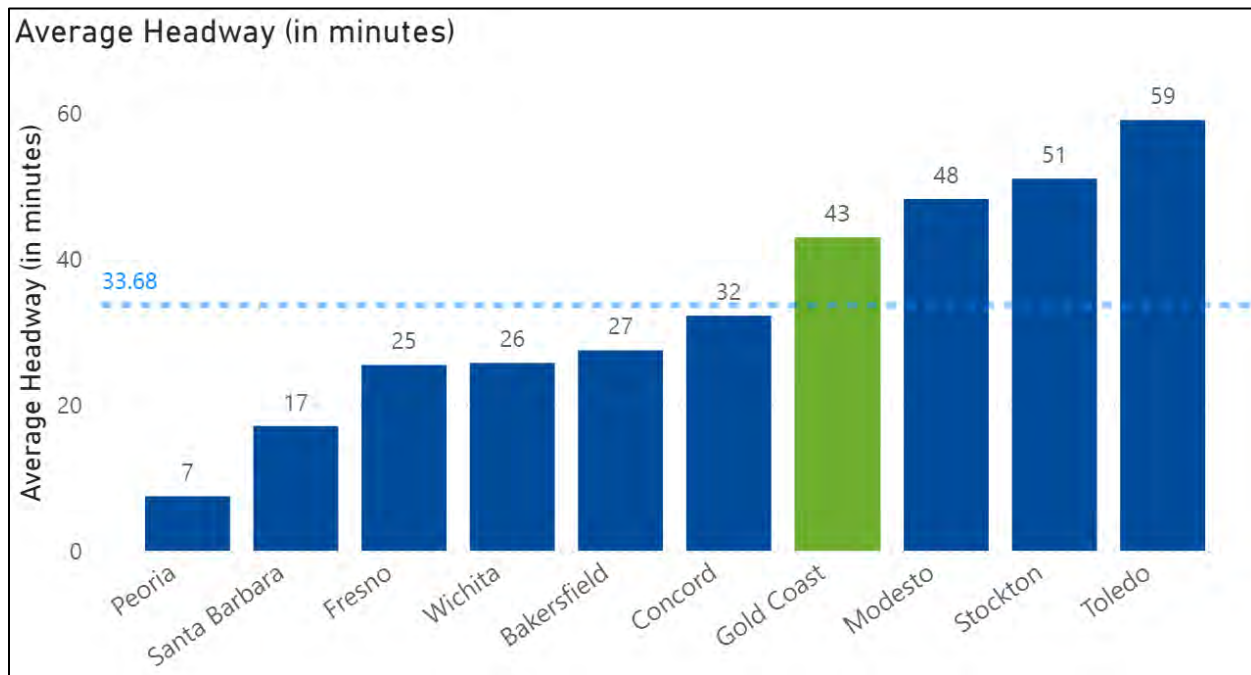




### Motor Bus Average Headway (In minutes)

**Measure:** This is the average headway across the Motor Bus system calculated using directional route miles, revenue miles, revenue hours, and the number of vehicles operated in maximum service. The equation used to determine this measure first divides the directional route mileage by the system's calculated average speed (revenue miles per revenue hour) to produce an estimate of the time it would take, in hours, to traverse all of the system's total route miles. The result is then divided by the system's average weekday total vehicles (then multiplied by 60 to convert time in hours to minutes) to determine the number of minutes it takes for a vehicle to complete its portion of the total route miles one time.

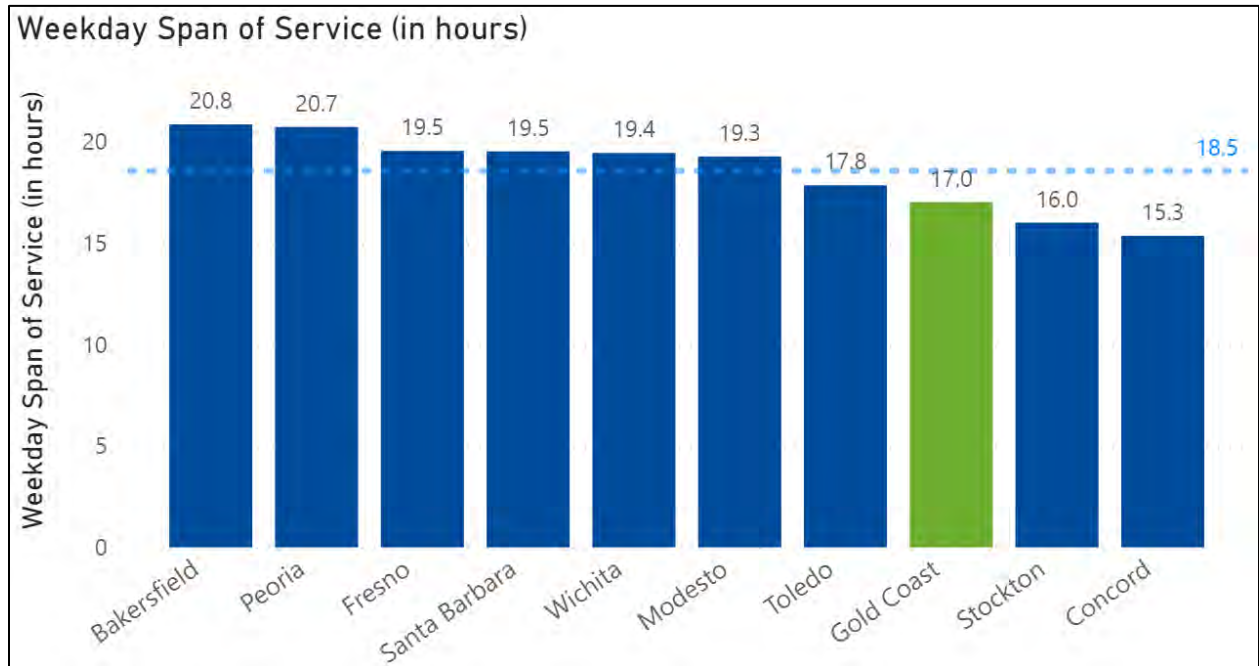
**Findings:** The average Motor Bus headway across the peers was 33.7 minutes. Gold Coast was below average with a headway of 43 minutes. Peoria had the lowest headway at 7 minutes, while Toledo's was the highest at 59 minutes. The low Peoria headways may be an error in how their data is reported to NTD based on a quick review of their service.



### Motor Bus Weekday Span of Service

**Measure:** This is the number of hours that Motor Bus service is provided on weekdays based on the first and last trips times as reported to the NTD. It is important to note that this represents the route with the longest span of service and is not an average.

**Findings:** The peers averaged 18.5 hours of service within a 24-hour weekday. Gold Coast fell below the average at 17 hours. In reviewing some of the peer schedules, it appears that most agencies operate later in evening into the 10:00p and 11:00p hours.



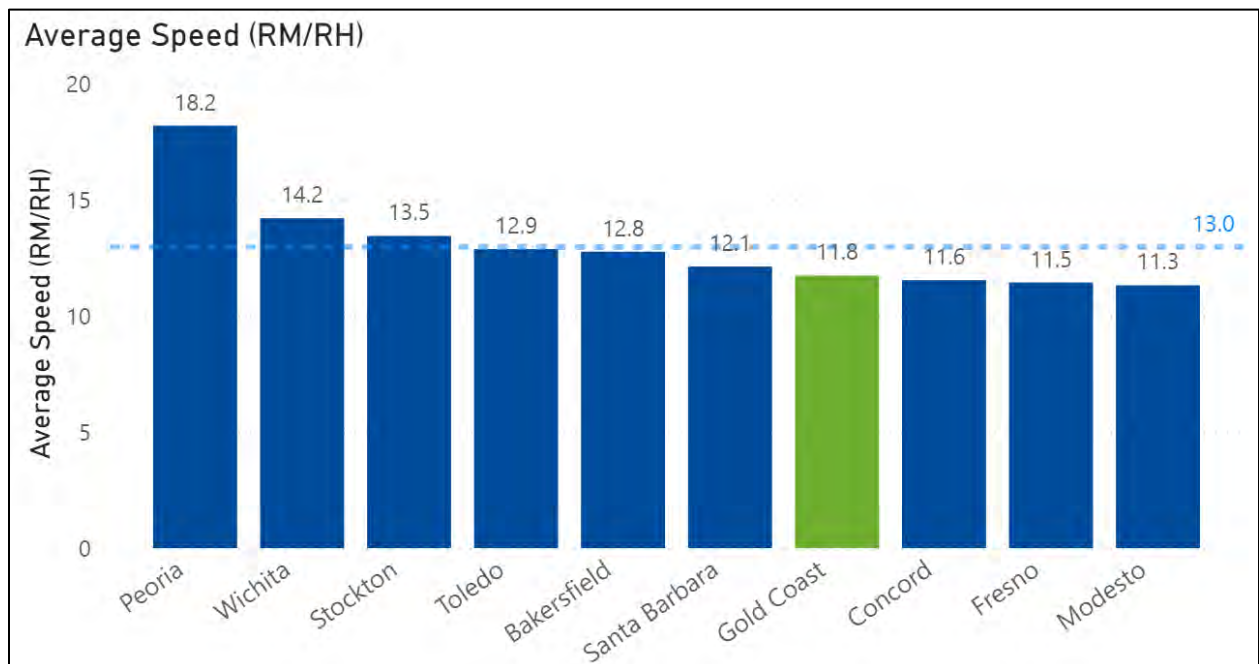
### SERVICE EFFECTIVENESS

This section compares service effectiveness for the Motor Bus mode. These measures look at how much the system is used per capita and per unit of service provided.

#### Motor Bus Average Speed

**Measure:** This is the average speed of Motor Bus vehicles in revenue service operation (i.e., not including travel to and from the garage or any other deadhead) calculated by dividing total revenue miles by total revenue hours. This includes the time serving passengers at bus stops and also includes layover which may skew the speeds lower when recovery percentages are higher.

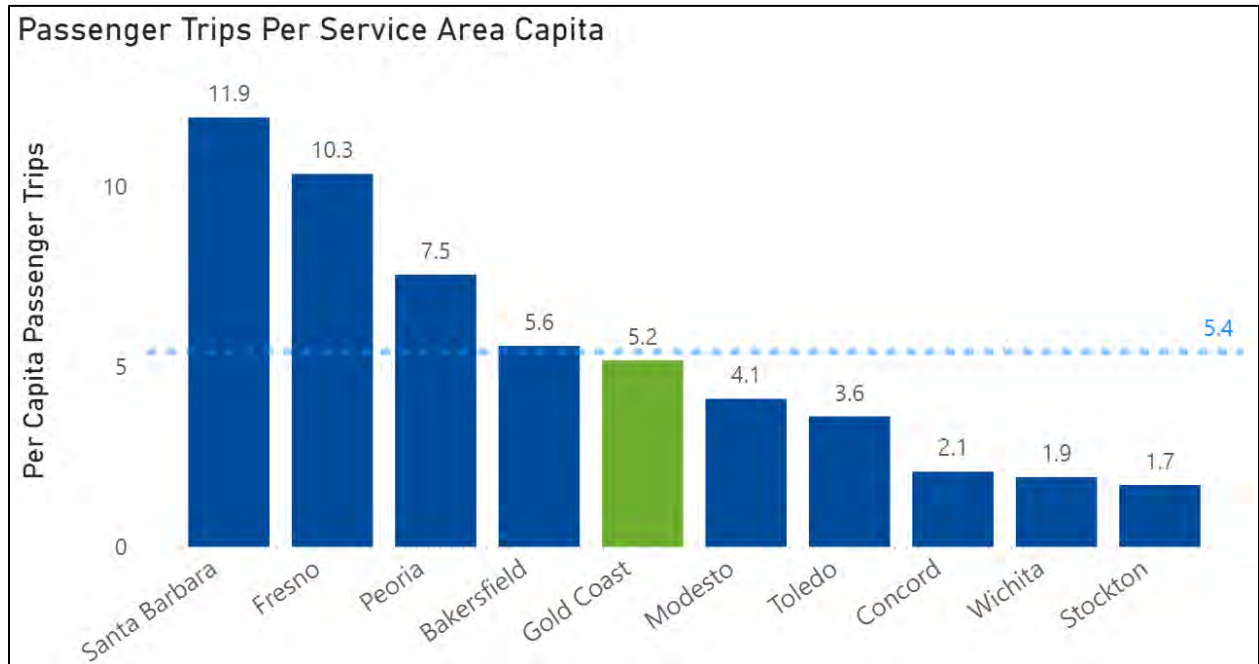
**Findings:** The average speed among the peers was 13.0 miles per hour. Gold Coast fell below the average at 11.8 mph. Bringing GCTD's average system speed up to the 13.0 mph average would allow the agency to operate 9% more service without adding additional labor or vehicles.



### Motor Bus Passenger Trips per Capita

**Measure:** This is the average number of Motor Bus boardings per person per year. It is a measure of the extent to which the residents in the region use the bus system.

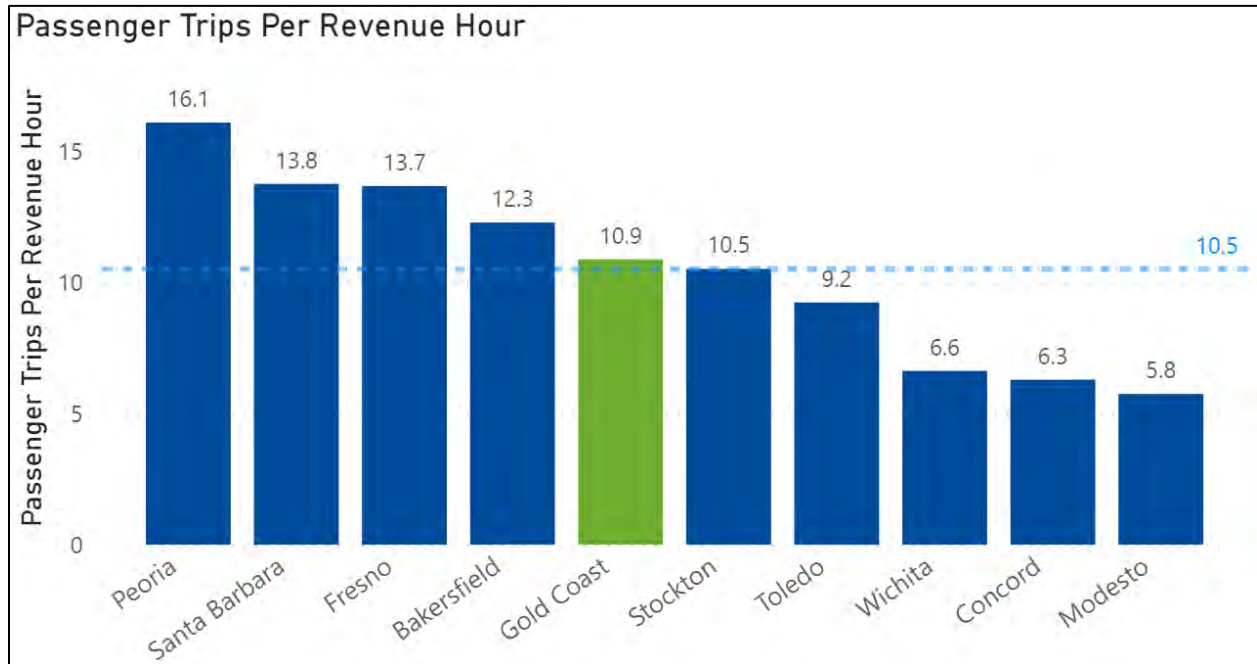
**Findings:** The peers averaged 5.4 annual Motor Bus boardings per capita. Gold Coast nearly hit the average with 5.2 boardings. This indicates that Gold Coast residents use transit approximately the same amount as most peers, but about 43% less than Santa Barbara residents and visitors.



### Motor Bus Passenger Trips per Revenue Hour

**Measure:** This is the ratio of Motor Bus passenger trips to revenue hours of operation and is used by many transit agencies as a key metric for evaluating and comparing route and system performance.

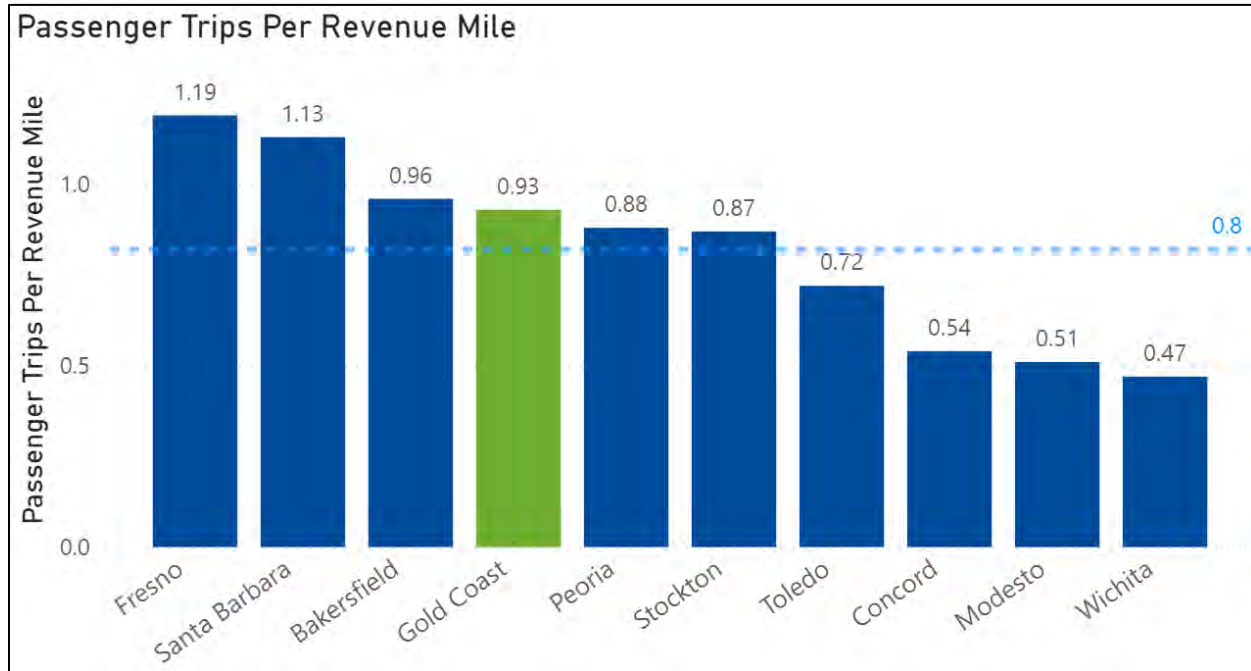
**Findings:** The peers averaged 10.5 passenger trips per revenue hour for their Motor Bus service. Gold Coast fell right in the middle with 10.9 trips, indicating that the agency meets transit demand on par with its peers.



### Motor Bus Passenger Trips per Revenue Mile

**Measure:** This is the ratio of passenger trips to revenue miles of operation and is another key performance metric used by agencies.

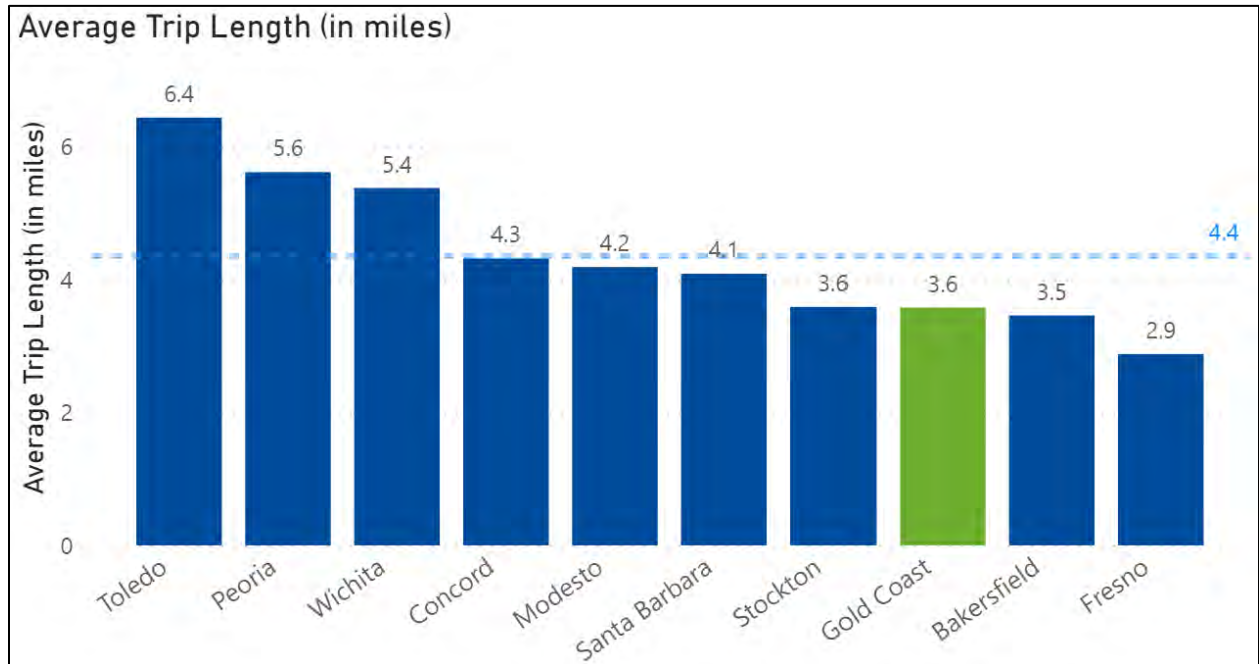
**Findings:** The peers averaged 0.8 passengers per revenue mile for their fixed-route bus service. Gold Coast was above average with 0.93 passengers per revenue mile. Slower system speeds may be reflective of the slightly higher passengers per revenue mile compared to passengers per revenue hour.



### Motor Bus Average Trip Length

**Measure:** This is the average length in miles for a Motor Bus trip calculated as the total passenger miles divided by the total unlinked passenger trips.

**Findings:** The peer average was a Motor Bus trip length of 4.4 miles. Gold Coast averages 3.6 miles which was below the average. This may be an indicator of people only needing to make short trips or that customers must take multiple routes to complete a trip. This will be a factor to consider when looking at the structure of the current bus network.



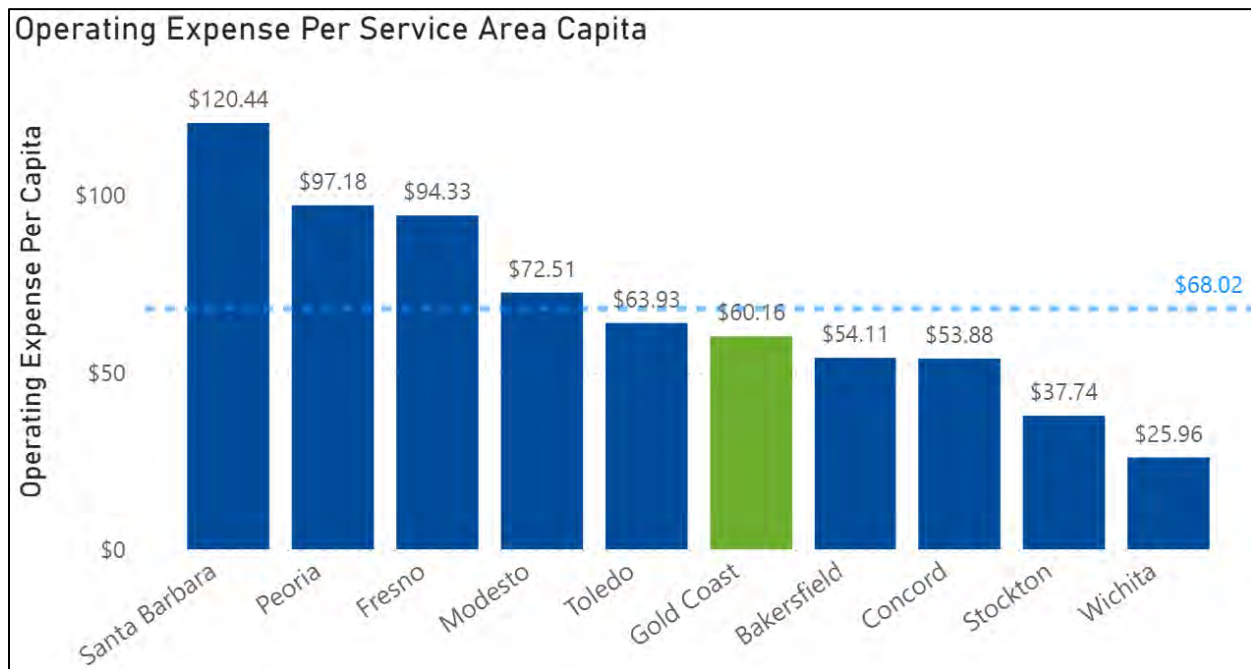
### SERVICE EFFICIENCY

This section compares service efficiency for the fixed-route services. This includes fiscal performance measures including cost per unit of service and spending per trip and population.

#### Motor Bus Operating Expenses per Capita

**Measure:** This is the annual Motor Bus operating budget divided by the service area population and is a measure of the resource commitment to bus transit within the service area.

**Findings:** The peers average spending on motor bus service was \$68.02 per person per year. Gold Coast was below average at \$60.16, indicating that the GCTD commits fewer resources to bus transit within its service area compared to its peers.

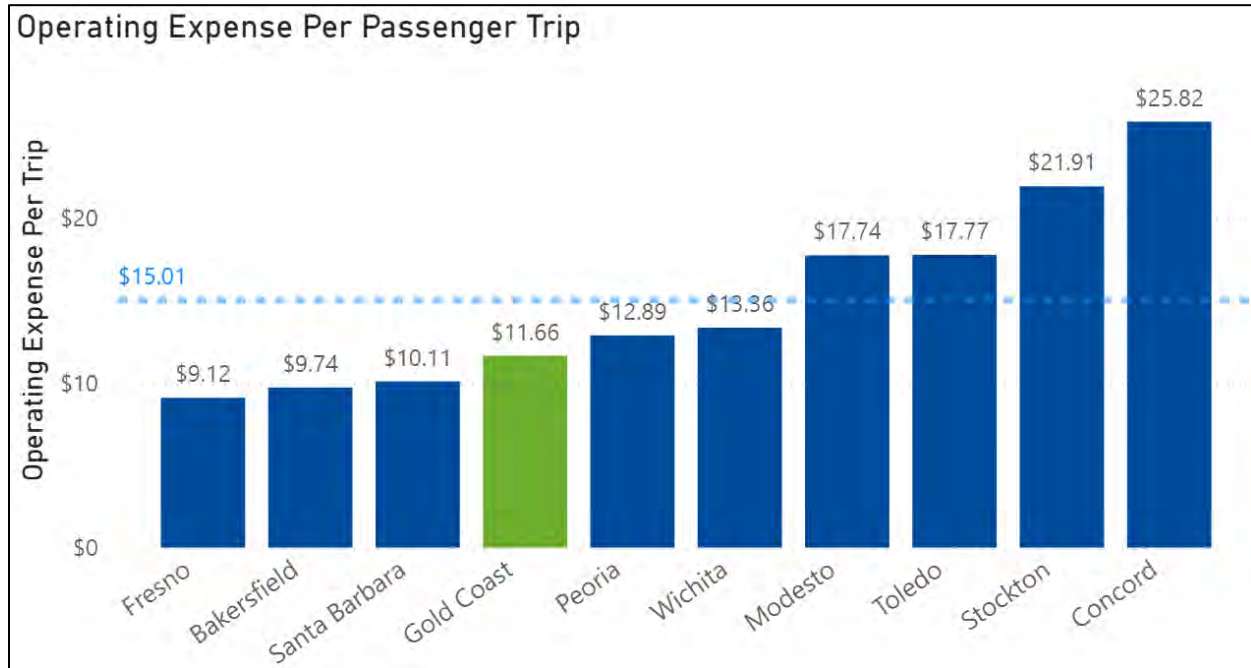




### Motor Bus Operating Expense per Passenger Trip

**Measure:** This is the annual Motor Bus operating expenditures divided by the total annual ridership. This is a measure of the cost-effectiveness of transporting riders per dollar spent.

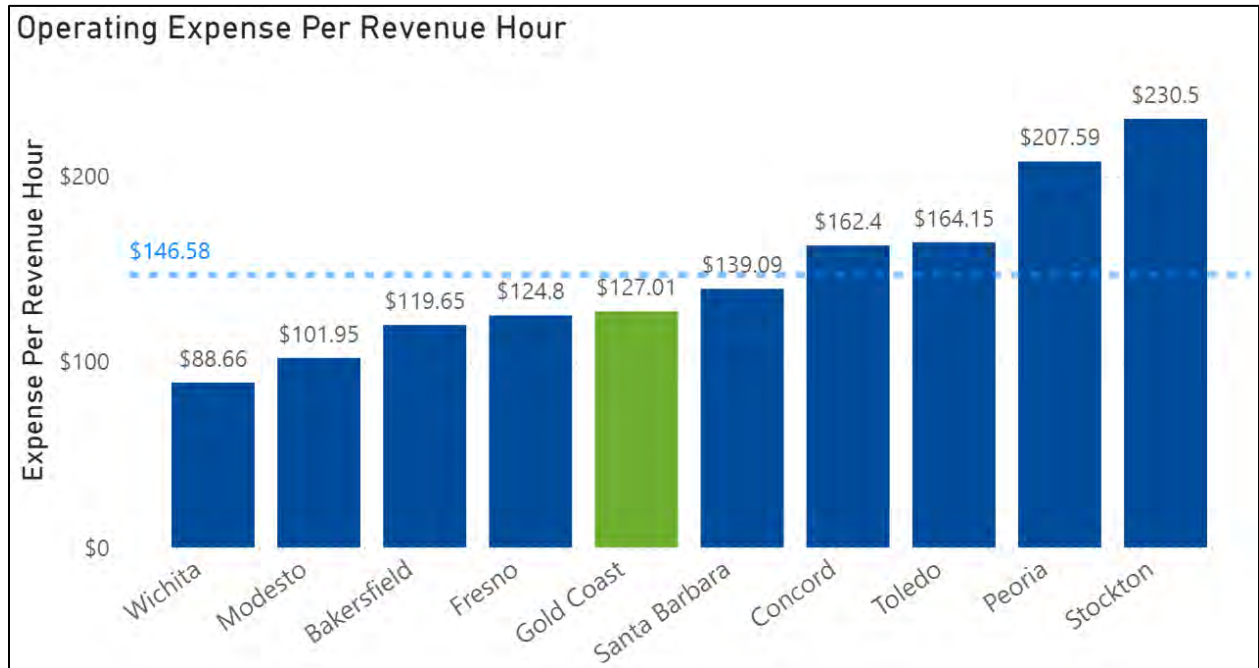
**Findings:** The peer average cost for a Motor Bus trip was \$15.01. Gold Coast was one of the most cost-effective agencies at \$11.60 per Motor Bus trip. This is an indication that Gold Coast provides well-used, cost-effective Motor Bus service relative to its peers.



### Motor Bus Operating Expense per Revenue Hour

**Measure:** This is the annual Motor Bus operating expense divided by revenue hours of operation. This is a key comparative measure which differs from operating expense per vehicle mile in that the vehicle speed is factored out.

**Findings:** The peers averaged spending \$146.58 per revenue hour of Motor Bus service. Gold Coast was better than average at \$127.01 which is an indication that costs are being well managed.





## COMMUNITY SURVEY

As part of Gold Coast Transit District's (GCTD) Short Range Transit Plan for their bus service, a community survey was crafted to build a demographic profile and identify preferences and satisfaction of existing GCTD services for riders and non-riders. The survey was conducted between October 12 and December 17, 2023. In total, 724 valid responses were collected.

### Location Information

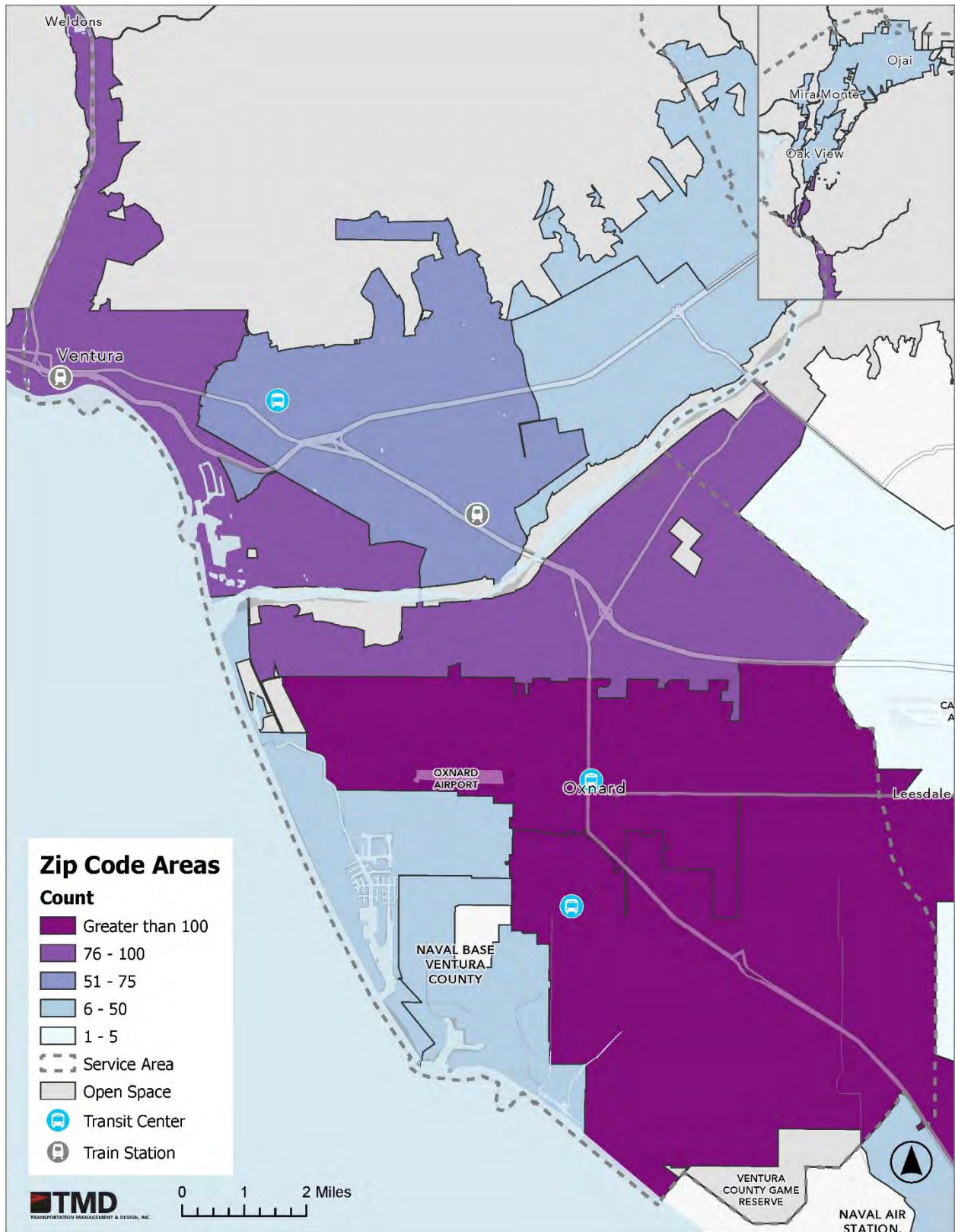
Respondents were asked to provide their home zip code. The most commonly listed zip code was for the portion of Oxnard south of SR-34, which includes the Kamala Park, Mar Vista, and rural Oxnard areas (93033), followed by central Oxnard which includes downtown, Carriage Square, and Five Points Northeast (93030), the Rio Lindo/El Rio area (93036), and Ventura (93001). A map of all listed zip codes is shown in Figure 66, and the top 10 listed zip codes are outlined in Figure 65.

Figure 64: Top 10 Zip Codes of Respondents

Zip Code	93033	93030	93036	93001	93003	93004	93041	93035	93022	93060
<b>Count</b>	162	146	88	87	60	47	46	34	16	13
<b>Percentage</b>	22%	20%	12%	12%	8%	6%	6%	5%	2%	2%

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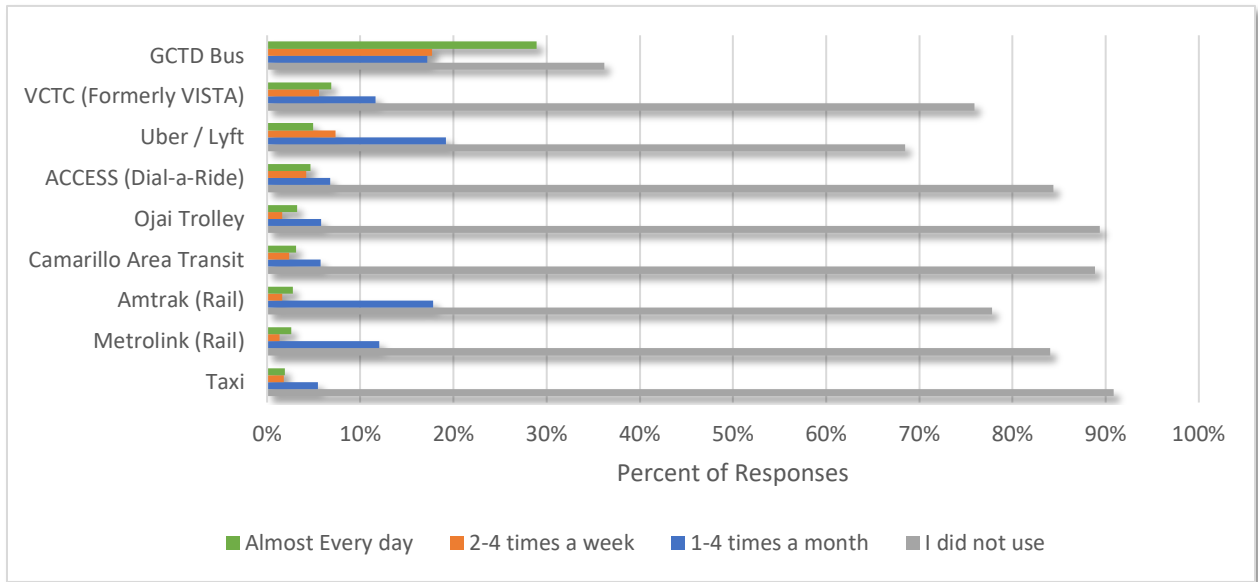
Figure 65: Survey Response by Zip Code



### Frequency of Use

Respondents were asked how often they used transit services in 2019 (prior to COVID-19) and in the last month (2023). For 2019, 36% of respondents identified that they had not utilized GCTD bus; compared to the 20% of non-riders in 2023. In both scenarios, for respondents who regularly took transit more than twice per week, GCTD bus services were the preferred option. Meanwhile for trips needed only 1-4 times a month, respondents preferred Uber/Lyft.

Figure 66: Ridership of Transit Services Before COVID-19 (2019)



Of 2023 GCTD riders, 52% of respondents said they took the bus almost every day, while 29% rode it 2-4 times a week and 19% rode it 1-4 times a month. This means that over 80% of GCTD bus riders are regular riders who use the service the majority of the week.

Figure 67: Ridership of Transit Services in Last Month (2023)

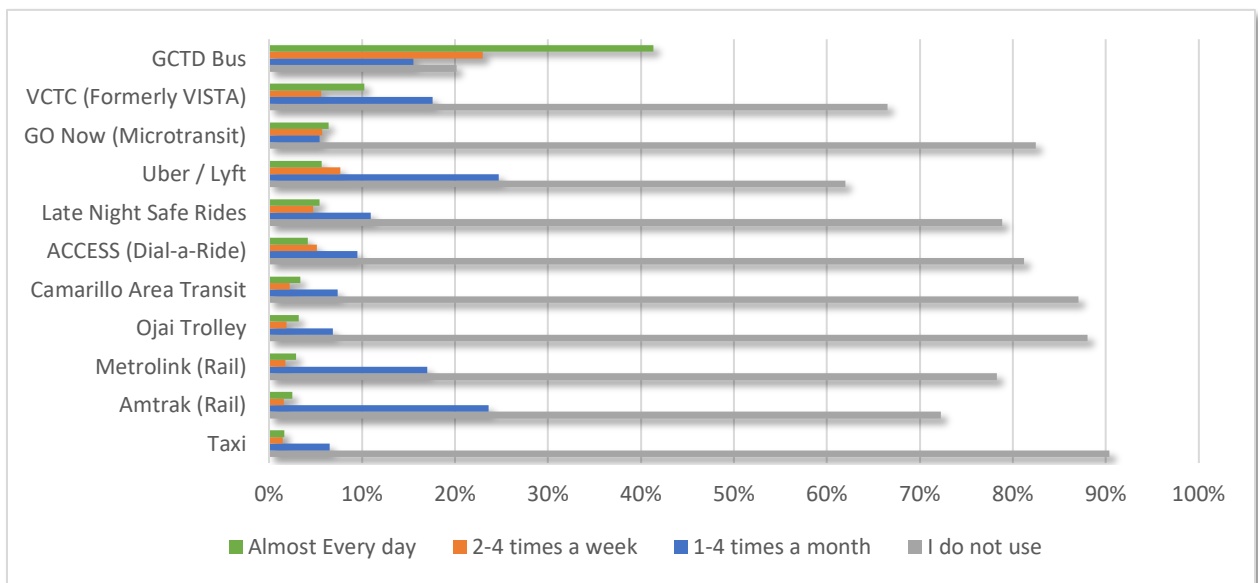


Figure 69 and Figure 70 look only at respondents who said they rode GCTD both before and after the pandemic to see how riding frequency has changed. Overall, survey respondents are using GCTD services more often than they did before the pandemic – the percentage of riders using GCTD 2+ days a week increased from 47% before the pandemic to 64% post-pandemic. This is interesting because it does not follow patterns seen elsewhere in the country where trips made per person have declined in the face of increased working from home, online shopping, and virtual health opportunities.

Figure 68: GCTD Bus Ridership– Before COVID-19 (2019) vs Last Month (2023)

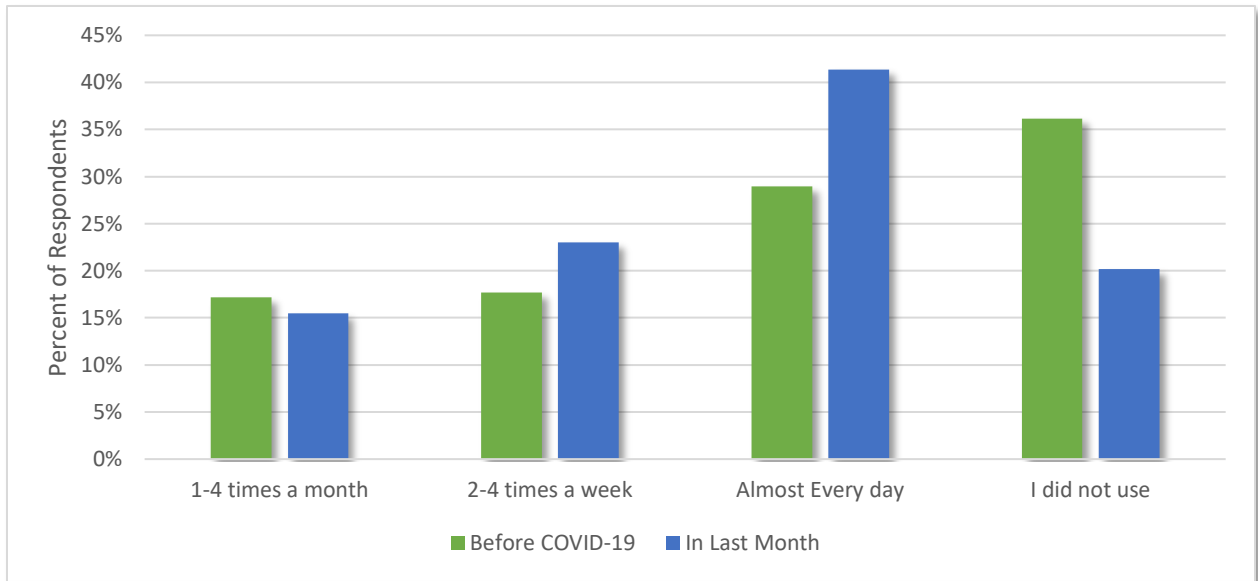
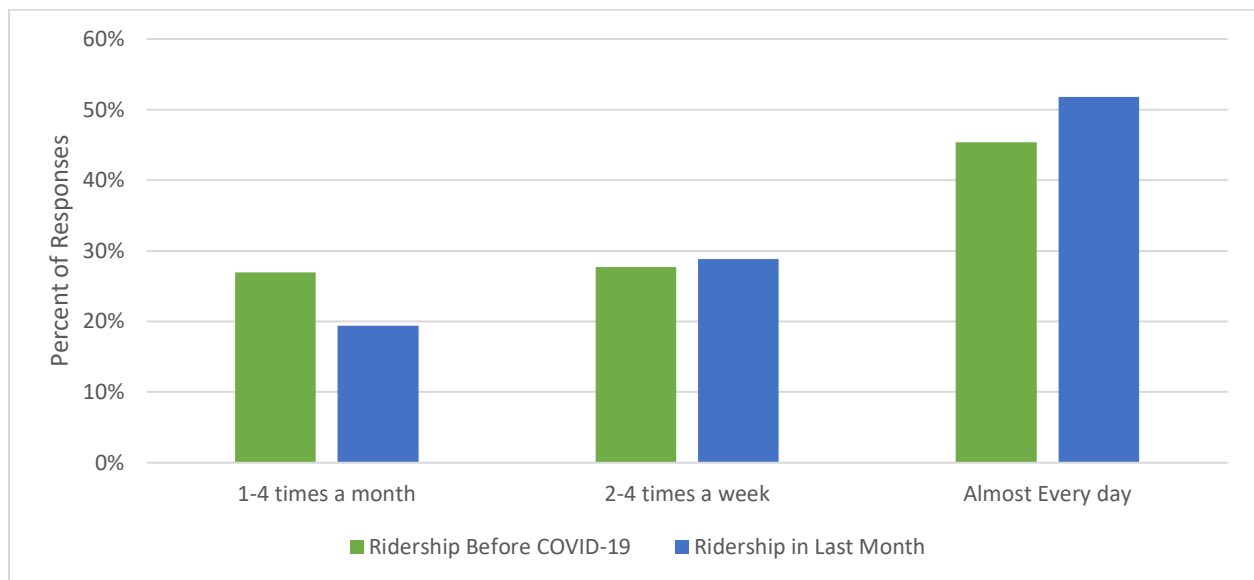


Figure 69: GCTD Bus Ridership– 2019 vs 2023 (Excluding Non-Riders)



Notably, respondents who frequently rode GCTD bus 2+ days per week have, for the most part, continued to ride frequently in 2023 as shown in Figure 71. Ridership of 2019 riders who rode 2-4 days per week dropped by 38%, with 3% no longer taking GCTD bus.

Figure 70: 2019 Frequent GCTD Bus Riders in 2023

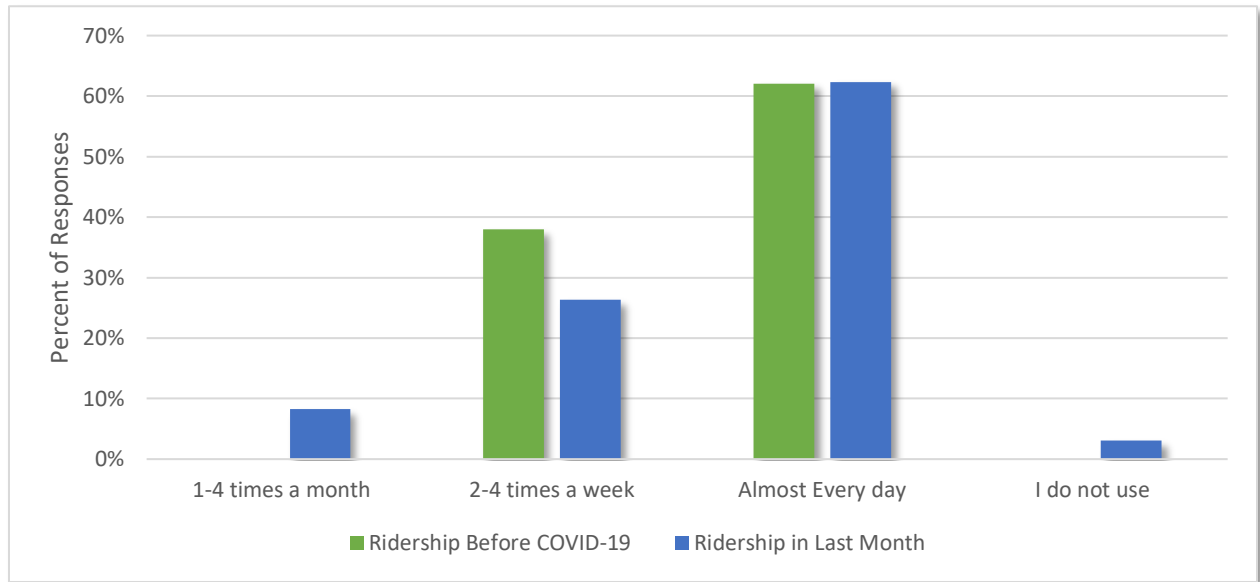


Figure 72 depicts new riders who were previously not using GCTD services prior to COVID-19. Of these 39 new riders, nearly three-quarters of them ride the bus more than 2 times per week. Of the 36 who responded to the question about being enrolled in an education institution, 38% indicated that they are students. See Figure 73 below for a breakdown of new student riders.

Figure 71: New GCTD Bus Riders in 2023

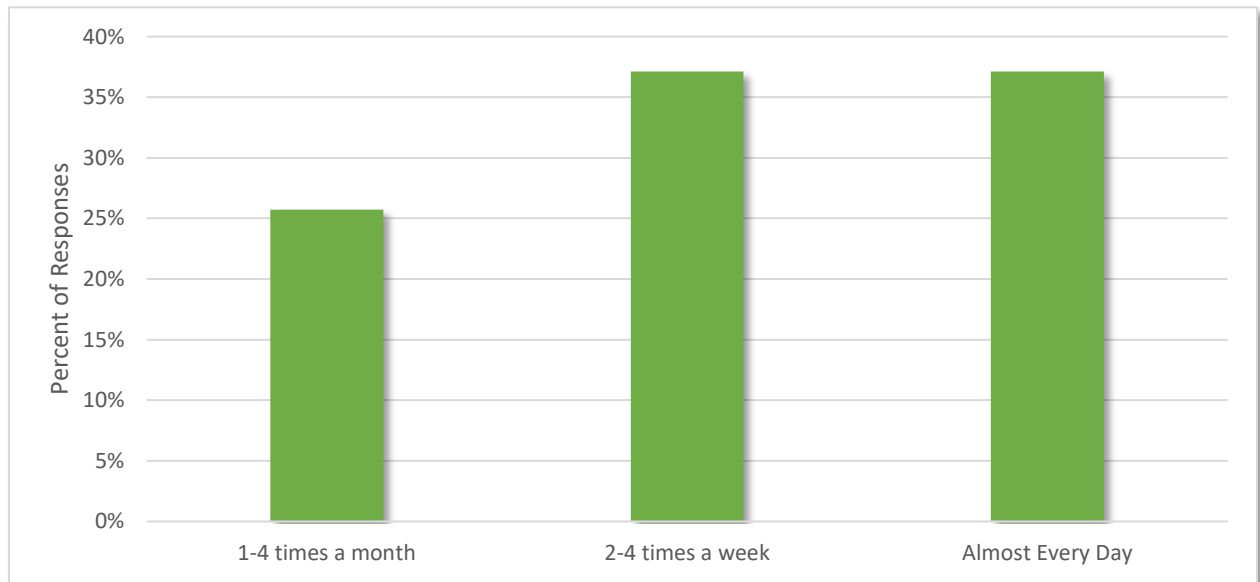


Figure 72: New Student Riders

Are you currently enrolled as a student in any educational institution?	Percentage
High School	18%
Community College	12%
University/College	7%
Vocational/Trade School	1%
Not currently a student	62%

### Importance & Satisfaction with GCTD Services

To fully understand rider’s perceptions of GCTD’s amenities and services, respondents were asked to rate 14 different categories in terms of their perceived importance of the service and their current satisfaction with it. The rating was conducted on a scale of 1-5, with 1 indicating a service that is not important (or has a low satisfaction to the rider) and 5 indicating a service that is very important (or has a high satisfaction to the rider). Additionally, these two measures were compared to identify services that may have a low/high satisfaction compared to their perceived importance. Figure 74 reflects the levels of importance and satisfaction of GCTD services.

In terms of average importance, services were viewed with a similar importance, with categories such as **bus frequency**, **timeliness of buses**, **arrival time info**, and **service availability** scoring the highest at 4.5 out of 5. **Cost** and **customer service** scored the lowest at 4.0 out of 5. The average satisfaction between categories showed more variability than importance. Respondents were most satisfied with **ease of payment** at 4.3 out of 5, and **cost** and **bus safety** at 4.2 out of 5. Conversely, they were least satisfied with **arrival time info**, **bus frequency**, and **stop safety** at 3.9 out of 5 and **timeliness of buses** at 3.8 out of 5.

Categories that score high in importance but low in satisfaction are key target areas for service improvements. Categories with the largest gaps are **bus reliability** (0.73) and **bus frequency** (0.72). Frequency of service is the number one factor that attracts new riders to transit and service reliability is the number one factor that retains them, so improving these two areas will be a critical part of the SRTP effort. Other categories such as **arrival time info**, **stop safety**, and **service availability** are also key areas in need of improvement.



Figure 73: Average Ratings of Importance & Satisfaction for GCTD Services

Category	Importance	Satisfaction	Difference
<b>Bus on Time</b>	4.6	3.8	0.7
<b>Bus Frequency</b>	4.6	3.9	0.7
<b>Arrival Time Info</b>	4.5	3.9	0.6
<b>Stop Safety</b>	4.4	3.9	0.6
<b>Service Availability</b>	4.5	4.0	0.5
<b>Bus Clean</b>	4.4	4.0	0.4
<b>Bus Safety</b>	4.4	4.2	0.2
<b>Stop Distance</b>	4.3	4.0	0.2
<b>Trip Time</b>	4.3	4.0	0.2
<b>Seat Availability</b>	4.2	4.0	0.2
<b>Transfer Ease</b>	4.3	4.1	0.2
<b>Customer Service</b>	4.0	4.0	0.0
<b>Paying Ease</b>	4.1	4.3	-0.2
<b>Cost</b>	4.0	4.2	-0.3

Figure 75 and Figure 76 consider the importance and satisfaction of GCTD services by type of rider. For each type of rider, the top 3 (highlighted in green) and bottom 3 (highlighted in orange) important or satisfactory services have been outlined.

Across all riders, the least important GCTD attribute is customer service. When compared to the overall ratings, riders with an income under \$24,000 have shown a greater importance in all attributes – particularly in customer service, paying ease, and seat availability with a .14 increase in importance. Frequent riders’ importance in services was most similar to the overall ratings. Notably, infrequent riders, riders aged 65 and over, and riders with incomes between \$24,000-\$73,000 expressed a larger importance in bus safety compared to the overall rating. Older riders expressed a large importance in bus safety (0.42 increase), stop safety (0.37 increase), and arrival time information (0.36 increase), and the same overall least important services in cost (0.01 increase), paying ease (0.07 decrease), and customer service (0.09 decrease).

Figure 74: Importance of GCTD Services by Rider Type

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

Most riders expressed their lowest satisfaction with bus frequency except for students, who were dissatisfied with arrival time information (likely in order to get to class on time). Bus timeliness and stop safety also had low levels of satisfaction across most riders. Universally, all types of riders has the highest satisfaction in cost. Compared to the overall rating, older riders have shown a greater satisfaction in services – particularly in bus timeliness (.69 increase in satisfaction), transfer ease (.64 increase), and seat availability (.52 increase). Students have lower satisfaction in all services compared to the overall rating.

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Figure 75: Satisfaction of GCTD Service by Rider Type

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

Figure 77 considers the difference in importance and satisfaction of GCTD services by type of rider. Within each type of rider, the lowest difference (highlighted in green) and largest difference (highlighted in orange) when comparing the two ratings has been outlined.

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Figure 76: Comparing Importance and Satisfaction of GCTD Services by Rider Type

Difference	Overall	Type of Rider			Age		Income		
		Student	Freq. Rider	Infreq. Rider	19-64 Years	65+ Years	Under \$24k	\$24k-\$73k	Over \$73k
Bus Frequency	0.69	0.74	0.76	0.73	0.76	0.56	0.62	0.88	0.90
Transfer Ease	0.19	0.25	0.24	0.16	0.27	-0.46	0.21	0.22	0.18
Bus on Time	0.74	0.94	0.79	0.68	0.82	0.22	0.66	0.92	0.87
Service Availability	0.57	0.62	0.59	0.60	0.75	0.74	0.48	0.72	0.77
Stop Distance	0.23	0.24	0.29	0.22	0.18	-0.03	0.26	0.19	0.44
Cost	-0.23	-0.44	-0.16	-0.28	-0.21	-0.50	-0.12	-0.30	-0.50
Trip Time	0.24	0.19	0.26	0.23	0.27	0.25	0.25	0.20	0.44
Paying Ease	-0.18	-0.32	-0.12	-0.26	-0.27	-0.50	-0.05	-0.31	-0.25
Bus Safety	0.33	0.38	0.37	0.36	0.54	0.31	0.28	0.45	0.04
Stop Safety	0.63	0.73	0.65	0.59	0.77	0.50	0.54	0.78	0.61
Bus Clean	0.41	0.51	0.46	0.36	0.43	0.33	0.34	0.54	0.36
Seat Availability	0.17	0.42	0.31	-0.04	-0.05	-0.11	0.23	0.24	-0.13
Customer Service	-0.08	-0.08	0.01	-0.12	-0.18	-0.45	-0.01	-0.01	-0.22
Arrival Time Info	0.61	0.86	0.67	0.59	0.46	0.47	0.55	0.72	0.70

Across all types of riders, bus frequency and bus timeliness (except for older riders) have the largest gap between importance and satisfaction. The gap in bus frequency is highest amongst those earning over \$75,000, while for timeliness it is highest among students. All types of riders found cost, paying ease, and customer service (except for older riders) to be more satisfying compared to their level of importance. When compared to the overall ratings, older riders have are more satisfied across all services – particularly with cost, paying ease, and transfer ease. Students have the largest gap in bus timeliness and those earning over \$73,000 have the largest gap in bus frequency.

### Non-Rider vs Rider Service Importance

Since one purpose of the Community Survey was to engage with non-riders, it is valuable to capture what they find important in order to serve them as potential new riders. Figure 78 shows the difference in importance between riders and non-riders. While non-riders consider bus frequency a top importance like riders do, they also find service availability and stop safety most important (all at 4.4). Riders and non-riders also share in cost and customer service being least important, but non-riders found seat availability (3.8) to be less important compared to paying ease for riders. The largest gaps in importance between riders and non-riders were found in bus frequency and seat availability.

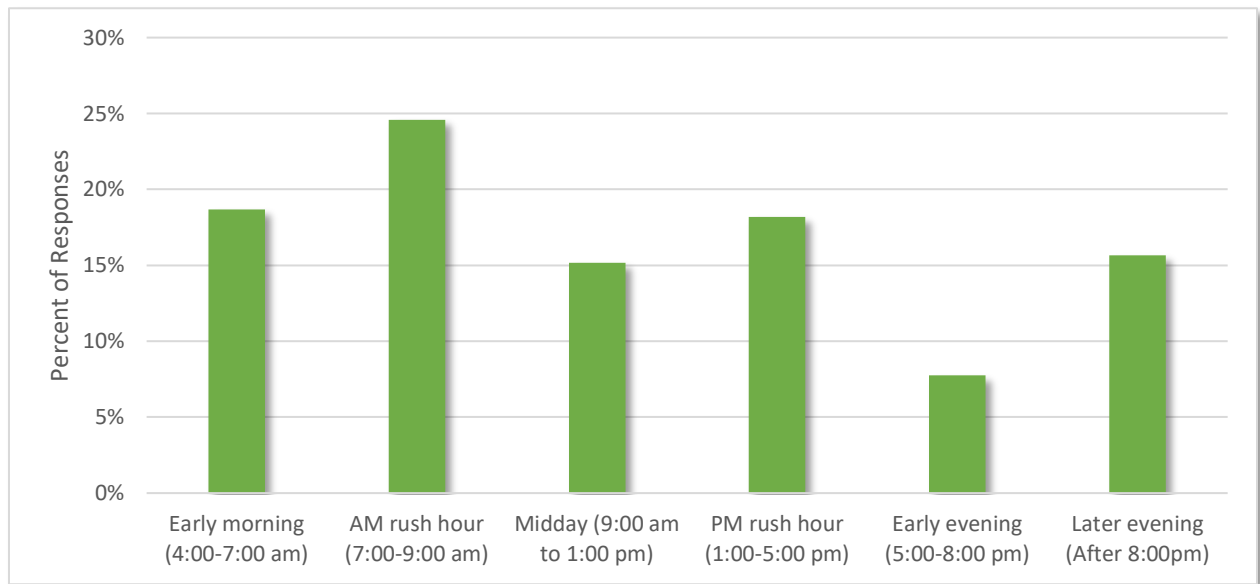
Figure 77: Importance of GCTD Services by Riders and Non-Riders

Importance	Overall	Type of Rider		Rider Difference
		Rider	Non-Rider	
Bus Frequency	4.6	4.6	4.3	0.33
Bus on Time	4.5	4.6	4.4	0.16
Arrival Time Info	4.5	4.6	4.3	0.25
Service Availability	4.5	4.5	4.4	0.10
Bus Safety	4.5	4.5	4.3	0.16
Stop Safety	4.5	4.5	4.4	0.06
Bus Clean	4.4	4.4	4.3	0.14
Transfer Ease	4.3	4.3	4.1	0.20
Trip Time	4.3	4.3	4.2	0.07
Stop Distance	4.2	4.3	4.0	0.26
Seat Availability	4.1	4.2	3.8	0.37
Paying Ease	4.1	4.1	3.9	0.19
Cost	4.0	4.0	3.8	0.25
Customer Service	3.9	4.0	3.7	0.31

### More Frequent Service by Time of Day

To gather more insight into the need for increased frequency, respondents were asked to identify the time of the day that would be most important to have more frequent service. Figure 79 shows that 25% of riders indicated that the AM peak period (7:00-9:00 am) is the most important part of the day to have frequent service. This is followed by the early morning period (4:00-7:00am) with 19%. Riders tend to place a high value on AM Peak service since that tends to be the time of day when trips are most time-sensitive – people have to be at work, school, or appointments by a certain time. Riders have a lot more flexibility when making discretionary trips during the middle of the day or returning home from work or school in the afternoon/evening.

Figure 78: More Frequent Service by Time of Day



### Expanding Operating Hours

Similar to the previous question, respondents were asked to identify the time of the week that would be the most important to expand operating hours. Overall, 37% of respondents said later on weekday evenings, followed by 36% earlier on weekday mornings, and 10% later on Saturday evenings (Figure 80). Out of GCTD's 17 routes, only two have weekdays trip after 9:00pm, and only 3 routes start before 8:00am.

Figure 79: Expanding Operating Hours by Time of Week



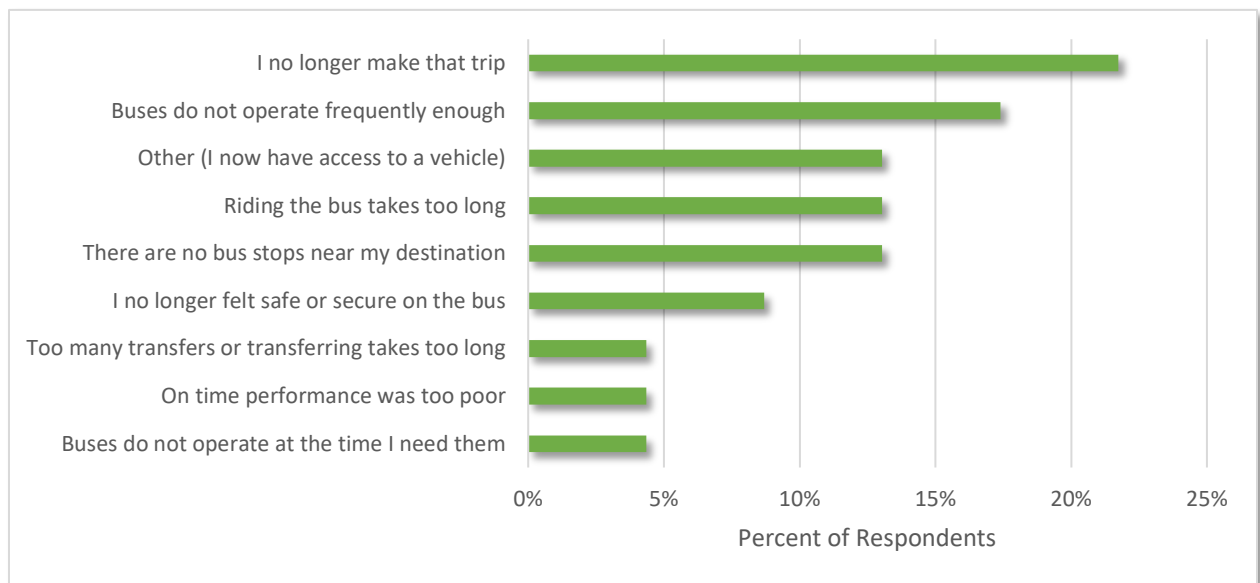
### Former, New, and Non-Riders

Part of the goal of the GCTD community survey was to identify the reasoning behind why former riders, new riders, and non-riders take GCTD bus services or not, as expanded upon in the sections below.

#### Former Riders

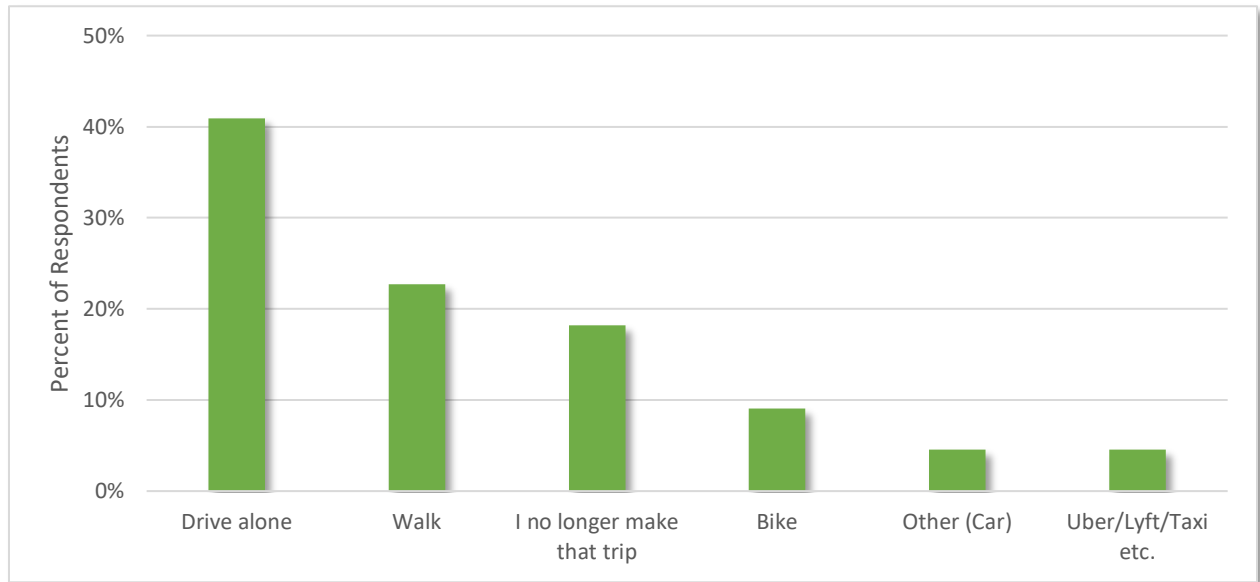
Respondents who identified as riders in 2019 but responded that they have not used GCTD services within the past month were asked why they stopped using GCTD bus service. Figure 81 outlines the reasons below. Nearly a quarter of responses indicated that they no longer make the trip they were previously taking. The second largest response (17%) was that buses do not operate frequently enough. Notably, a common “Other” write-in response was that the respondent now has access to a vehicle (13%).

Figure 80: Reasons for Stopping GCTD Bus Service – Former Riders



Former riders were also asked how they are currently making trips as they are no longer taking GCTD bus, as shown in Figure 82. Over 41% said they drive alone, while 23% walk, and 18% no longer make their previous trip. Only 5% take Uber/Lyft/Taxi etc.

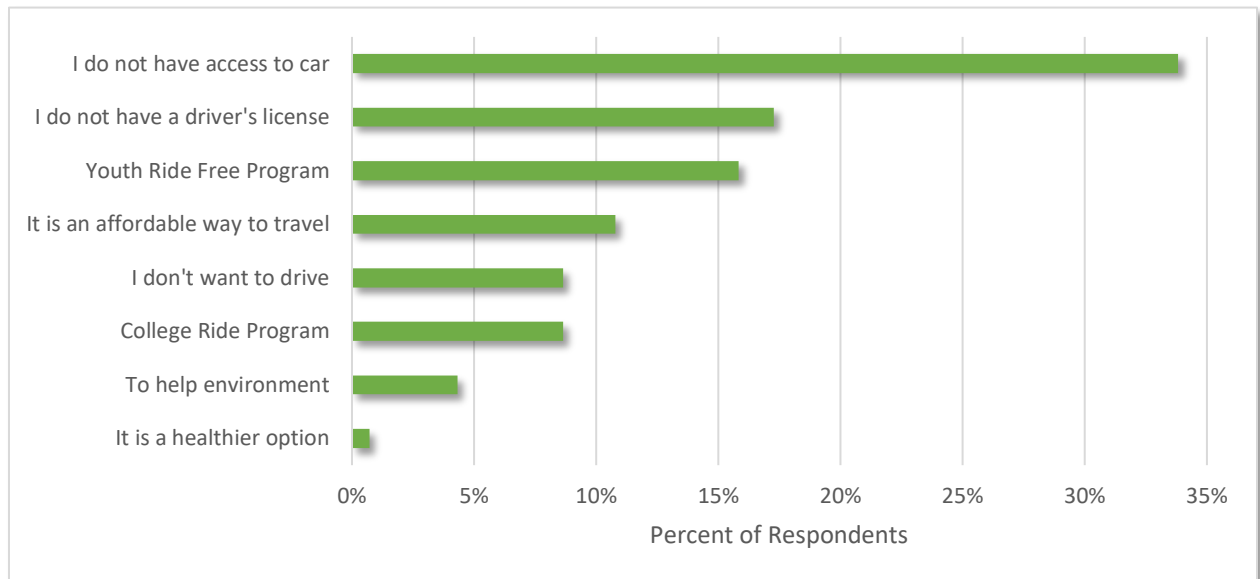
Figure 81: Current Trip Mode – Former Riders



### New Riders

Respondents who identified as non-riders in 2019 but responded that they have used GCTD services within the past month were asked what their main reason was for starting to ride GCTD. Per Figure 83, over one-third of respondents said that they do not have access to a car. Meanwhile, 17% said they do not have a driver's license, and another 16% said they are riding for the Youth Ride Free Program. Only 1% responded that they are riding as a healthier option.

Figure 82: Reasons for Starting to Ride GCTD – New Riders

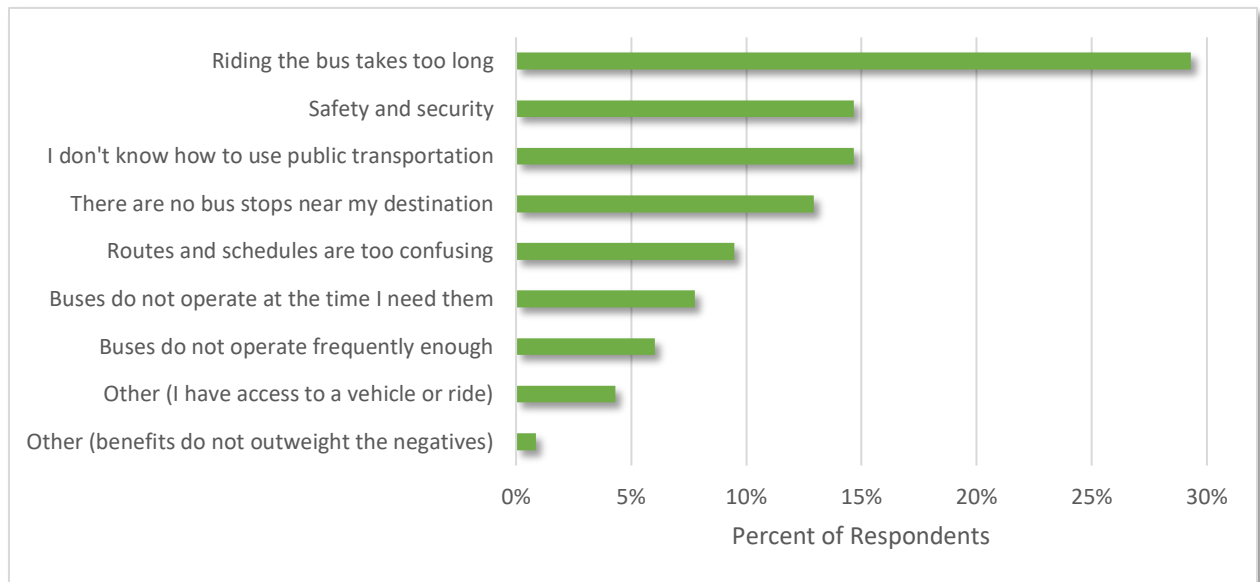




## Non-Riders

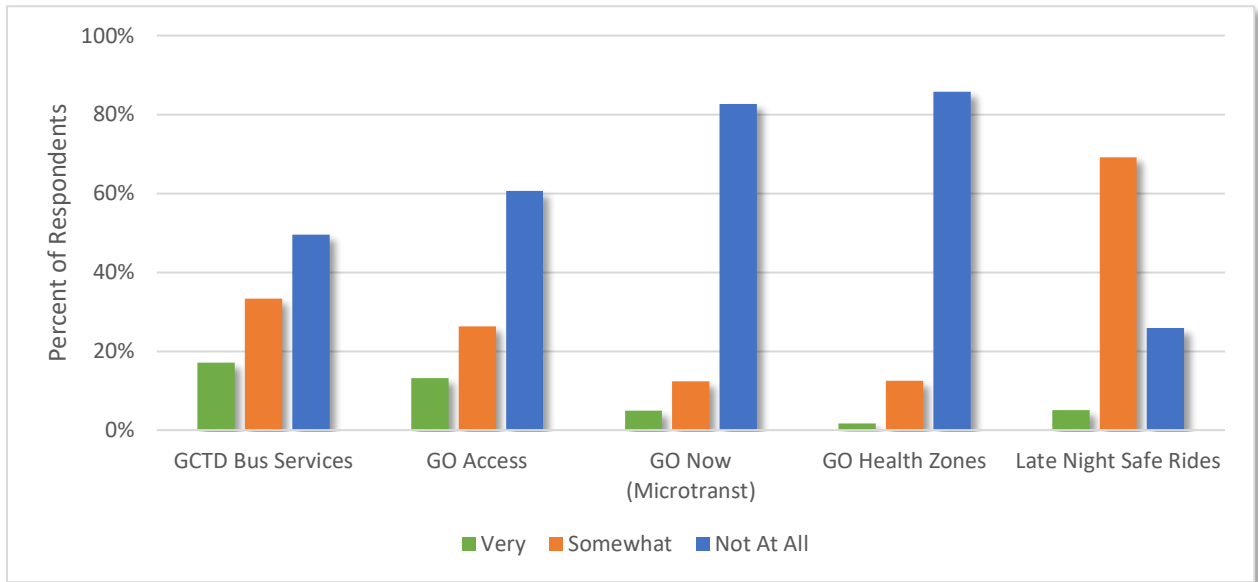
Respondents that indicated that they have not taken GCTD bus services in 2019 or within the past month were asked what their primary reason was for not riding GCTD, as shown in Figure 84. Nearly 30% of respondents conveyed that riding the bus takes too long. Meanwhile, 15% said they do not ride due to safety and security concerns, while another 15% indicated that they do not know how to use public transportation.

Figure 83: Primary Reason for Not Riding GCTD – Non-Riders



Non-riders were additionally asked how familiar they are with all GCTD services. Per Figure 85, most respondents indicated that they are not at all familiar with all GCTD services except for Late Night Safe Rides, of which nearly 70% were somewhat familiar with. The next most familiar service was GCTD bus with 50% of respondents being very or somewhat familiar with. Meanwhile, the least familiar service to non-riders is GO Health Zones at 86%.

Figure 84: Familiarity with GCTD Services – Non-Riders



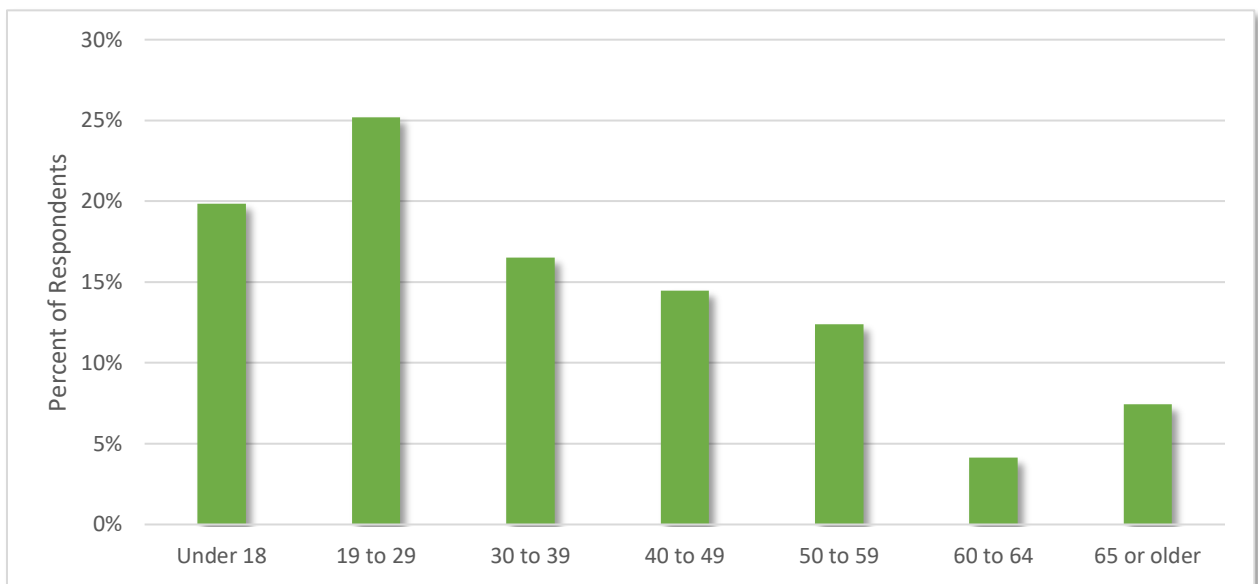
### Rider Demographics

To gather an understanding of survey participants, respondents were asked to provide general demographic information.

#### Age

As shown in Figure 86, 25% of respondents were between 19-29 years old, with the second largest group being under 18 years old. Combined, 72% of respondents within these age groups indicated being students. The least amount of respondents were those between the ages of 60-64 years old at 4%. Note that the question regarding age was added during the middle of the survey window and captured only 242 responses.

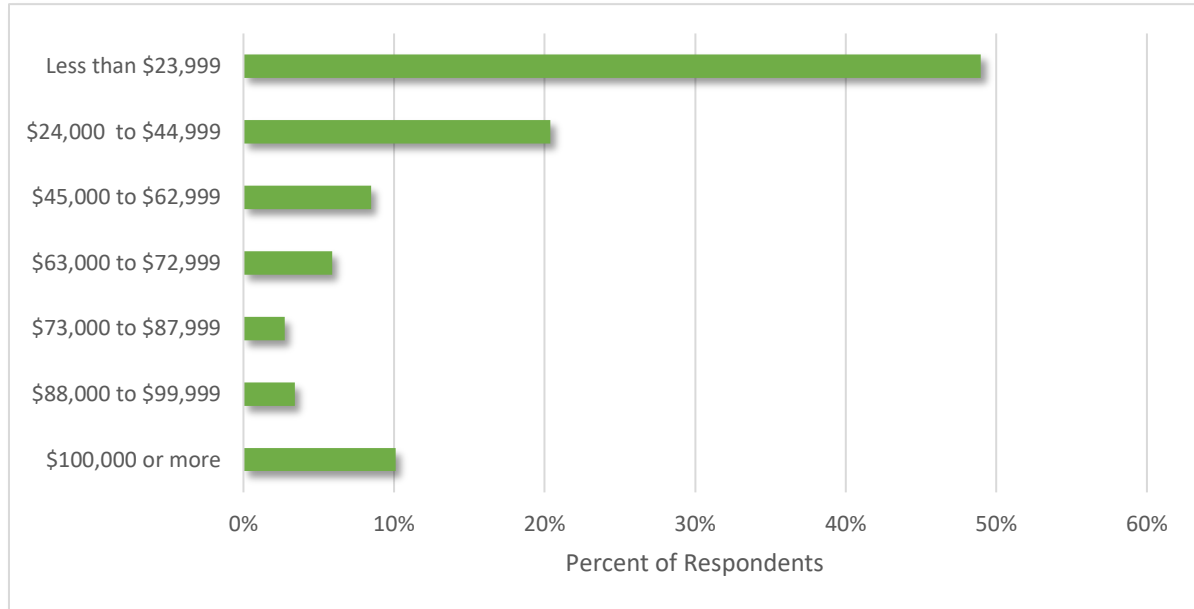
Figure 85: Age of Respondents



*Household Income*

When asked to identify their household income, nearly 50% of households earned less than \$24,000, 20% earned between \$24,000-\$44,999, and 10% earned more than \$100,000. See Figure 87 for a breakdown of annual household income.

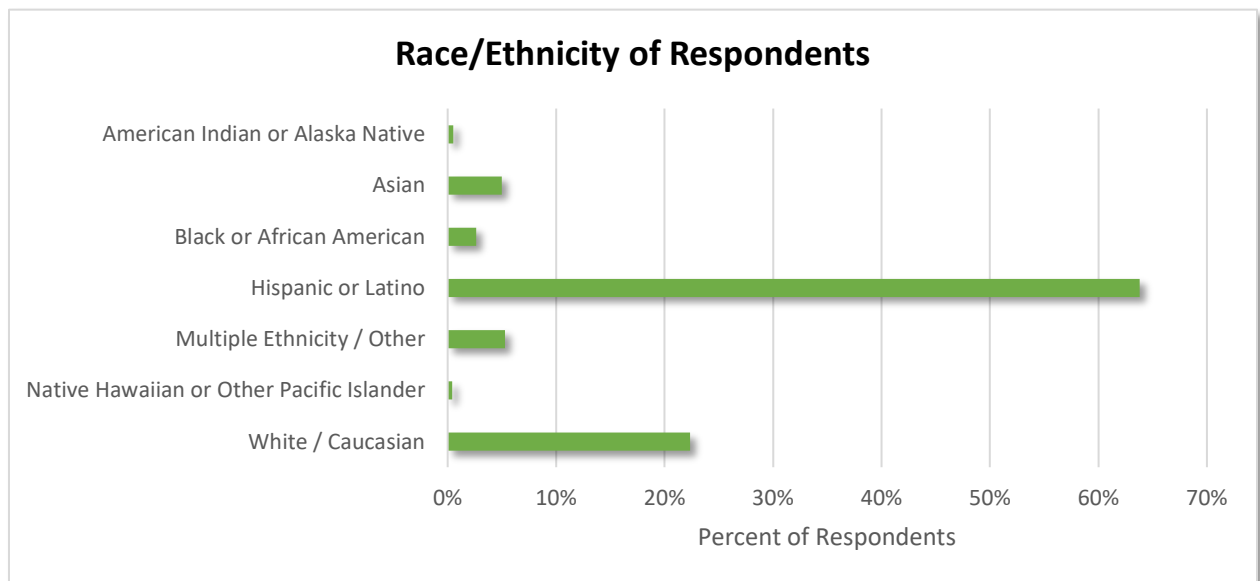
Figure 86: Annual Household Income of Respondents



*Race & Ethnicity*

Per Figure 88, the majority of respondents identified as Hispanic or Latino at 64%. White/Caucasian were the second largest group at 22%, followed by Asian and Multiple Ethnicity/Other each at 5%.

Figure 87: Race/Ethnicity of Respondents



*Employment Status*

Figure 89 and Figure 90 indicate employment and student status, respectively. Overall, 58% of respondents indicated that they were either full-time (35%) or part-time (23%) employed. Out of a total of 35% of students, 53% indicated that they were in university or community college, while 43% indicated they were in K-12.

Figure 88: Employment Status of Respondents

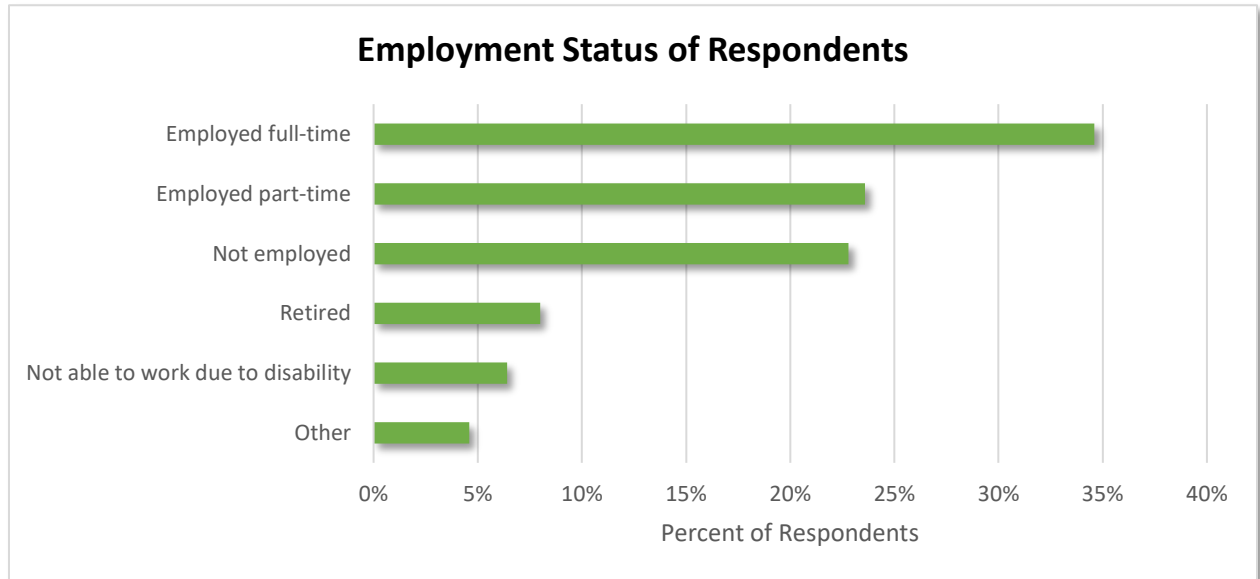
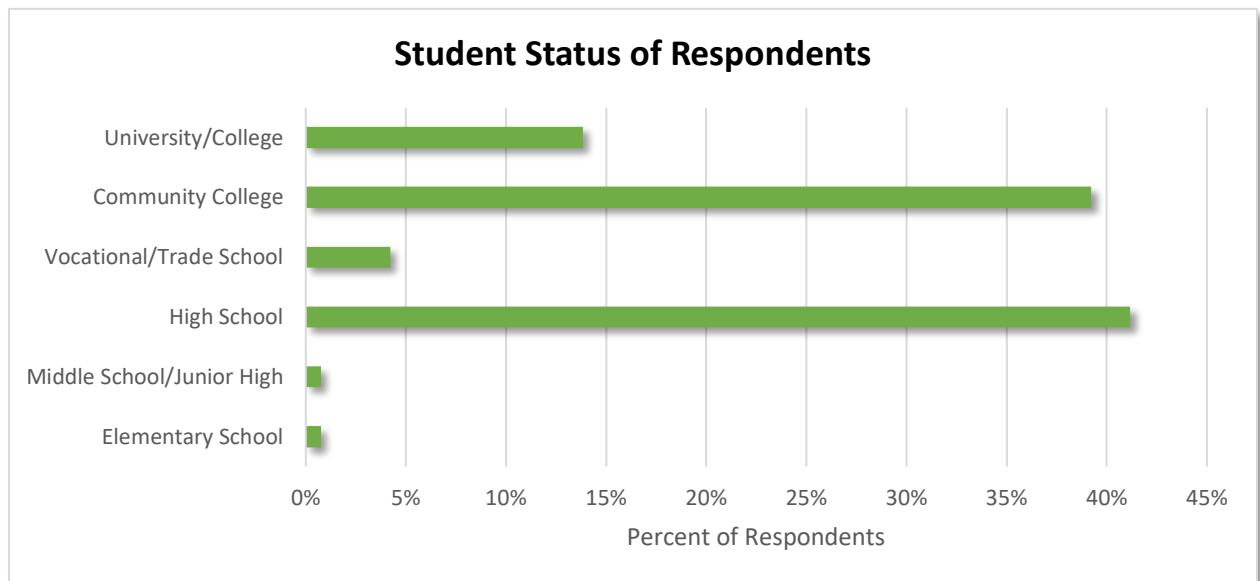


Figure 89: Student Status of Respondents



## Other Key Characteristics

A few other key takeaways include:

- For respondents' **identified gender**, a majority identified as female (64%), followed by male (33%), nonbinary (2%), and other (2%).
- Regarding **household size**, 51% of respondents indicated that 2 (16%), 3, (17%) or 4 (18%) people lived in their household. 33% of respondents indicated they had a household equal to 5 or more, while 16% of riders indicated that they lived alone.
- The vast majority of respondents (96%) **own a mobile smartphone**.



## ATTACHMENT A: ROUTE PROFILE SHEETS

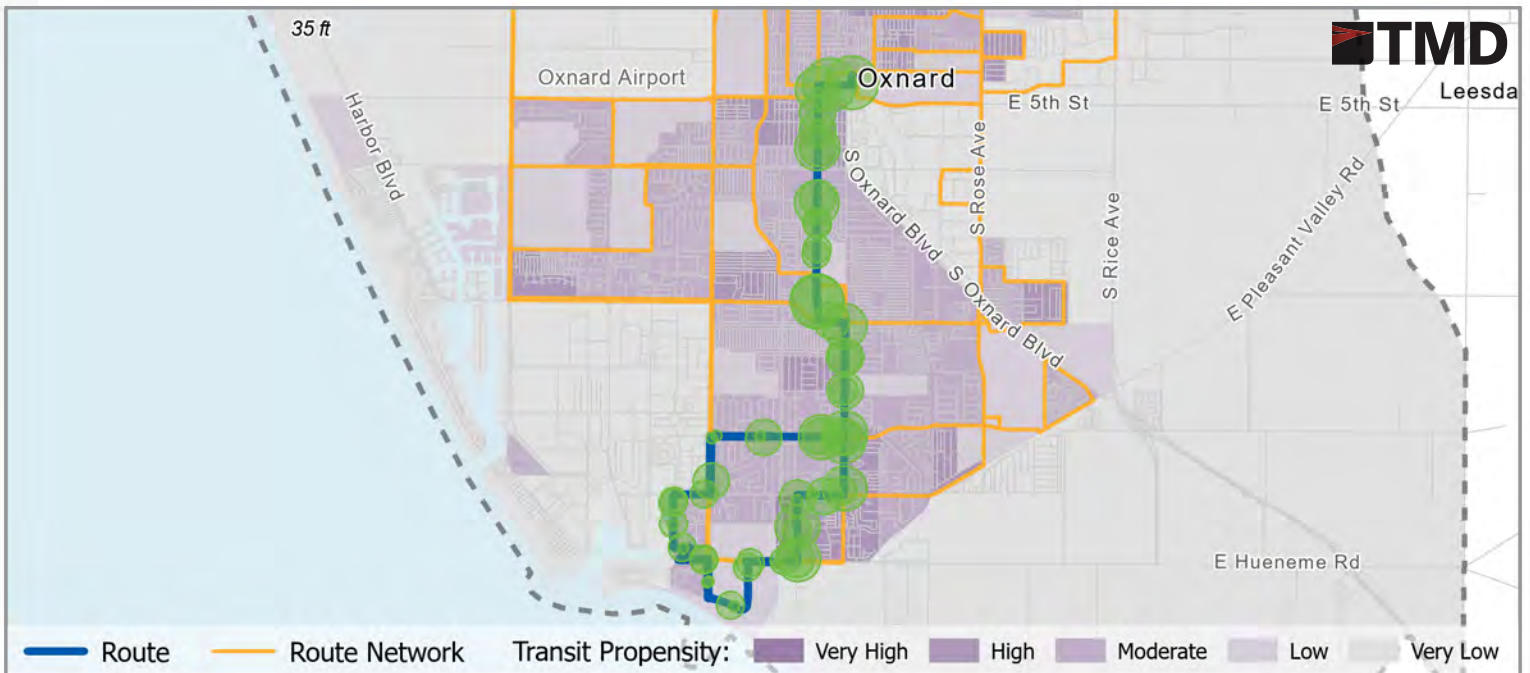


# Route 1

Port Hueneme - Oxnard Transit Center

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>17</b>	<b>20</b>	<b>20</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>4:45 AM to 9:24 PM</b>	<b>6:05 AM to 9:17 PM</b>	<b>6:30 AM to 9:17 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>1,320</b> <small>2 System Rank</small>	<b>859</b> <small>2 System Rank</small>	<b>846</b> <small>2 System Rank</small>
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>21.4</b> <small>2 System Average</small>	<b>15.8</b> <small>3 System Average</small>	<b>15.5</b> <small>3 System Average</small>
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$4.69</b> <small>\$6.07 System Average</small>	<b>\$6.38</b> <small>\$7.91 System Average</small>	<b>\$6.48</b> <small>\$8.32 System Average</small>
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>20%</b> <small>17% System Average</small>	<b>15%</b> <small>13% System Average</small>	<b>14%</b> <small>12% System Average</small>
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>88.0%</b>	<b>86.4%</b>	<b>85.8%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



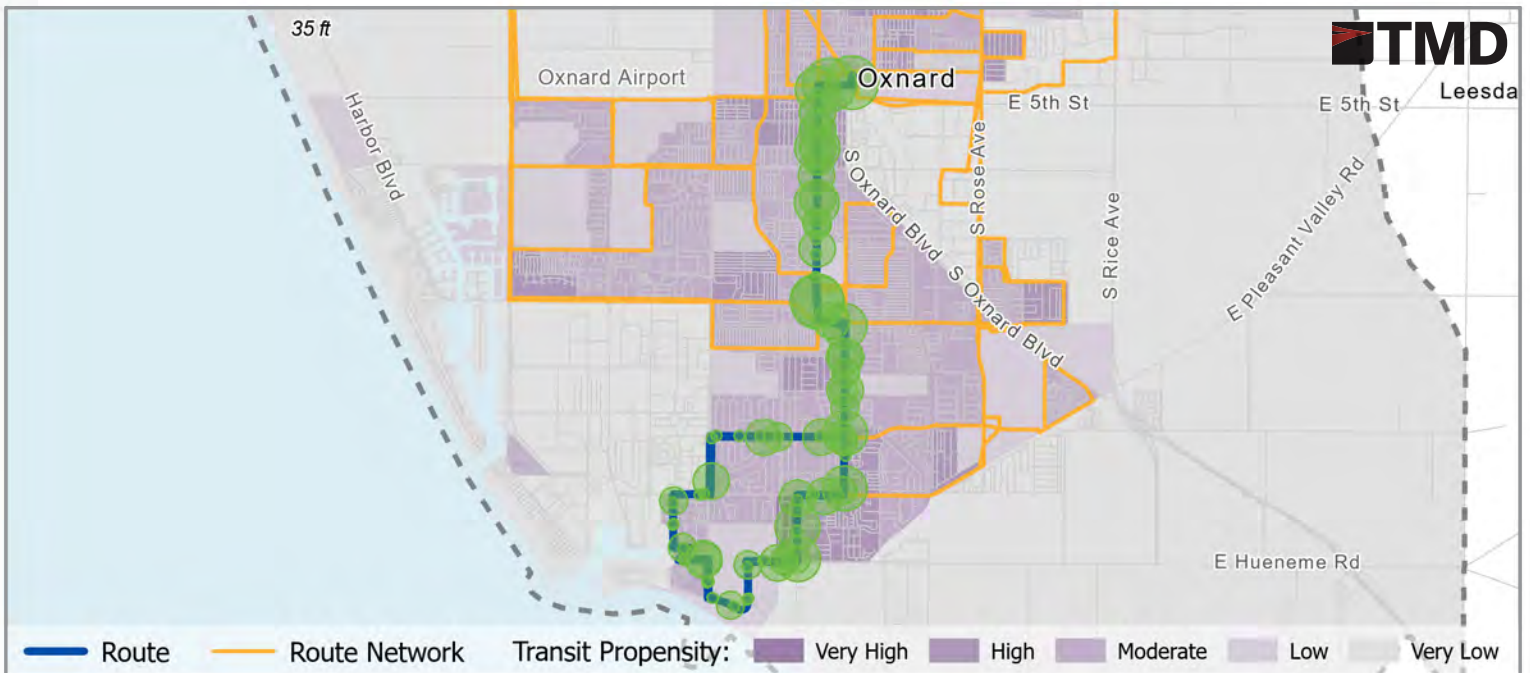
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 1

## Port Hueneme - OTC

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>20</b>	<b>20</b>	<b>20</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>4:45 AM to 9:05 PM</b>	<b>6:00 AM to 9:00 PM</b>	<b>6:00 AM to 9:00 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>1,521</b> 2 System Rank	<b>1,051</b> 2 System Rank	<b>1,043</b> 2 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>24.2</b> 2 System Average	<b>19.4</b> 1 System Average	<b>19.2</b> 1 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$3.77</b> \$5.20 System Average	<b>\$4.71</b> \$6.89 System Average	<b>\$4.74</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>19%</b> 15% System Average	<b>16%</b> 12% System Average	<b>15%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>86.0%</b>	<b>85.0%</b>	<b>83.0%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report





# Route 2

## Colonia - Downtown Oxnard

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:15 AM to 7:20 PM</b>	<b>5:15 AM to 7:20 PM</b>	<b>5:15 AM to 7:20 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>178</b> 14 System Rank	<b>155</b> 10 System Rank	<b>145</b> 10 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>13.9</b> 11 System Average	<b>12.1</b> 6 System Average	<b>11.4</b> 6 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$7.22</b> \$6.07 System Average	<b>\$8.29</b> \$7.91 System Average	<b>\$8.87</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>12%</b> 17% System Average	<b>11%</b> 13% System Average	<b>10%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>82.3%</b>	<b>77.1%</b>	<b>78.1%</b>

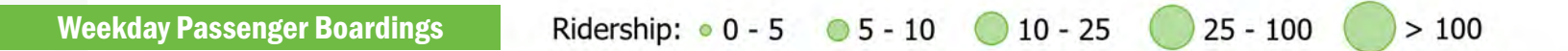
### Weekday Passenger Boardings



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>30</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:20 AM to 8:00 PM</b>	<b>5:20 AM to 8:00 PM</b>	<b>5:20 AM to 8:00 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>210</b> 14 System Rank	<b>154</b> 13 System Rank	<b>180</b> 10 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>13.9</b> 13 System Average	<b>10.1</b> 11 System Average	<b>11.8</b> 8 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.57</b> \$5.20 System Average	<b>\$9.06</b> \$6.89 System Average	<b>\$7.74</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>11%</b> 15% System Average	<b>8%</b> 12% System Average	<b>9%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>77.8%</b>	<b>80.8%</b>	<b>79.8%</b>



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

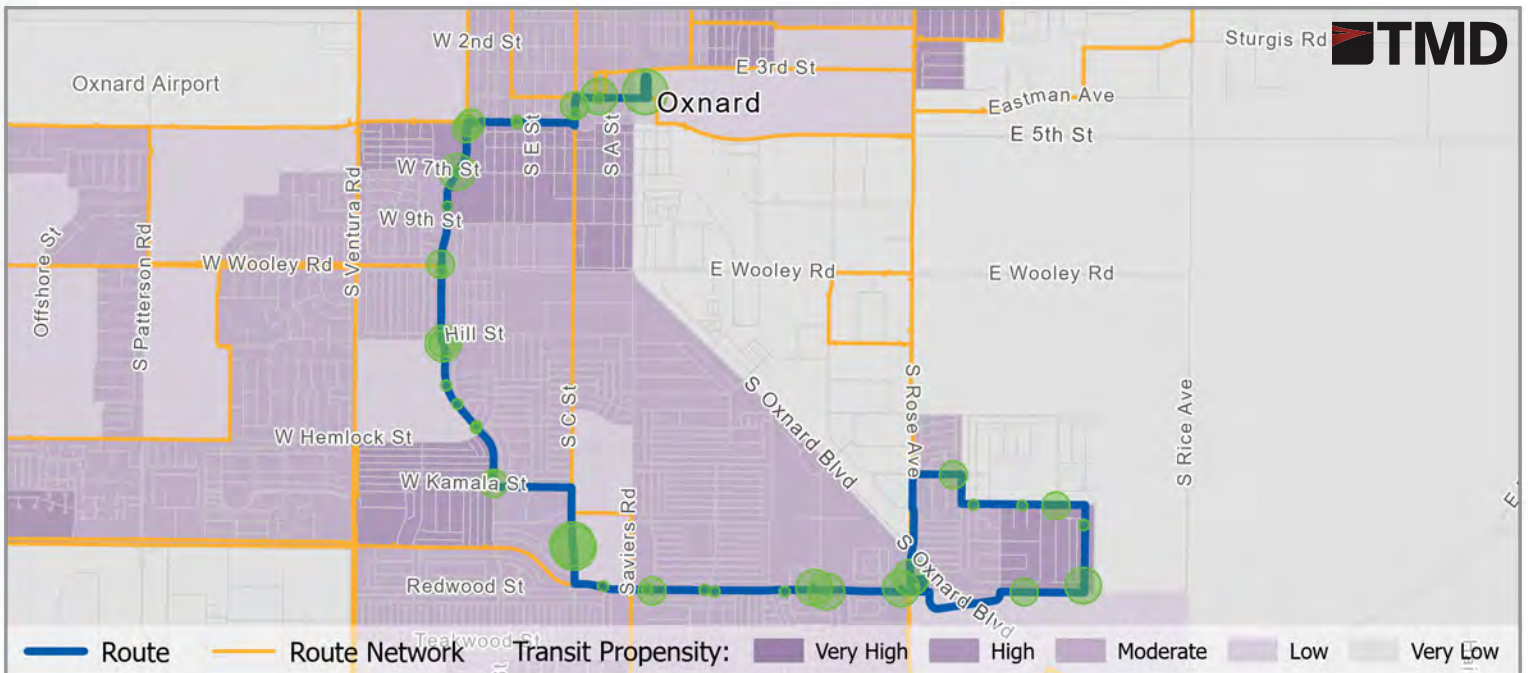
# Route 3

J St - Centerpoint Mall - Lemonwood

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	40	40	40
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	5:35 AM to 7:48 PM	5:35 AM to 7:48 PM	5:35 AM to 7:48 PM
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	305 10 System Rank	208 7 System Rank	195 7 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	15 8 System Average	10.2 9 System Average	9.6 10 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	\$6.73 \$6.07 System Average	\$9.86 \$7.91 System Average	\$10.52 \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	14% 17% System Average	10% 13% System Average	9% 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	87.5%	84.2%	84.9%

## Weekday Passenger Boardings

Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100

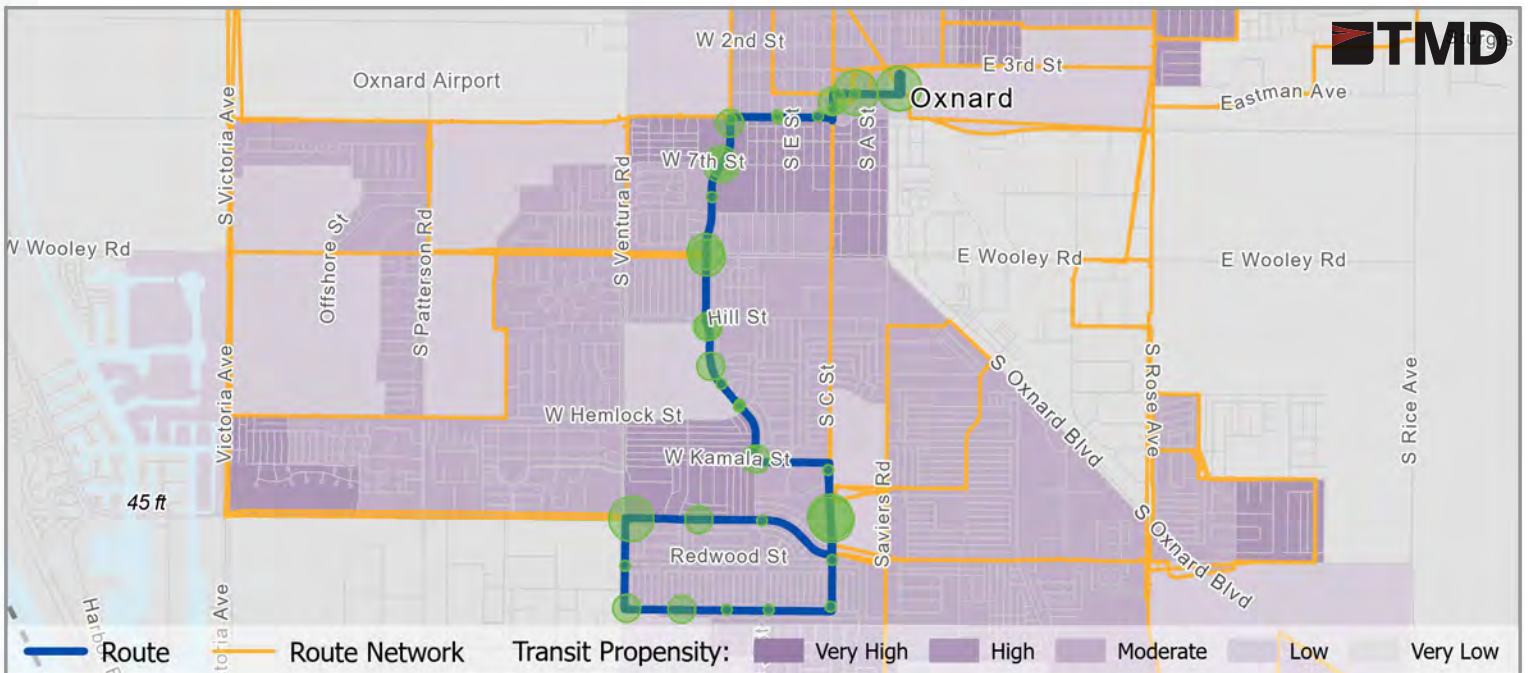


Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>30</b>	<b>60</b>	<b>30</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:46 AM to 7:57 PM</b>	<b>5:46 AM to 7:07 PM</b>	<b>5:46 AM to 7:07 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>305</b> 9 System Rank	<b>211</b> 8 System Rank	<b>203</b> 8 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>20.9</b> 3 System Average	<b>15.5</b> 3 System Average	<b>14.9</b> 4 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$4.36</b> \$5.20 System Average	<b>\$5.89</b> \$6.89 System Average	<b>\$6.11</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>16%</b> 15% System Average	<b>12%</b> 12% System Average	<b>11%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>83.5%</b>	<b>85.7%</b>	<b>85.7%</b>

**Weekday Passenger Boardings**      Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



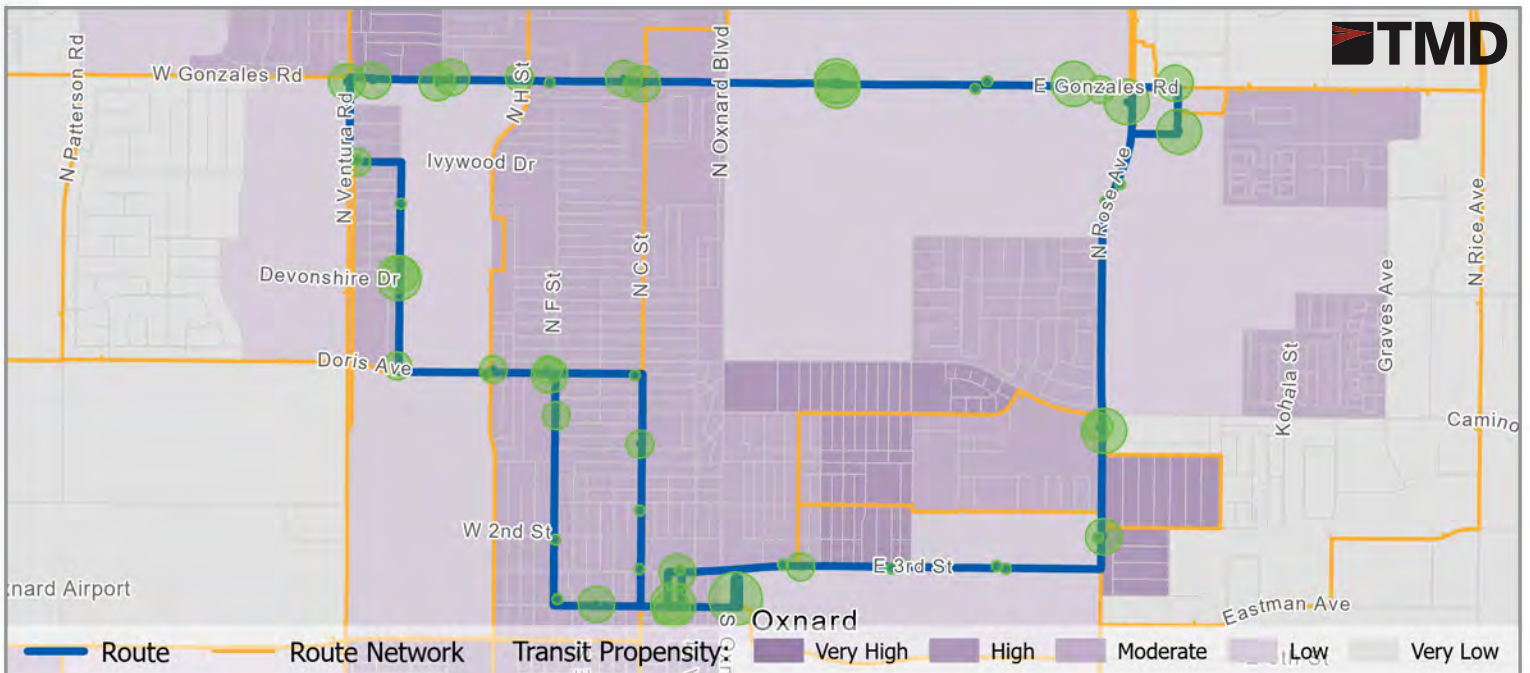
# Route 4

North Oxnard - Ventura Rd - St. John's

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	20	20	20
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	6:05 AM to 8:25 PM	6:10 AM to 8:20 PM	6:10 AM to 8:20 PM
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	787 4 System Rank	469 4 System Rank	404 4 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	16.7 5 System Average	11.4 8 System Average	9.8 9 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	\$6.01 \$6.07 System Average	\$8.83 \$7.91 System Average	\$10.25 \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	16% 17% System Average	11% 13% System Average	9% 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	77.3%	76.9%	78.5%

## Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

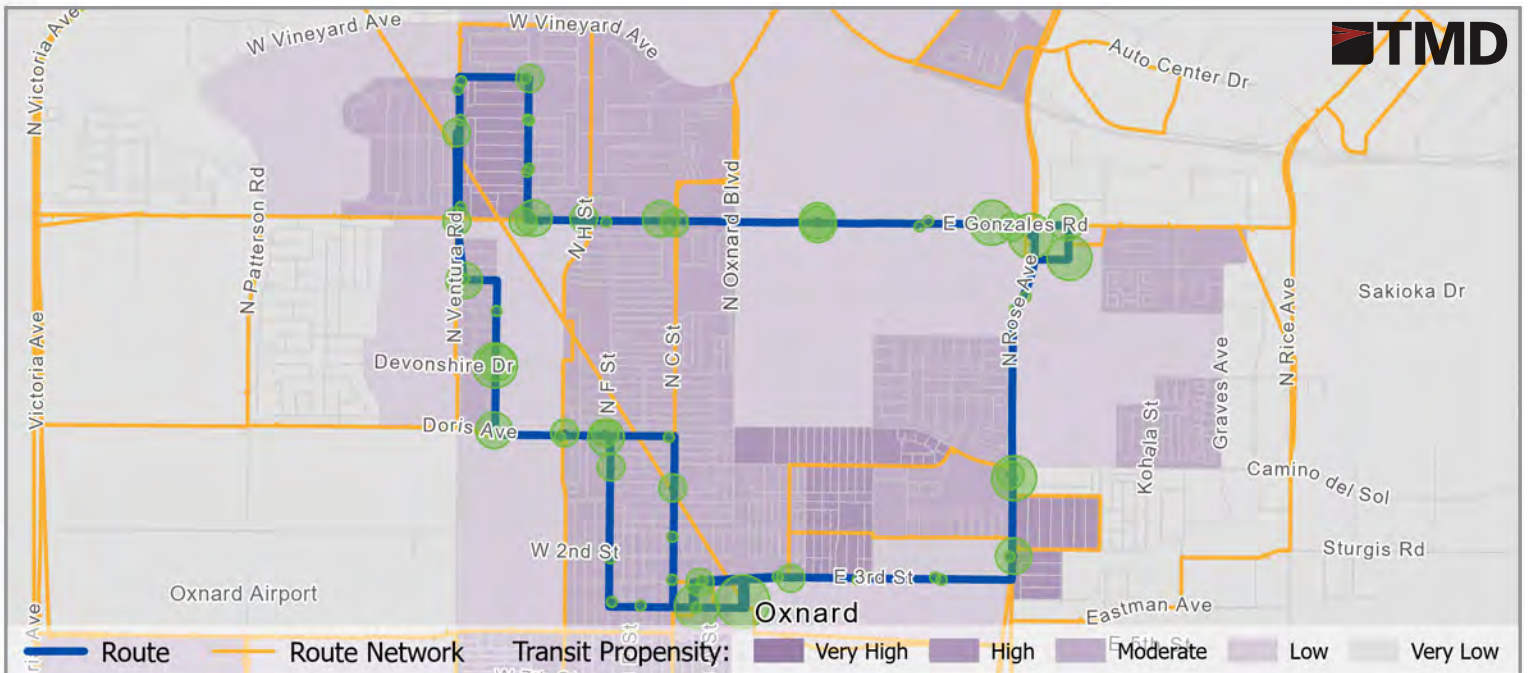
# Route 4

## North Oxnard



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>30</b>	<b>20</b>	<b>20</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:00 AM to 8:08 PM</b>	<b>6:05 AM to 7:47 PM</b>	<b>6:05 AM to 7:47 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>773</b> 4 System Rank	<b>500</b> 4 System Rank	<b>445</b> 4 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>18.5</b> 6 System Average	<b>12</b> 8 System Average	<b>10.7</b> 9 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$4.93</b> \$5.20 System Average	<b>\$7.62</b> \$6.89 System Average	<b>\$8.56</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>14%</b> 15% System Average	<b>9%</b> 12% System Average	<b>8%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>80.0%</b>	<b>78.7%</b>	<b>78.7%</b>

**Weekday Passenger Boardings**      Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

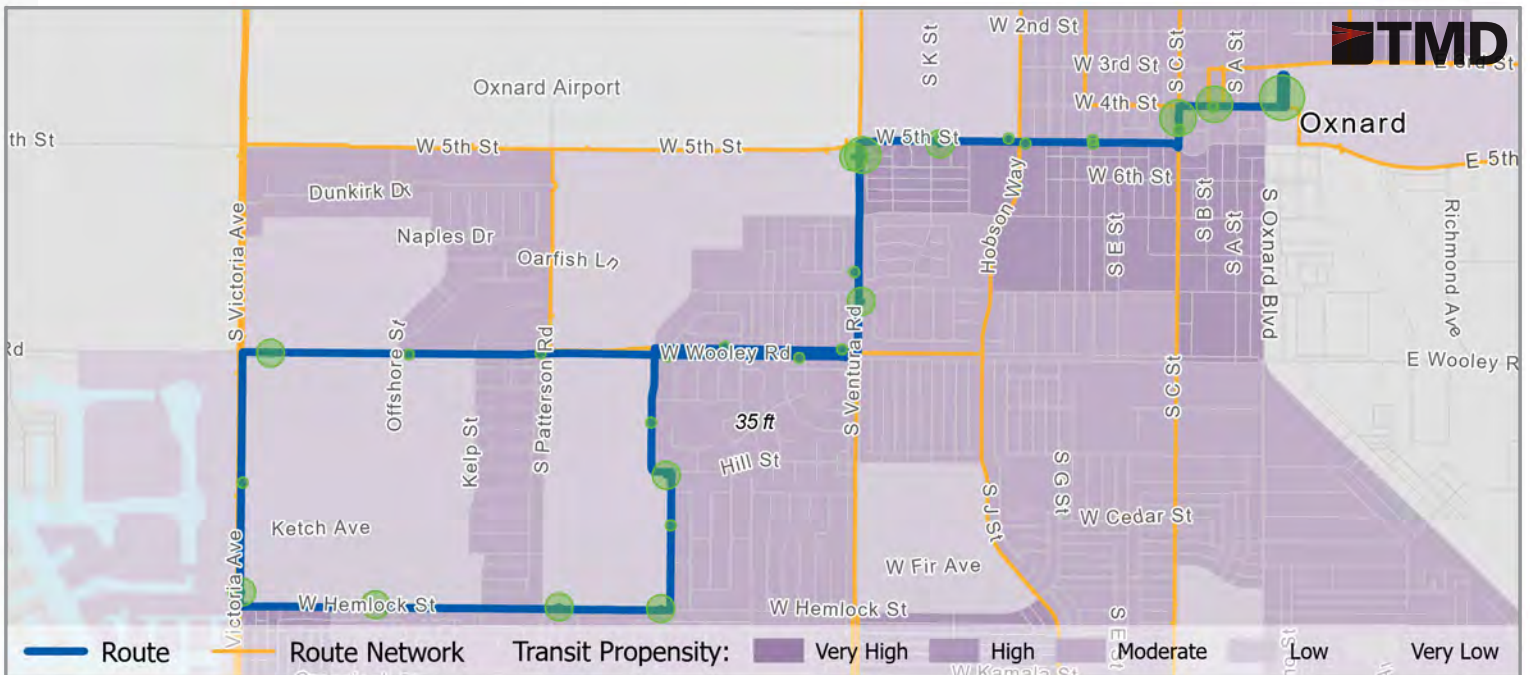


# Route 5

## Hemlock - Seabridge - Wooley

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>40</b>	<b>40</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:50 AM to 8:15 PM</b>	<b>6:50 AM to 8:15 PM</b>	<b>6:50 AM to 8:15 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>154</b> 16 System Rank	<b>130</b> 11 System Rank	<b>118</b> 14 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>11.5</b> 13 System Average	<b>9.7</b> 10 System Average	<b>8.8</b> 11 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$8.75</b> \$6.07 System Average	<b>\$10.36</b> \$7.91 System Average	<b>\$11.41</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>11%</b> 17% System Average	<b>9%</b> 13% System Average	<b>8%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>86.5%</b>	<b>85.7%</b>	<b>82.5%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



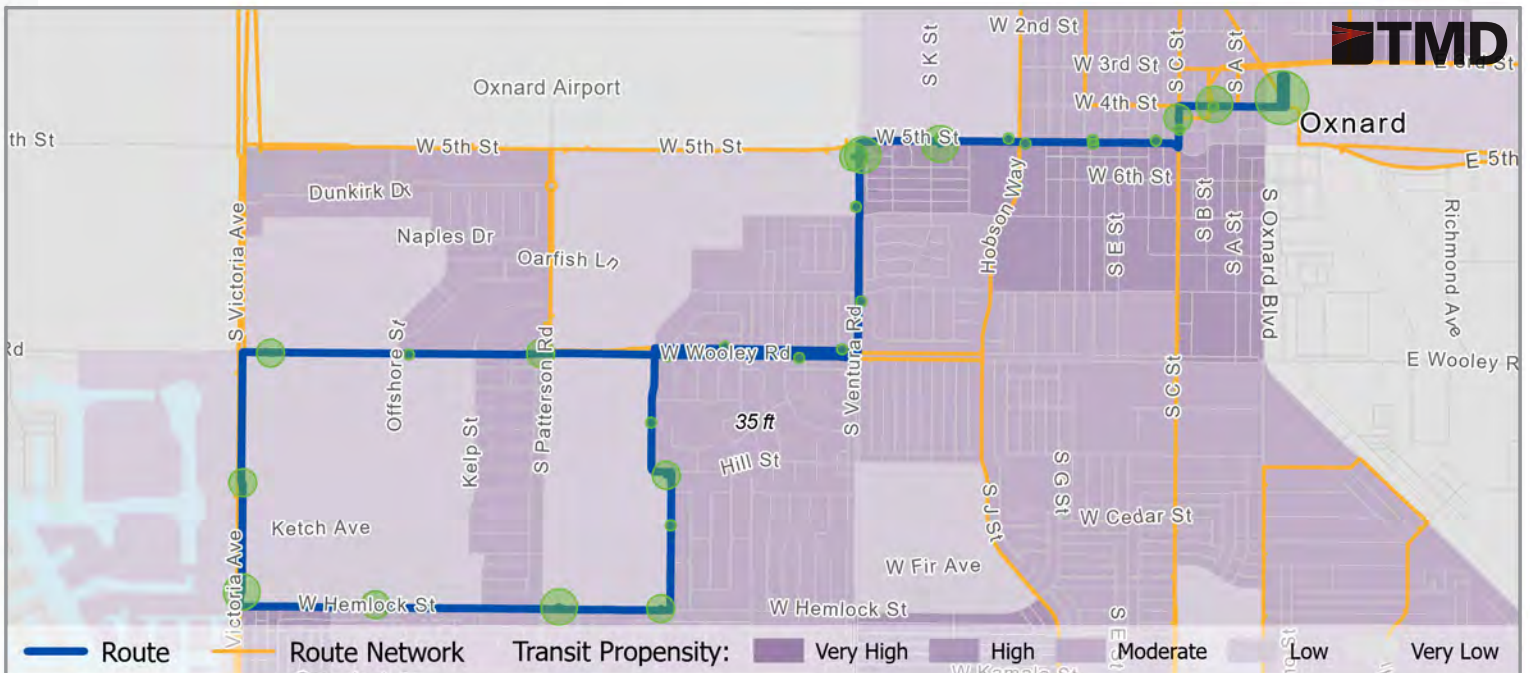
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:30 AM to 8:00 PM</b>	<b>6:10 AM to 8:00 PM</b>	<b>6:55 AM to 8:00 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>224</b> 13 System Rank	<b>156</b> 11 System Rank	<b>141</b> 13 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>14.9</b> 12 System Average	<b>10.4</b> 9 System Average	<b>9.4</b> 11 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.13</b> \$5.20 System Average	<b>\$8.80</b> \$6.89 System Average	<b>\$9.74</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>13%</b> 15% System Average	<b>9%</b> 12% System Average	<b>8%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>84.2%</b>	<b>84.2%</b>	<b>83.3%</b>

### Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100

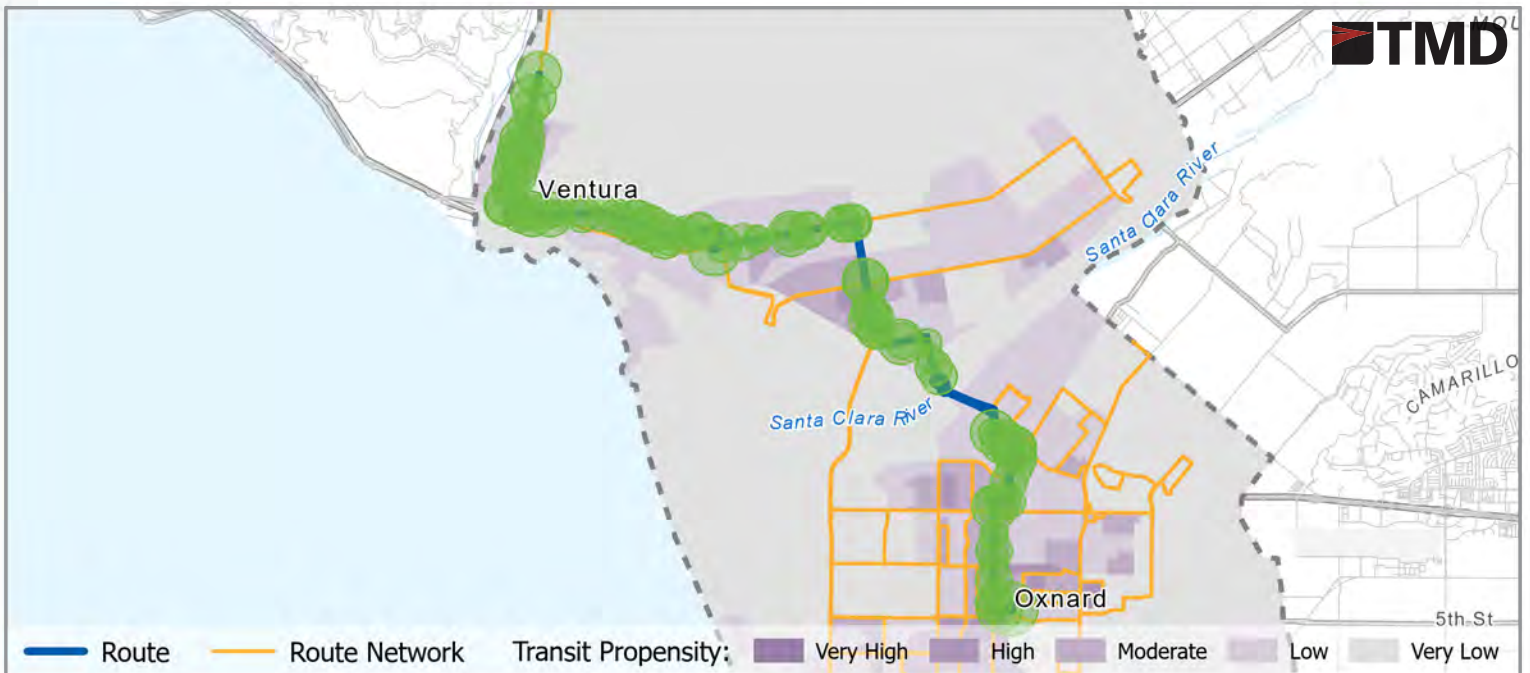
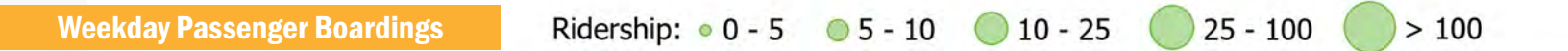




# Route 6

Oxnard - Ventura - Main St

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	20	30	30
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	4:50 AM to 9:00 PM	5:15 AM to 8:50 PM	5:15 AM to 8:50 PM
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	2,346 <b>1</b> System Rank	1,407 <b>1</b> System Rank	1,335 <b>1</b> System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	20.3 <b>3</b> System Average	16.6 <b>2</b> System Average	15.8 <b>1</b> System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	\$4.95 <b>\$6.07</b> System Average	\$6.06 <b>\$7.91</b> System Average	\$6.38 <b>\$8.32</b> System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	21% <b>17%</b> System Average	17% <b>13%</b> System Average	16% <b>12%</b> System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	89.9%	90.0%	89.6%

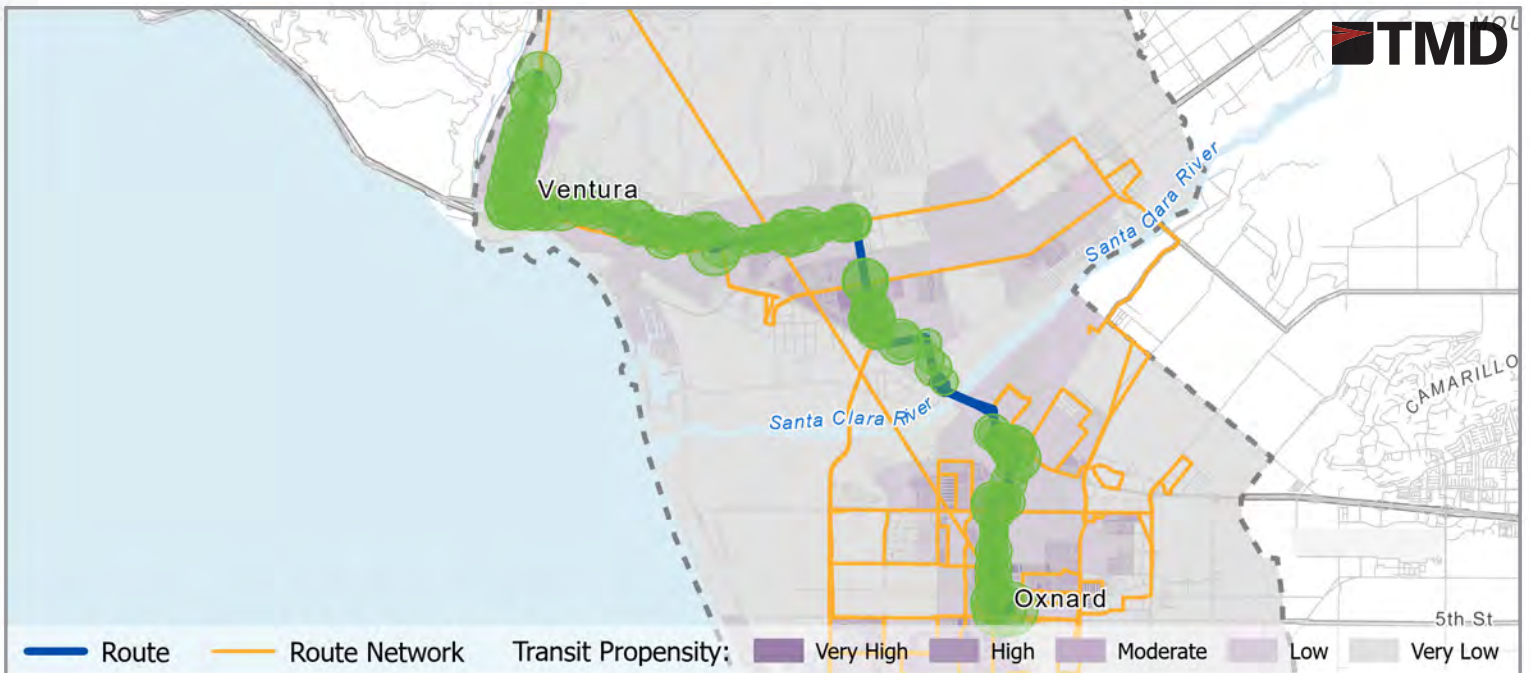
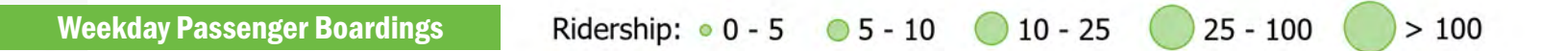


Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 6

Oxnard - Ventura/Main St.

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>24</b>	<b>30</b>	<b>30</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>4:45 AM to 9:06 PM</b>	<b>5:15 AM to 8:45 PM</b>	<b>5:15 AM to 8:45 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>2,838</b> 1 System Rank	<b>1,640</b> 1 System Rank	<b>1,523</b> 1 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>20.1</b> 4 System Average	<b>18</b> 2 System Average	<b>16.8</b> 2 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$4.55</b> \$5.20 System Average	<b>\$5.05</b> \$6.89 System Average	<b>\$5.44</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>18%</b> 15% System Average	<b>16%</b> 12% System Average	<b>15%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>90.5%</b>	<b>86.6%</b>	<b>85.9%</b>



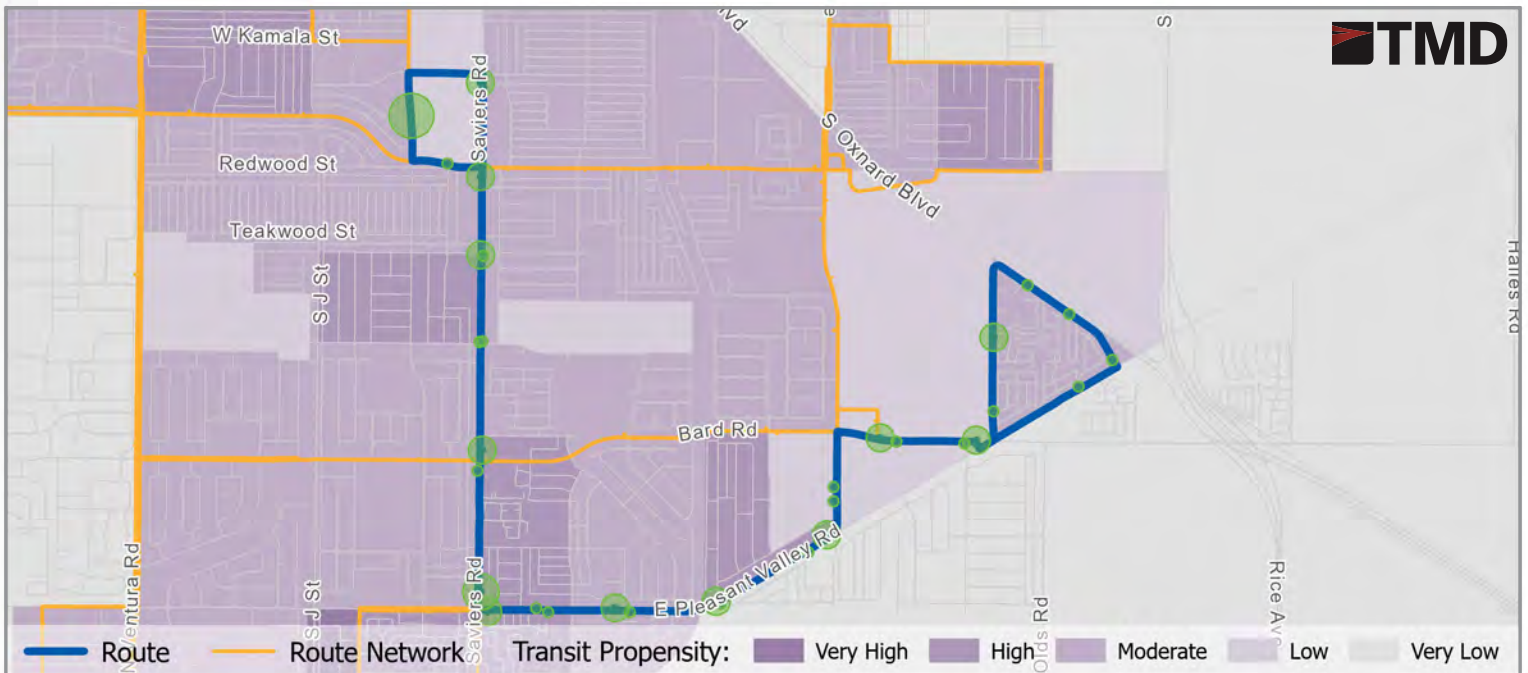
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 7

## Oxnard College - Centerpoint Mall

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>40</b>	<b>40</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:50 AM to 7:25 PM</b>	<b>6:50 AM to 7:25 PM</b>	<b>6:50 AM to 7:25 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>156</b> <small>15 System Rank</small>	<b>122</b> <small>12 System Rank</small>	<b>135</b> <small>11 System Rank</small>
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>12.4</b> <small>12 System Average</small>	<b>9.7</b> <small>11 System Average</small>	<b>10.7</b> <small>8 System Average</small>
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$8.12</b> <small>\$6.07 System Average</small>	<b>\$10.38</b> <small>\$7.91 System Average</small>	<b>\$9.38</b> <small>\$8.32 System Average</small>
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>12%</b> <small>17% System Average</small>	<b>9%</b> <small>13% System Average</small>	<b>10%</b> <small>12% System Average</small>
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>88.2%</b>	<b>88.2%</b>	<b>88.2%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

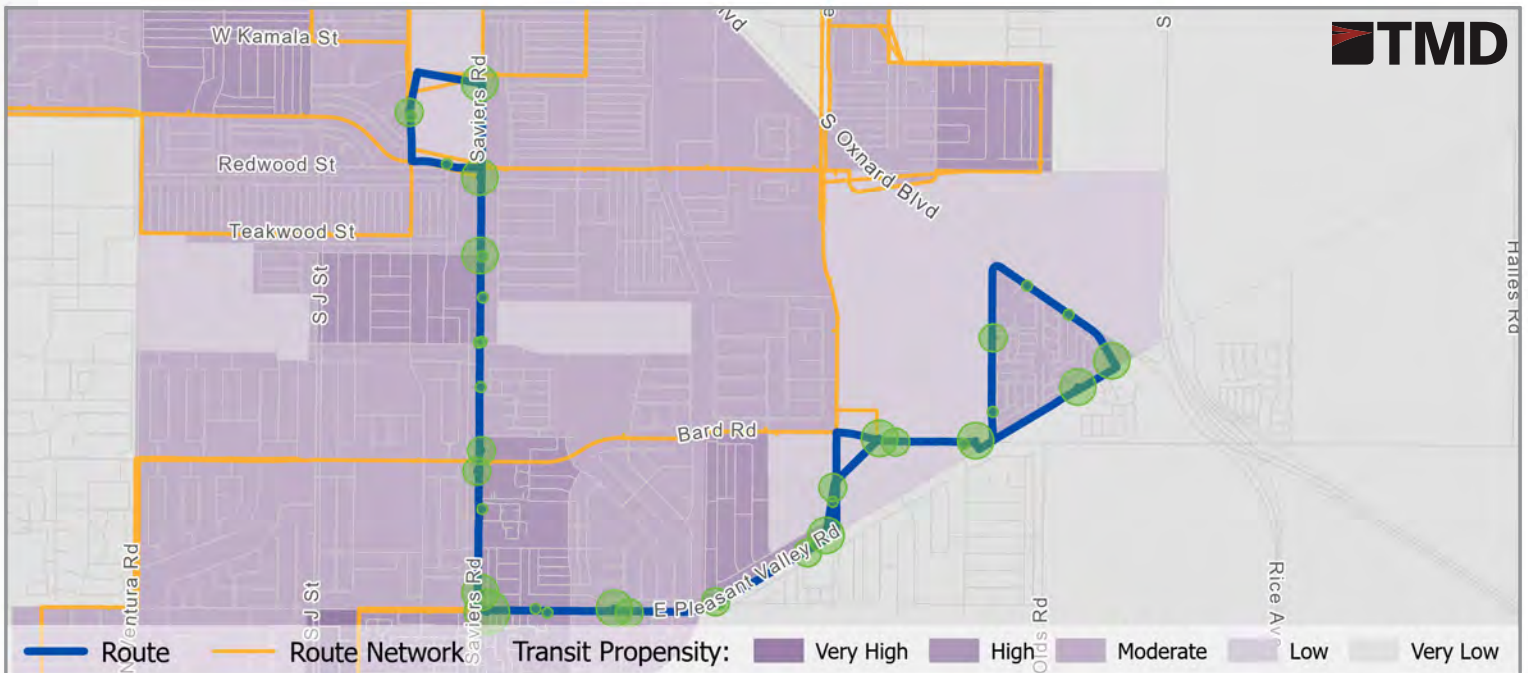
# Route 7

## South Oxnard



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>40</b>	<b>40</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:29 AM to 8:08 PM</b>	<b>6:50 AM to 7:27 PM</b>	<b>6:50 AM to 7:27 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>243</b> 11 System Rank	<b>169</b> 9 System Rank	<b>196</b> 9 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>16.3</b> 9 System Average	<b>13.2</b> 7 System Average	<b>15.2</b> 3 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$5.60</b> \$5.20 System Average	<b>\$6.93</b> \$6.89 System Average	<b>\$5.99</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>13%</b> 15% System Average	<b>11%</b> 12% System Average	<b>13%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>87.8%</b>	<b>87.5%</b>	<b>87.5%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

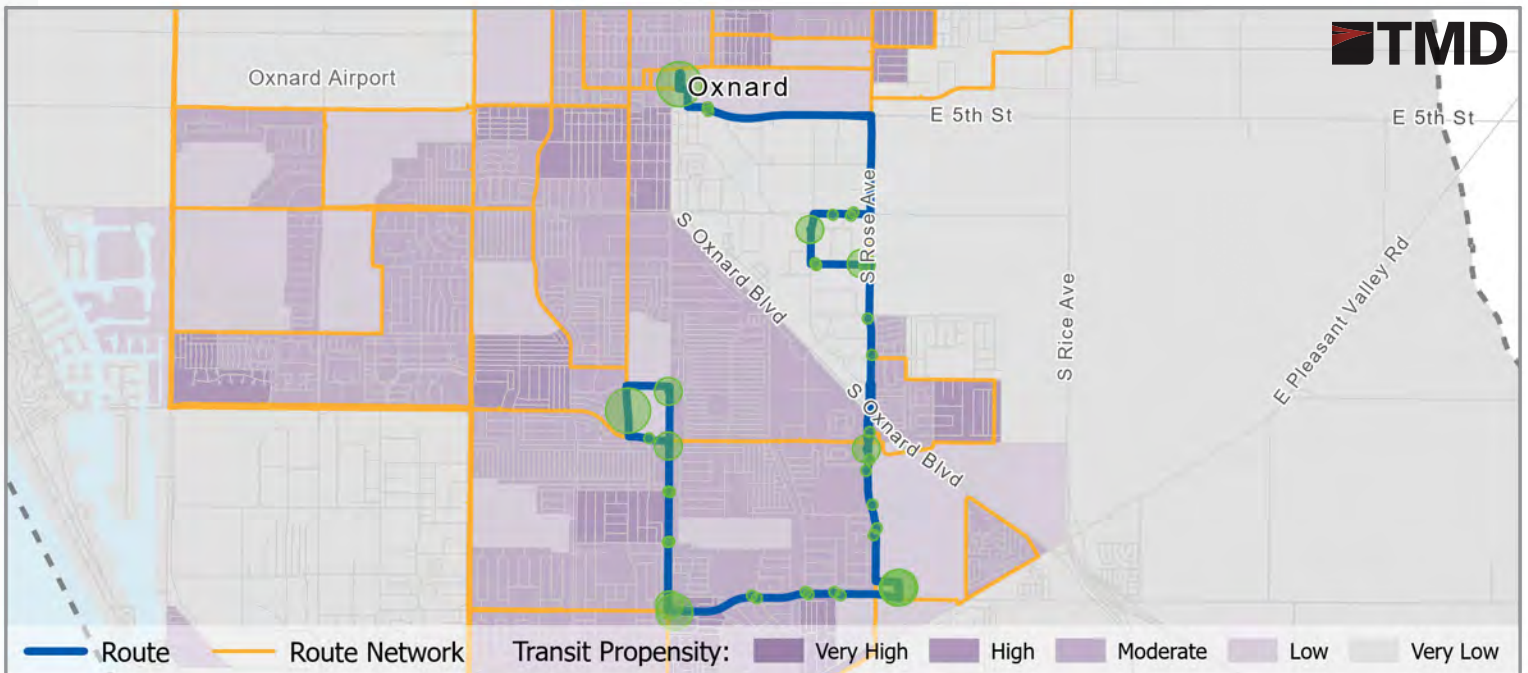


# Route 8

OTC - Oxnard College - Centerpoint Mall

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	40	40	40
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	6:35 AM to 7:30 PM	6:35 AM to 7:30 PM	6:35 AM to 7:30 PM
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	210 <small>12 System Rank</small>	98 <small>14 System Rank</small>	134 <small>12 System Rank</small>
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	9.6 <small>16 System Average</small>	4.5 <small>15 System Average</small>	6.1 <small>14 System Average</small>
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	\$10.47 <small>\$6.07 System Average</small>	\$22.45 <small>\$7.91 System Average</small>	\$16.42 <small>\$8.32 System Average</small>
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	10% <small>17% System Average</small>	5% <small>13% System Average</small>	6% <small>12% System Average</small>
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	79.4%	79.4%	77.7%

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



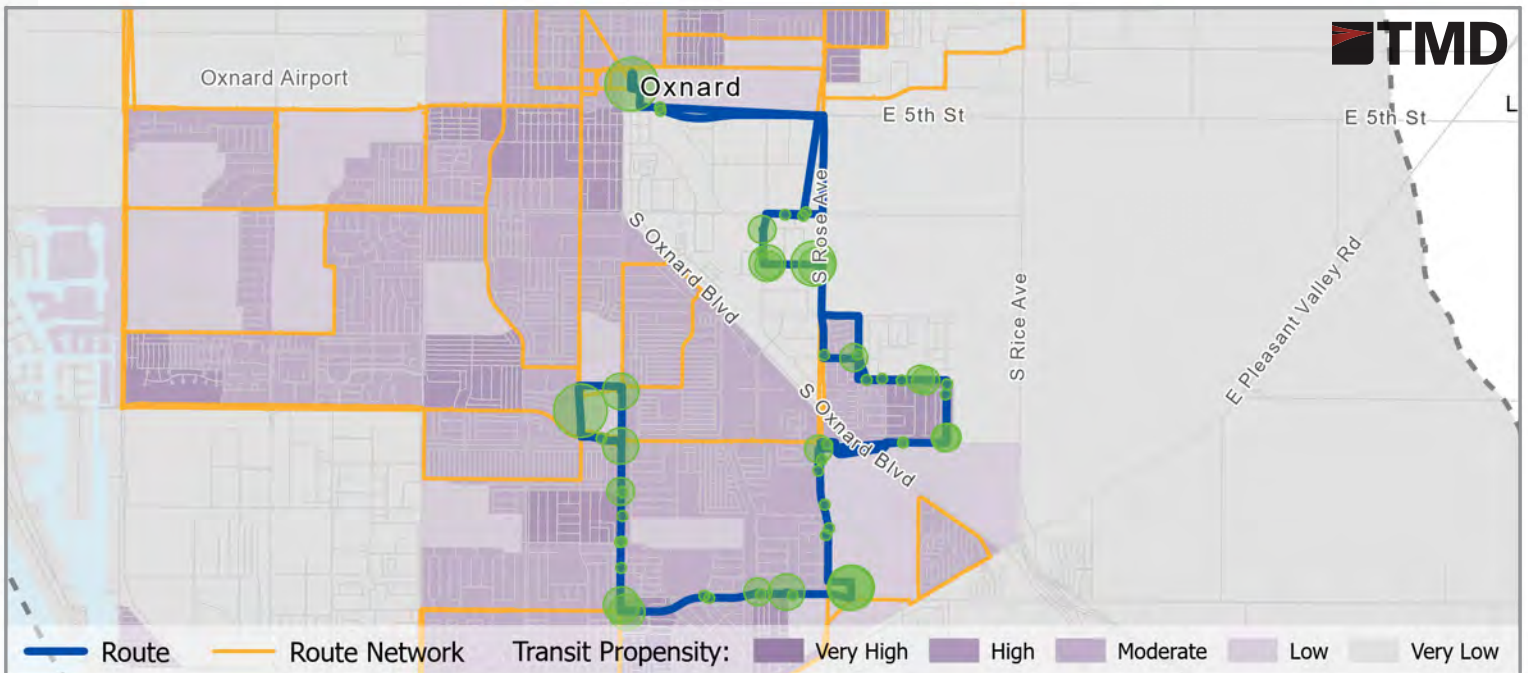
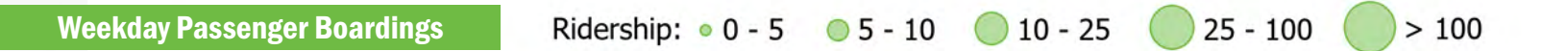
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 8

## Oxnard College



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>30</b>	<b>60</b>	<b>40</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:45 AM to 9:02 PM</b>	<b>6:27 AM to 8:58 PM</b>	<b>6:27 AM to 8:58 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>501</b> 7 System Rank	<b>225</b> 7 System Rank	<b>290</b> 7 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>16.2</b> 10 System Average	<b>7.8</b> 12 System Average	<b>10.1</b> 10 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$5.64</b> \$5.20 System Average	<b>\$11.70</b> \$6.89 System Average	<b>\$9.05</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>15%</b> 15% System Average	<b>7%</b> 12% System Average	<b>9%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>78.6%</b>	<b>75.0%</b>	<b>73.5%</b>



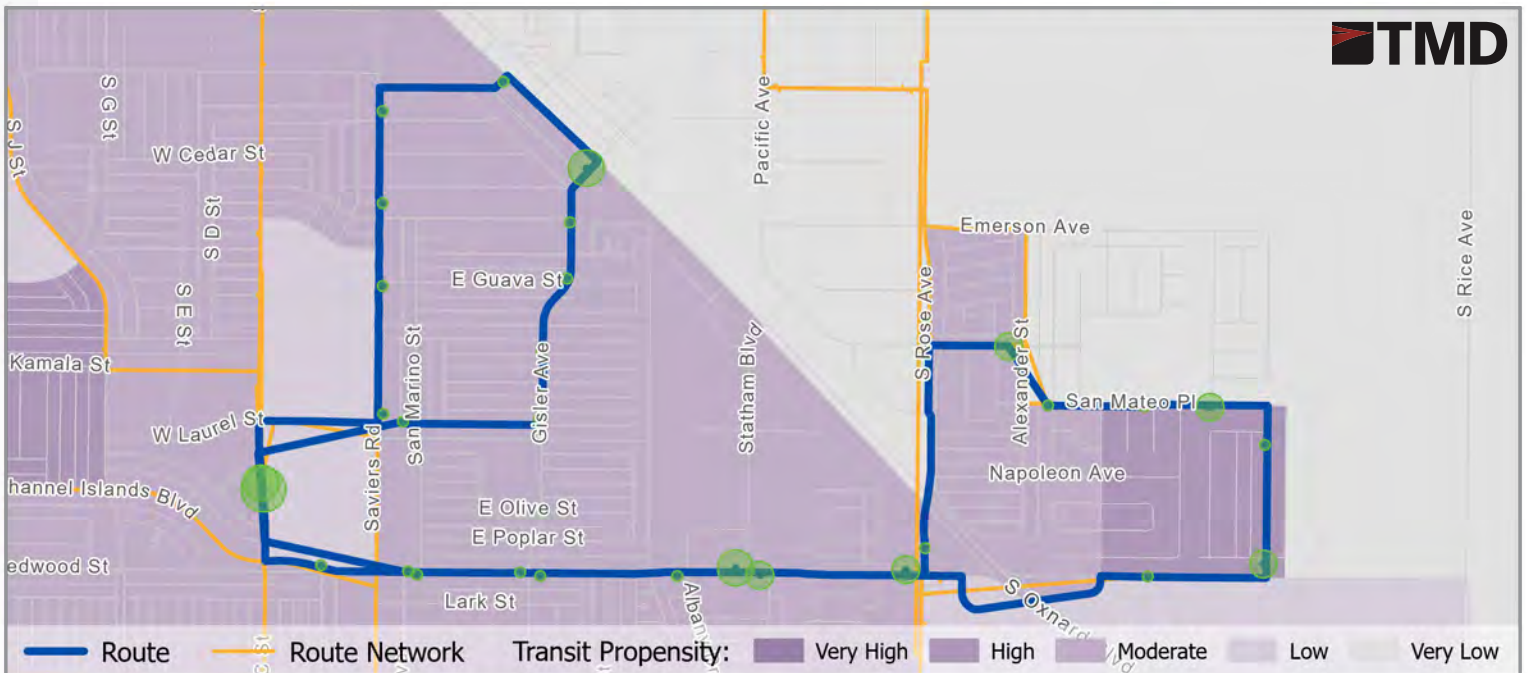
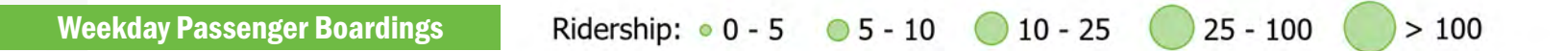
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 9

## Lemonwood/Gisler



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>30</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:19 AM to 8:17 PM</b>	<b>6:51 AM to 6:37 PM</b>	<b>6:51 AM to 6:37 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>144</b> 19 System Rank	<b>125</b> 14 System Rank	<b>115</b> 14 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>9.9</b> 17 System Average	<b>10.1</b> 10 System Average	<b>9.3</b> 12 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$9.23</b> \$5.20 System Average	<b>\$9.06</b> \$6.89 System Average	<b>\$9.82</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>8%</b> 15% System Average	<b>8%</b> 12% System Average	<b>7%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>87.1%</b>	<b>86.7%</b>	<b>87.5%</b>

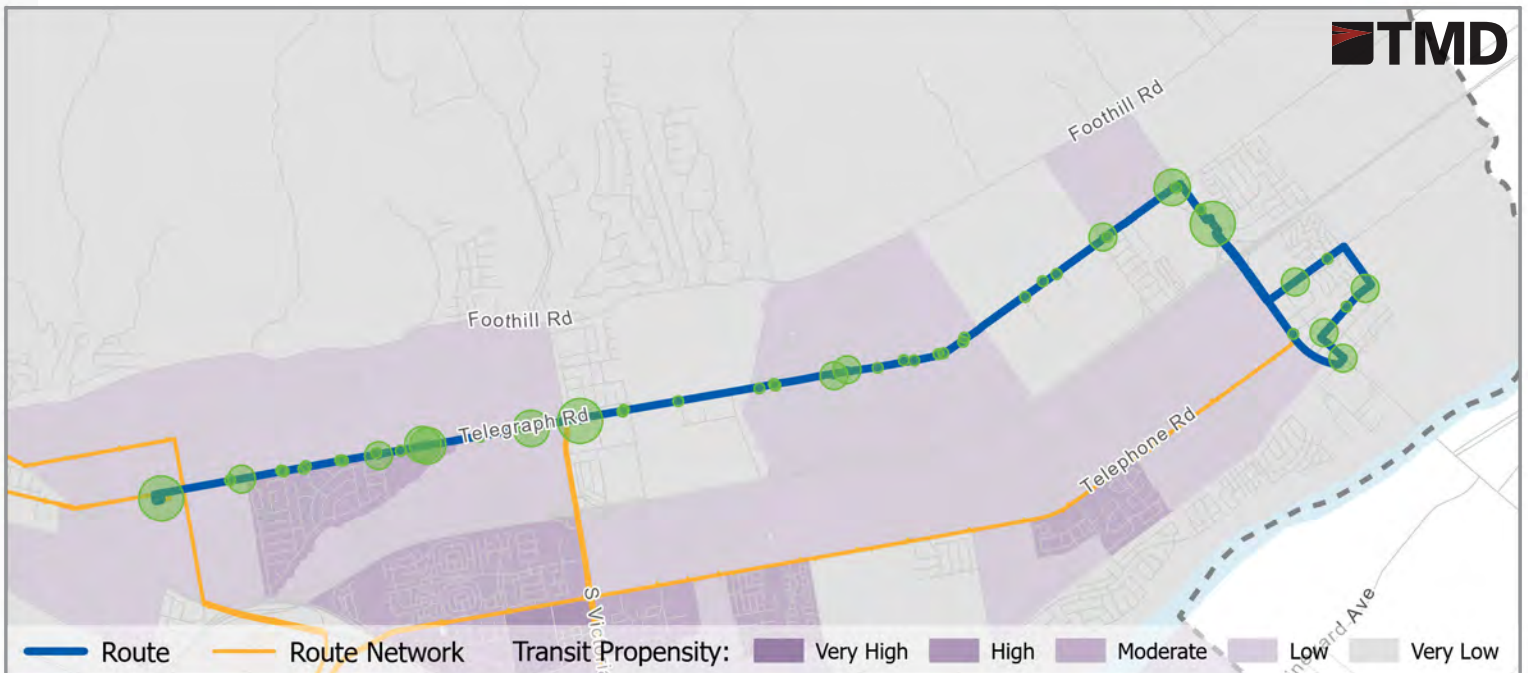
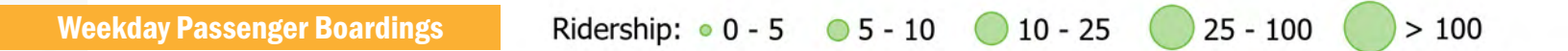


Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 10

Pacific View Mall - Telegraph - Saticoy

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:05 AM to 8:58 PM</b>	<b>6:05 AM to 8:58 PM</b>	<b>6:05 AM to 8:58 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>264</b> 11 System Rank	<b>116</b> 13 System Rank	<b>130</b> 13 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>14</b> 10 System Average	<b>6.2</b> 13 System Average	<b>6.9</b> 13 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$7.19</b> \$6.07 System Average	<b>\$16.36</b> \$7.91 System Average	<b>\$14.60</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>16%</b> 17% System Average	<b>7%</b> 13% System Average	<b>8%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>89.8%</b>	<b>85.0%</b>	<b>83.2%</b>



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

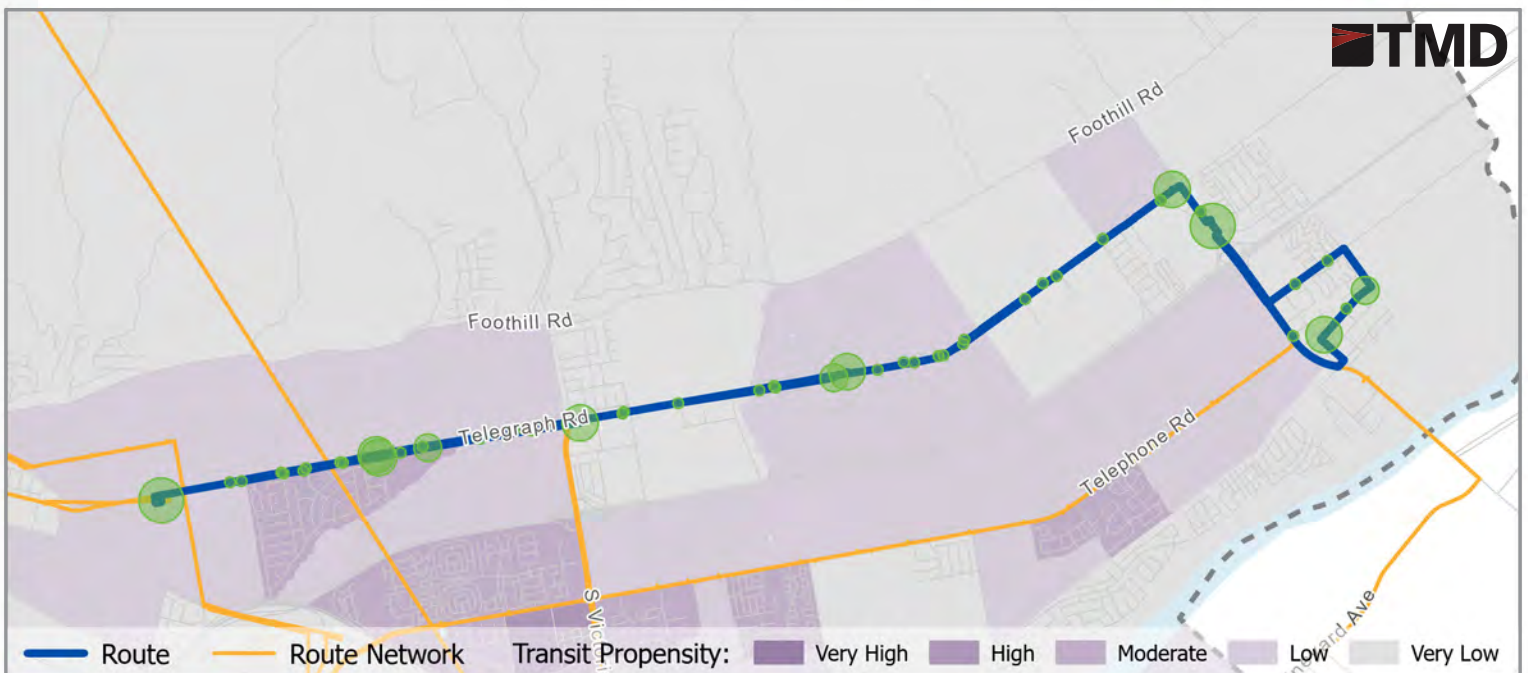
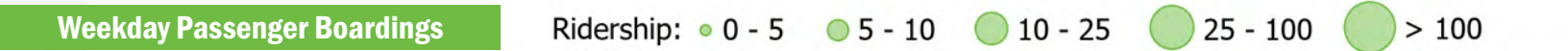


# Route 10

## Telegraph Road - Saticoy



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:20 AM to 9:04 PM</b>	<b>6:04 AM to 9:04 PM</b>	<b>7:36 AM to 8:01 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>261</b> 10 System Rank	<b>156</b> 12 System Rank	<b>162</b> 11 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>12.4</b> 15 System Average	<b>7.6</b> 13 System Average	<b>7.9</b> 14 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$7.37</b> \$5.20 System Average	<b>\$11.94</b> \$6.89 System Average	<b>\$11.48</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>12%</b> 15% System Average	<b>7%</b> 12% System Average	<b>7%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>80.5%</b>	<b>78.3%</b>	<b>62.5%</b>



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

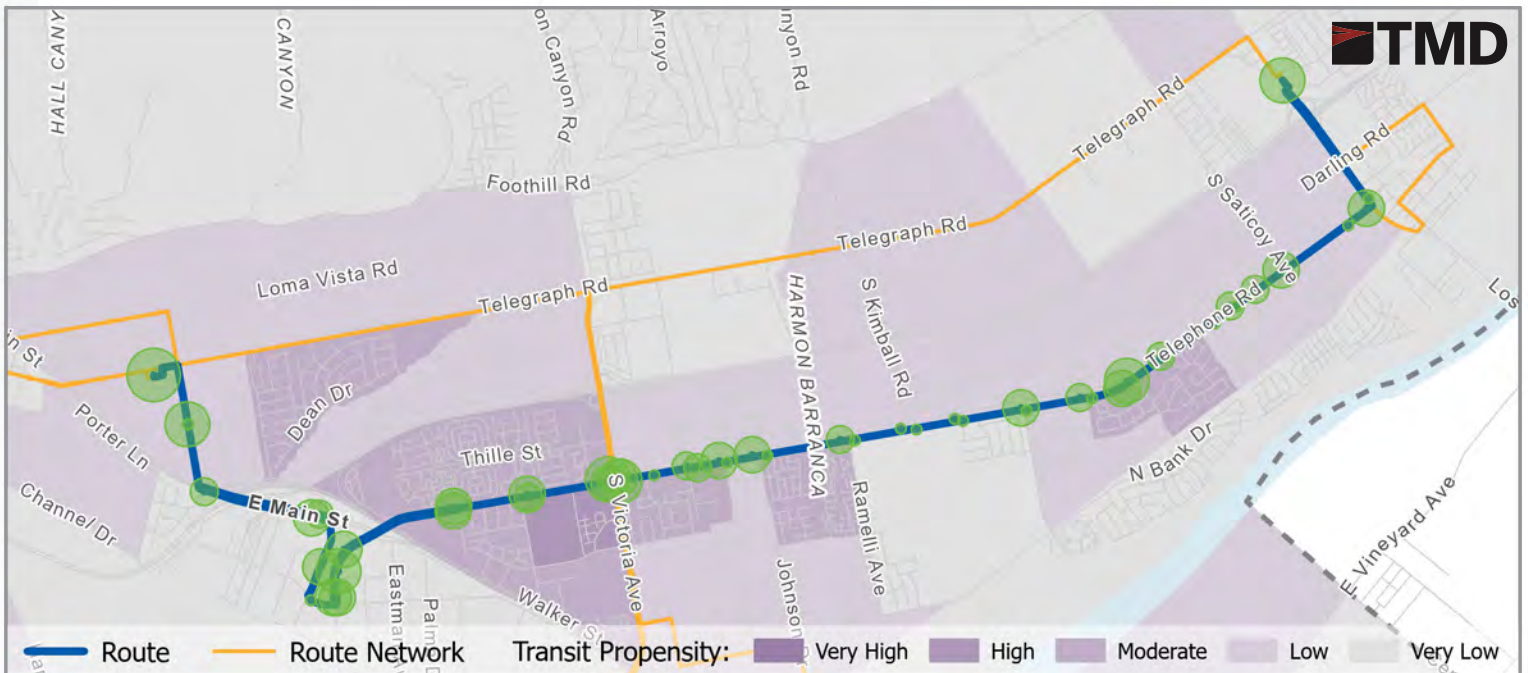


# Route 11

Pacific View Mall - Telephone - Wells

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>30</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:00 AM to 8:40 PM</b>	<b>6:00 AM to 8:05 PM</b>	<b>6:00 AM to 8:05 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>631</b> 6 System Rank	<b>400</b> 5 System Rank	<b>328</b> 6 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>15.7</b> 6 System Average	<b>19.1</b> 1 System Average	<b>15.7</b> 2 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.40</b> \$6.07 System Average	<b>\$5.27</b> \$7.91 System Average	<b>\$6.43</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>16%</b> 17% System Average	<b>19%</b> 13% System Average	<b>15%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>80.4%</b>	<b>79.5%</b>	<b>80.0%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

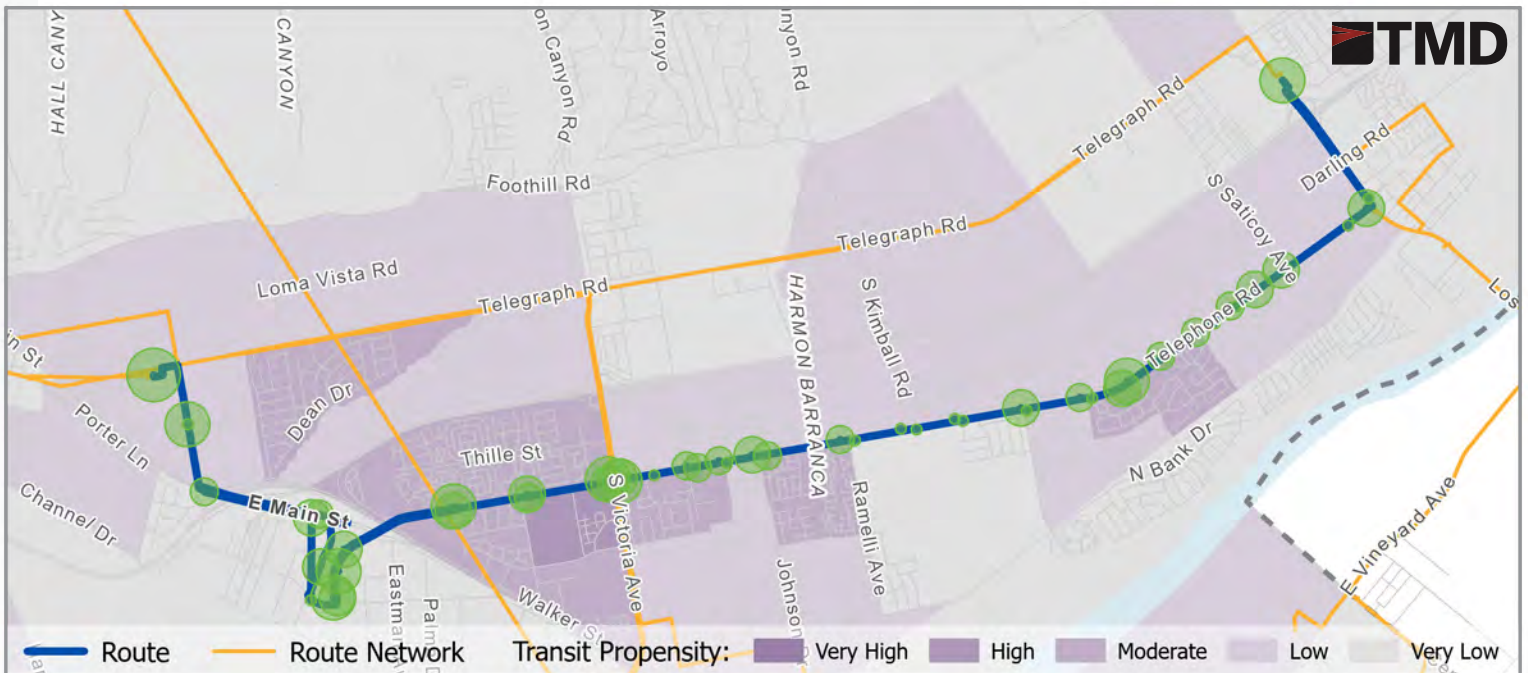


# Route 11

## Telephone Road - Saticoy

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>30</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:20 AM to 9:30 PM</b>	<b>6:00 AM to 9:14 PM</b>	<b>6:00 AM to 8:00 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>748</b> 6 System Rank	<b>418</b> 5 System Rank	<b>366</b> 6 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>18.7</b> 5 System Average	<b>14.8</b> 5 System Average	<b>12.9</b> 6 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$4.87</b> \$5.20 System Average	<b>\$6.17</b> \$6.89 System Average	<b>\$7.05</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>16%</b> 15% System Average	<b>12%</b> 12% System Average	<b>11%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>77.8%</b>	<b>81.9%</b>	<b>77.6%</b>

**Weekday Passenger Boardings**      Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100



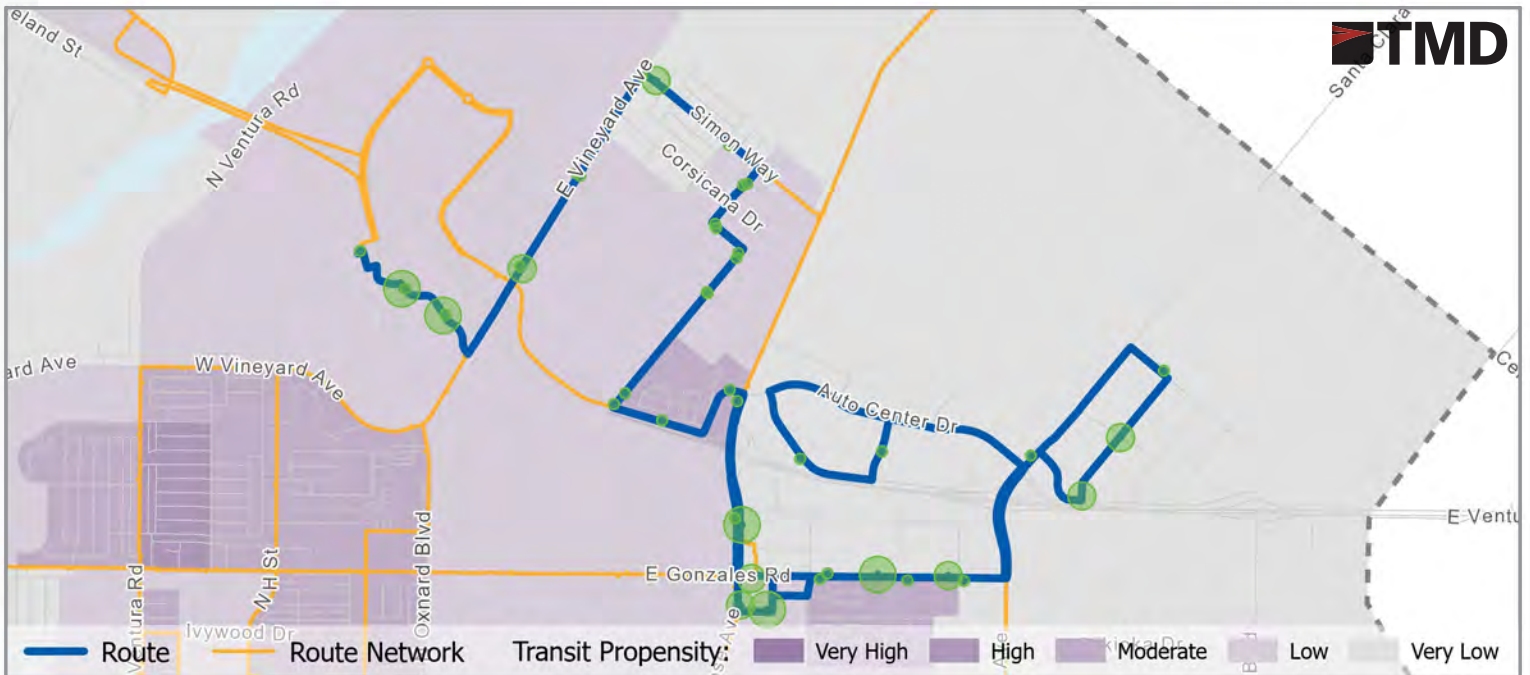
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 15

## Esplanade - El Rio - St. John's

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>8:15 AM to 6:00 PM</b>	<b>8:15 AM to 5:50 PM</b>	<b>8:15 AM to 5:50 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>150</b> 17 System Rank	<b>95</b> 15 System Rank	<b>100</b> 15 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>7.9</b> 17 System Average	<b>5</b> 14 System Average	<b>5.3</b> 15 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$12.75</b> \$6.07 System Average	<b>\$20.13</b> \$7.91 System Average	<b>\$19.13</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>7%</b> 17% System Average	<b>5%</b> 13% System Average	<b>5%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>77.4%</b>	<b>78.2%</b>	<b>79.8%</b>

**Weekday Passenger Boardings**      Ridership: ● 0 - 5   ● 5 - 10   ● 10 - 25   ● 25 - 100   ● > 100



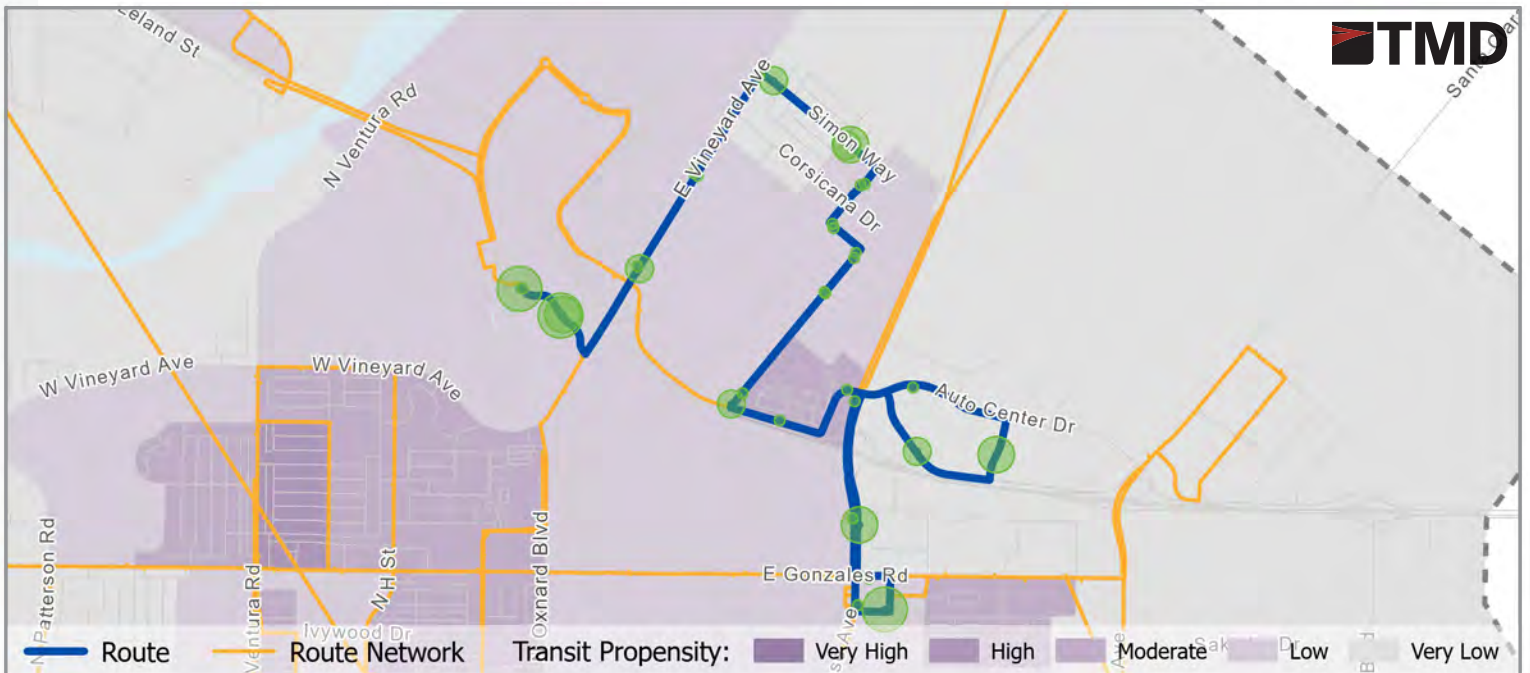
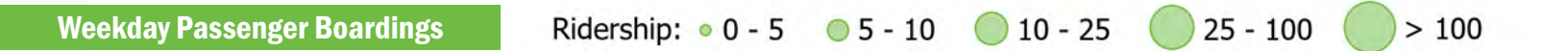
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 15

## El Rio / Northeast



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>40</b>	<b>40</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:05 AM to 8:15 PM</b>	<b>7:11 AM to 8:08 PM</b>	<b>7:11 AM to 8:08 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>152</b> 18 System Rank	<b>98</b> 15 System Rank	<b>94</b> 16 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>9.5</b> 18 System Average	<b>6.6</b> 15 System Average	<b>6.3</b> 15 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$9.61</b> \$5.20 System Average	<b>\$13.90</b> \$6.89 System Average	<b>\$14.49</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>7%</b> 15% System Average	<b>5%</b> 12% System Average	<b>5%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>80.0%</b>	<b>80.5%</b>	<b>76.6%</b>



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

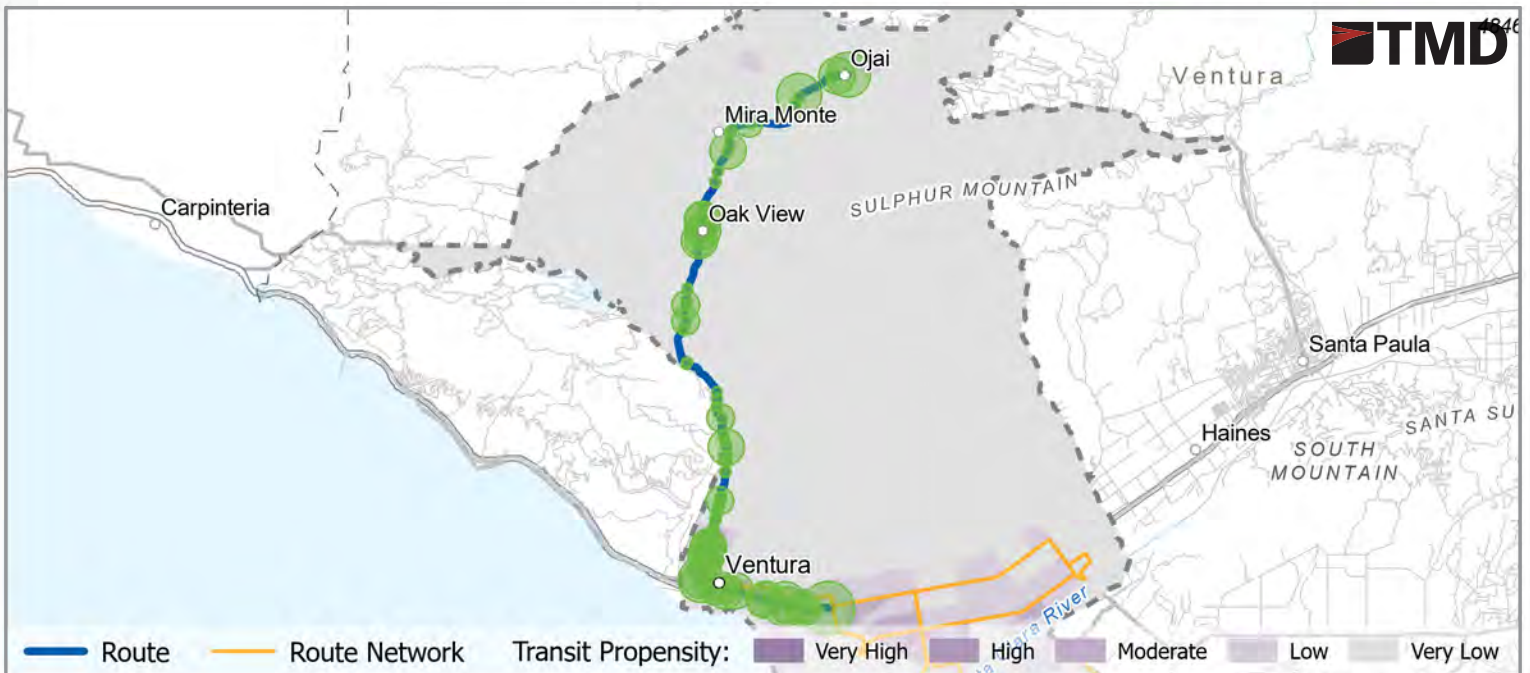


# Route 16

Downtown Ojai - Pacific View Mall

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>40</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:15 AM to 8:00 PM</b>	<b>6:05 AM to 8:00 PM</b>	<b>6:05 AM to 8:00 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>692</b> 5 System Rank	<b>506</b> 3 System Rank	<b>484</b> 3 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>17.7</b> 4 System Average	<b>14.1</b> 5 System Average	<b>13.5</b> 5 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$5.67</b> \$6.07 System Average	<b>\$7.14</b> \$7.91 System Average	<b>\$7.47</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>20%</b> 17% System Average	<b>16%</b> 13% System Average	<b>15%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>86.7%</b>	<b>83.9%</b>	<b>85.3%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



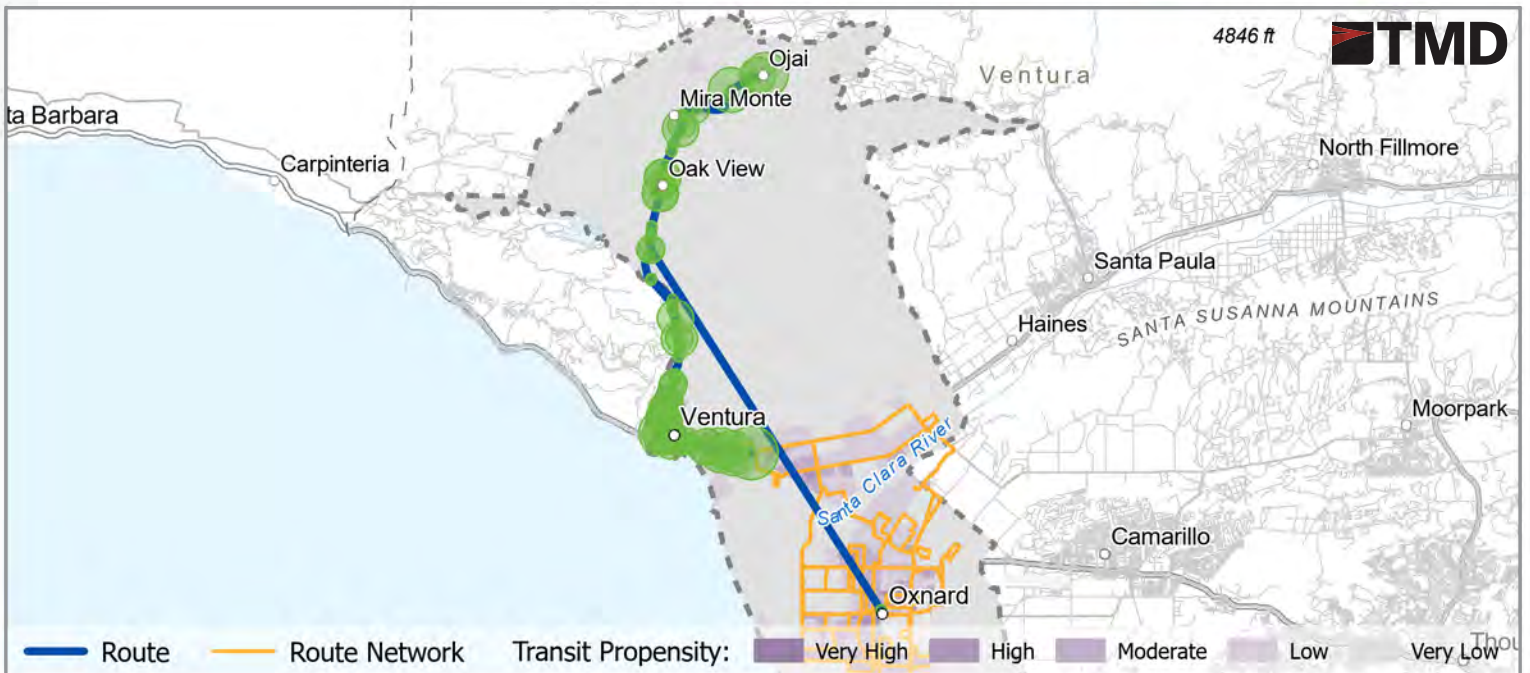
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	-
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>4:43 AM to 9:17 PM</b>	<b>5:38 AM to 8:10 PM</b>	<b>9:05 AM to 6:17 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>751</b> 5 System Rank	<b>512</b> 3 System Rank	<b>451</b> 3 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>18</b> 8 System Average	<b>13.8</b> 6 System Average	<b>12.7</b> 7 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$5.06</b> \$5.20 System Average	<b>\$6.59</b> \$6.89 System Average	<b>\$7.16</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>18%</b> 15% System Average	<b>14%</b> 12% System Average	<b>13%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>86.0%</b>	<b>77.5%</b>	<b>66.7%</b>

### Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



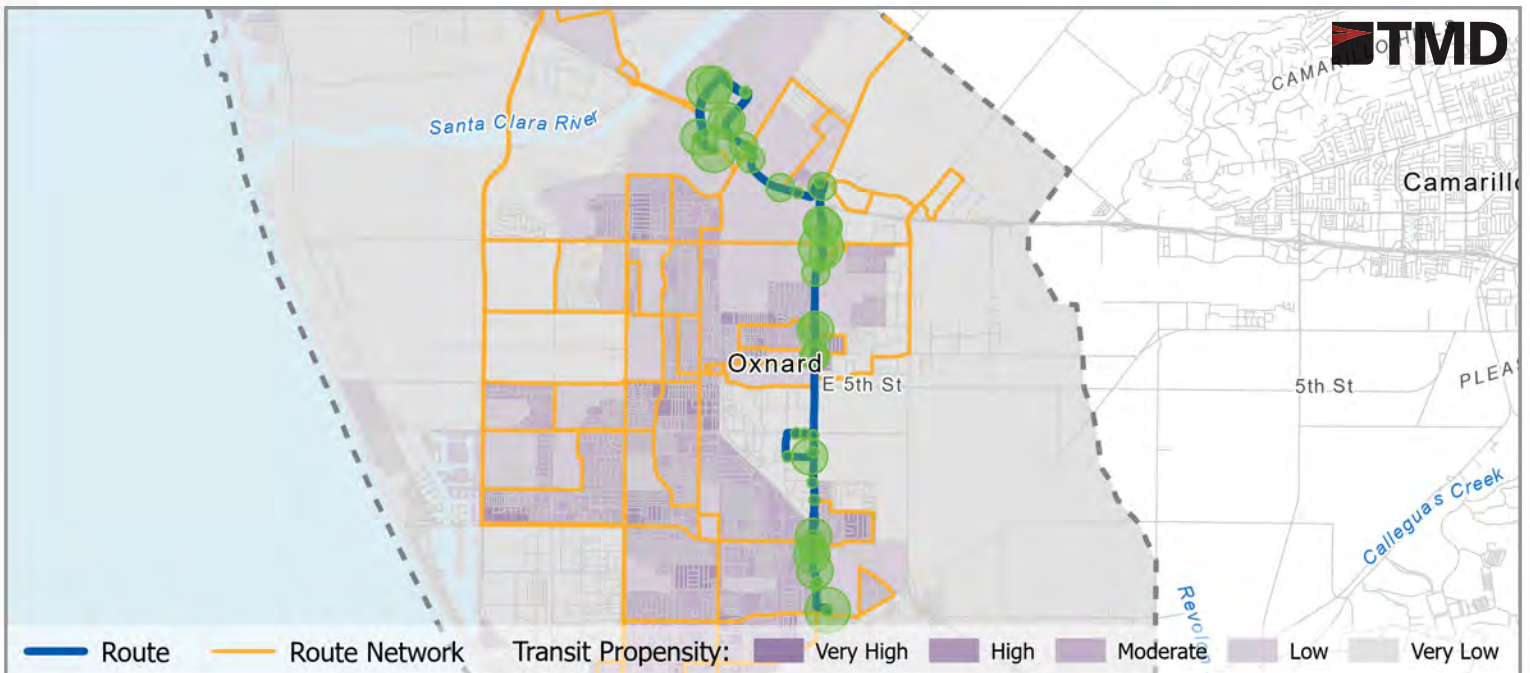
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 17

## Esplanade - Oxnard College

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>30</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:21 AM to 8:55 PM</b>	<b>7:15 AM to 7:55 PM</b>	<b>7:15 AM to 7:55 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>375</b> 8 System Rank	<b>178</b> 9 System Rank	<b>161</b> 9 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>11.4</b> 14 System Average	<b>9.4</b> 12 System Average	<b>8.5</b> 12 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$8.83</b> \$6.07 System Average	<b>\$10.72</b> \$7.91 System Average	<b>\$11.85</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>12%</b> 17% System Average	<b>10%</b> 13% System Average	<b>9%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>77.8%</b>	<b>78.5%</b>	<b>78.5%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



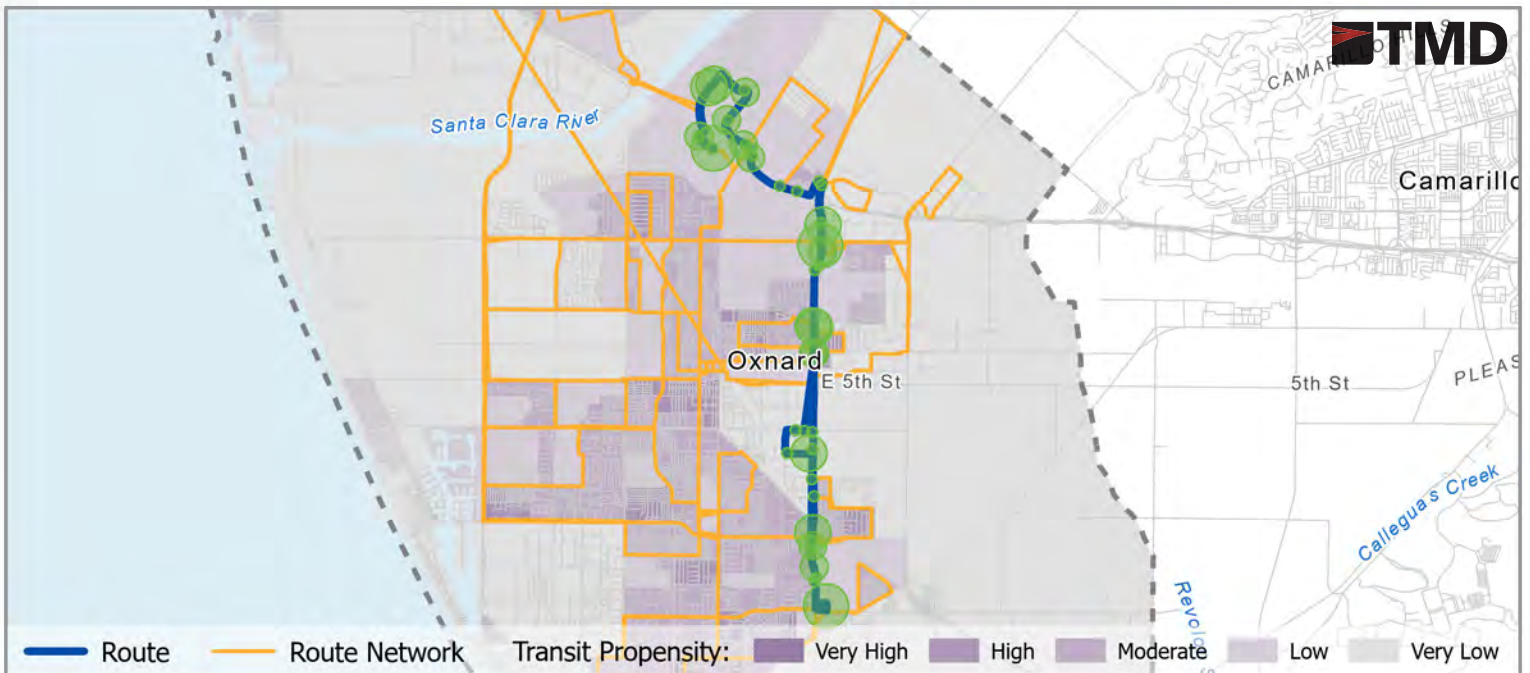
Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



# Route 17

## Esplanade - Oxnard College

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>40</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:05 AM to 8:34 PM</b>	<b>6:25 AM to 7:38 PM</b>	<b>6:25 AM to 7:38 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>308</b> 8 System Rank	<b>166</b> 10 System Rank	<b>161</b> 12 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>10.4</b> 16 System Average	<b>6.2</b> 16 System Average	<b>6</b> 16 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$8.77</b> \$5.20 System Average	<b>\$14.69</b> \$6.89 System Average	<b>\$15.07</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>10%</b> 15% System Average	<b>6%</b> 12% System Average	<b>6%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>85.6%</b>	<b>87.3%</b>	<b>86.7%</b>



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

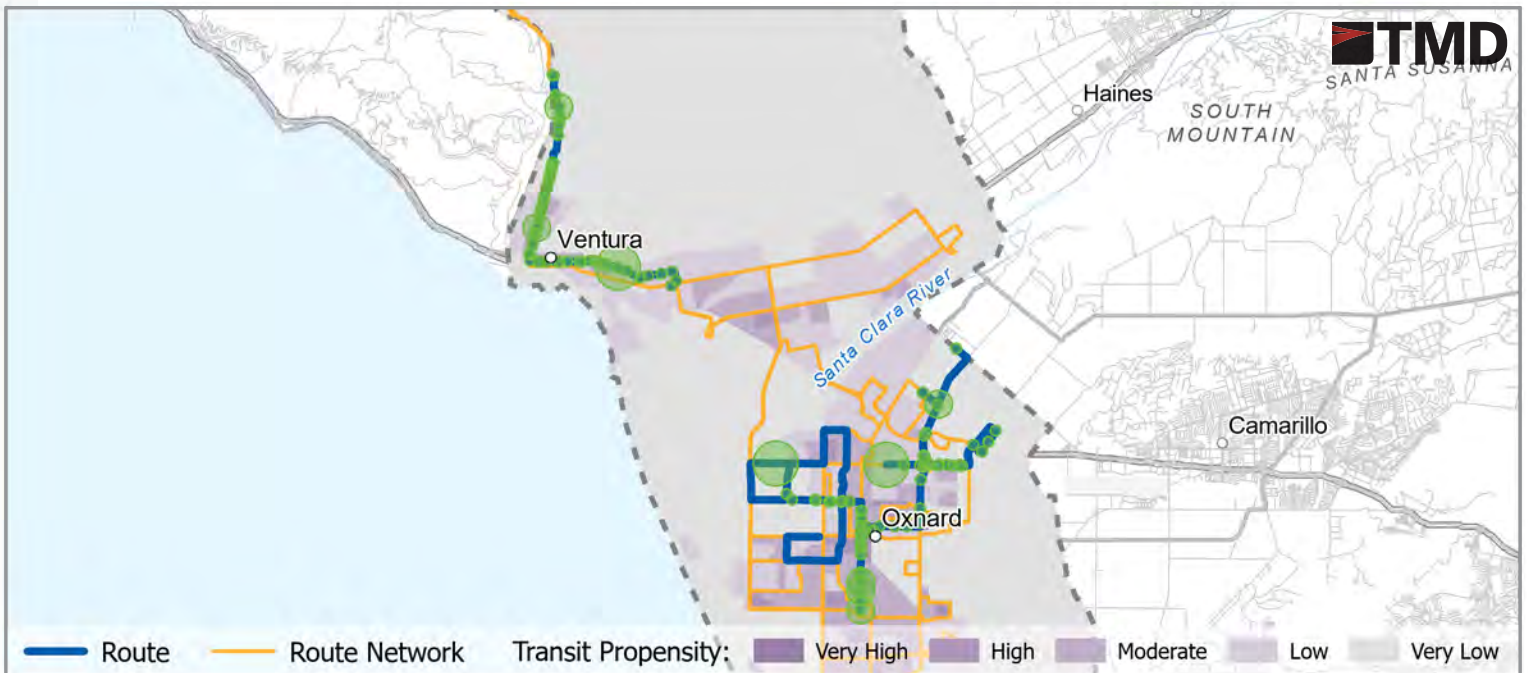
# Route 18

## Trippers



Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>9 trips</b>	-	-
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>7:40 AM to 3:50 PM</b>	<b>No Service</b>	<b>No Service</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>320</b> 9 System Rank	- - System Rank	- - System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>71.9</b> 1 System Average	- - System Average	- - System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$1.40</b> \$6.07 System Average	- - System Average	- - System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>91%</b> 17% System Average	- - System Average	- - System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>66.7%</b>	-	-

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

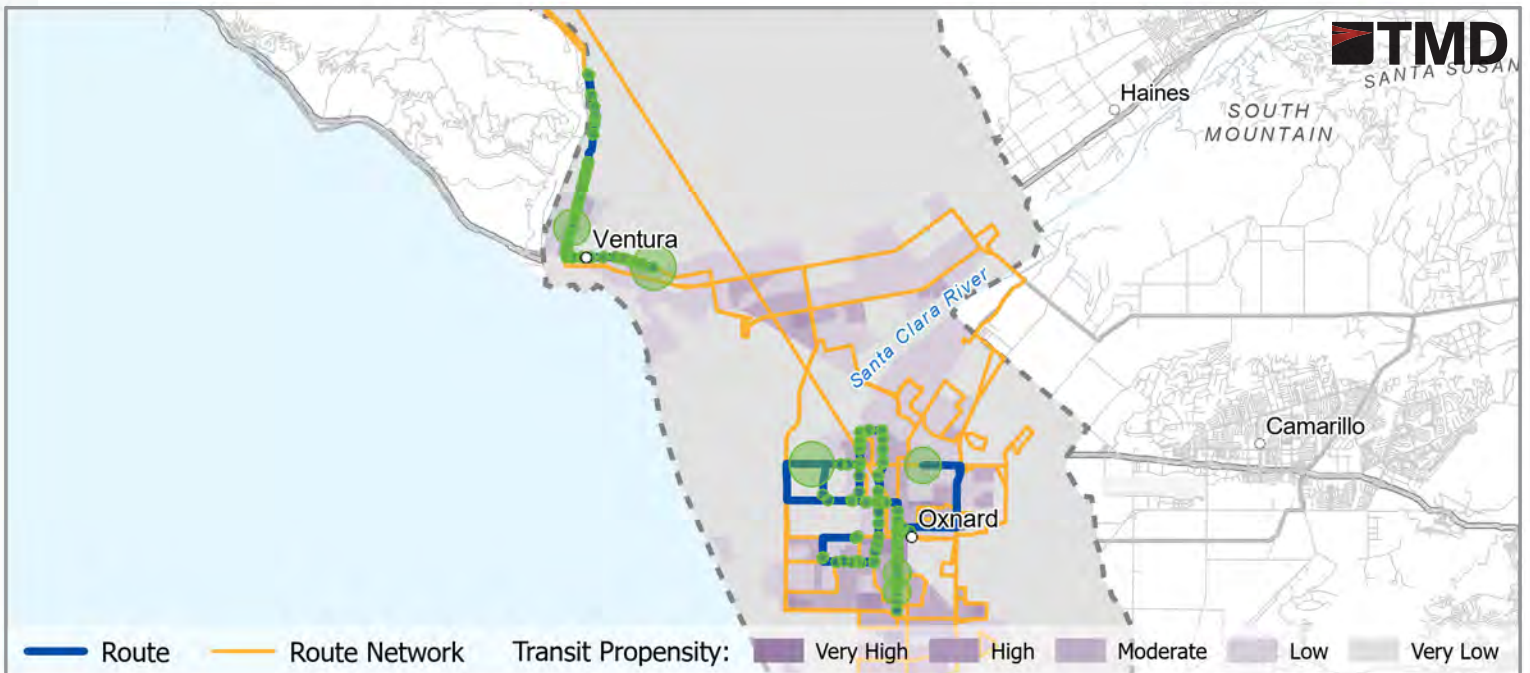
# Route 18

Northside/Parkwest Tripper

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>8 trips</b>	-	-
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>7:12 AM to 3:45 PM</b>	<i>No Service</i>	<i>No Service</i>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>226</b> 12 System Rank	- System Rank	- System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>49.3</b> 1 System Average	- System Average	- System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$1.85</b> \$5.20 System Average	- System Average	- System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>64%</b> 15% System Average	- System Average	- System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>60.0%</b>	-	-

## Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100





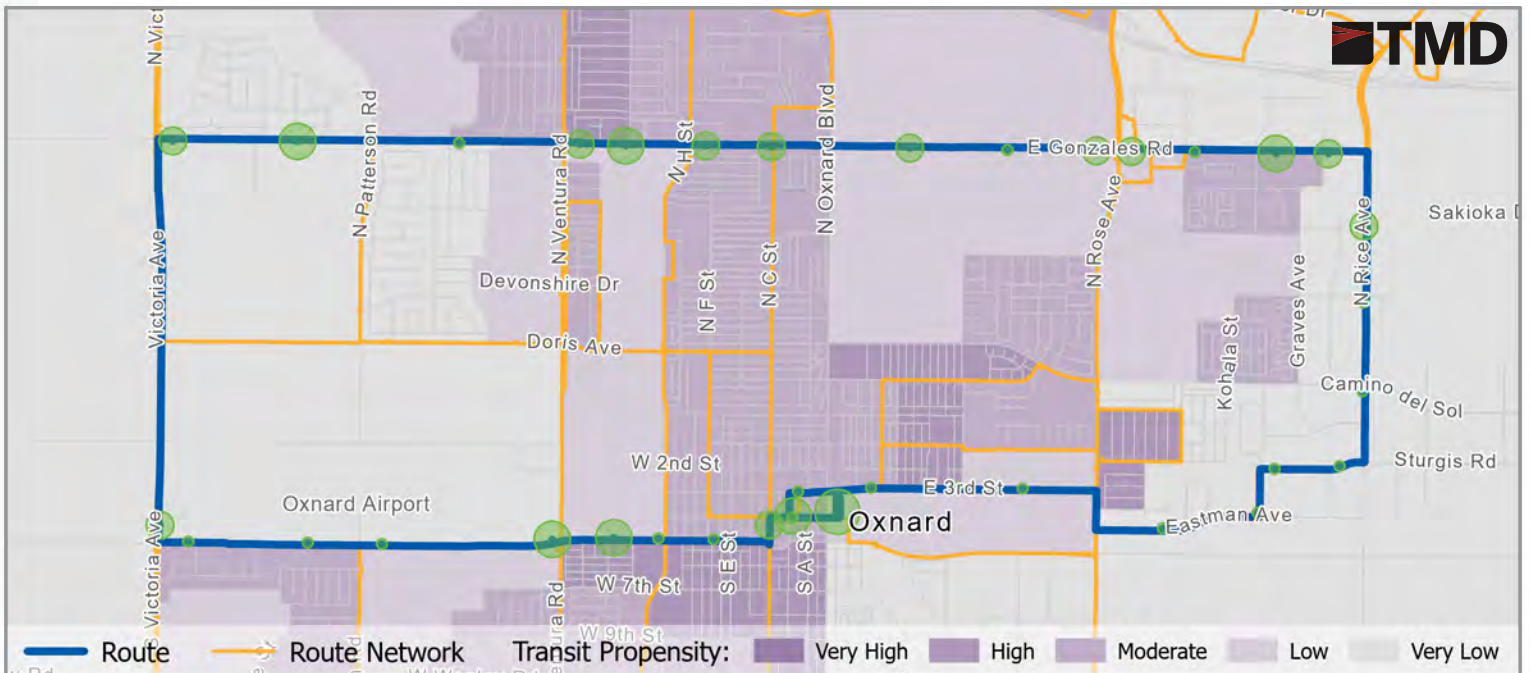
# Route 19

OTC - 5th St - Airport - Gonzales Rd

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	-	-
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:55 AM to 7:10 PM</b>	<b>No Service</b>	<b>No Service</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>208</b> 13 System Rank	- - System Rank	- - System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>14.9</b> 9 System Average	- - System Average	- - System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.74</b> \$6.07 System Average	- - System Average	- - System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>16%</b> 17% System Average	- - System Average	- - System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>86.7%</b>	-	-

## Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



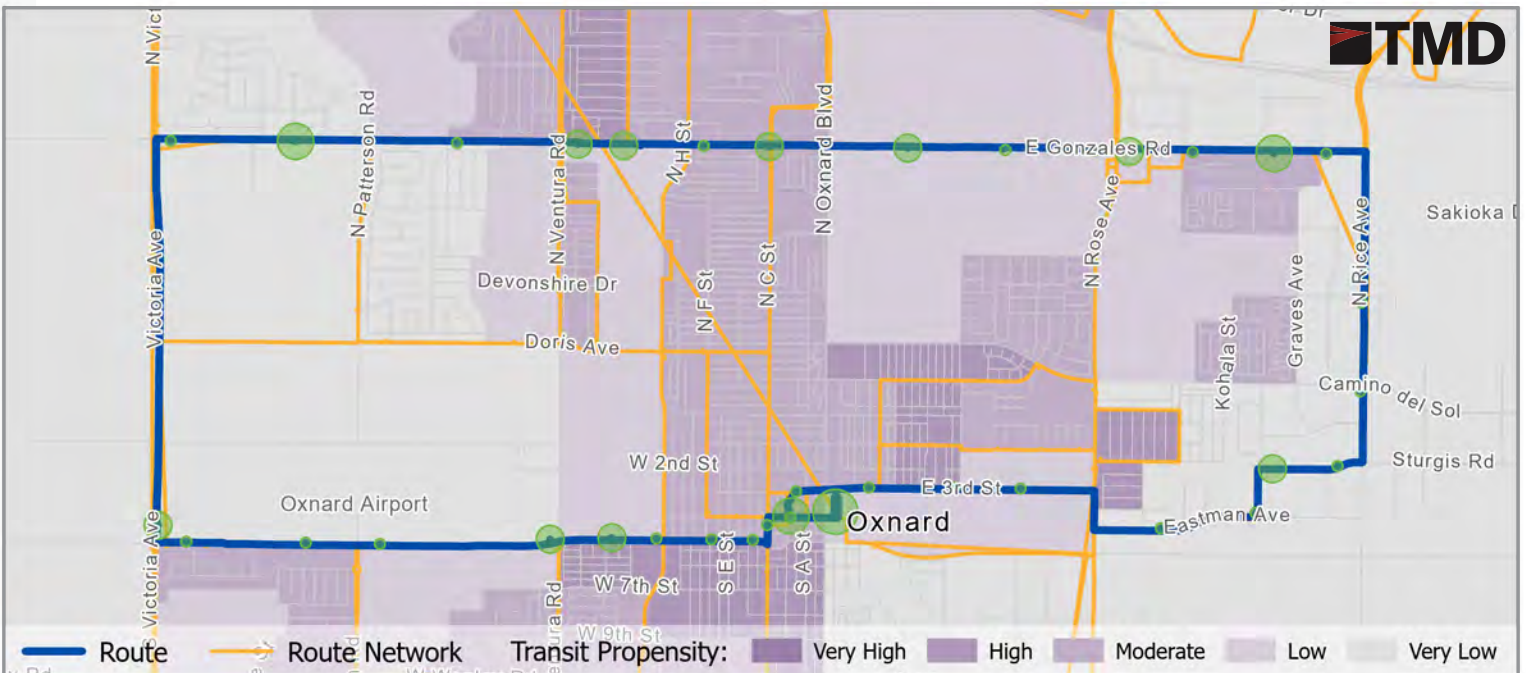
# Route 19

Gonzales/OTC/Fifth

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	-	-
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:00 AM to 7:50 PM</b>	<b>No Service</b>	<b>No Service</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>189</b> 16 System Rank	- - System Rank	- - System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>13.6</b> 14 System Average	- - System Average	- - System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.70</b> \$5.20 System Average	- - System Average	- - System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>12%</b> 15% System Average	- - System Average	- - System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>81.9%</b>	-	-

## Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



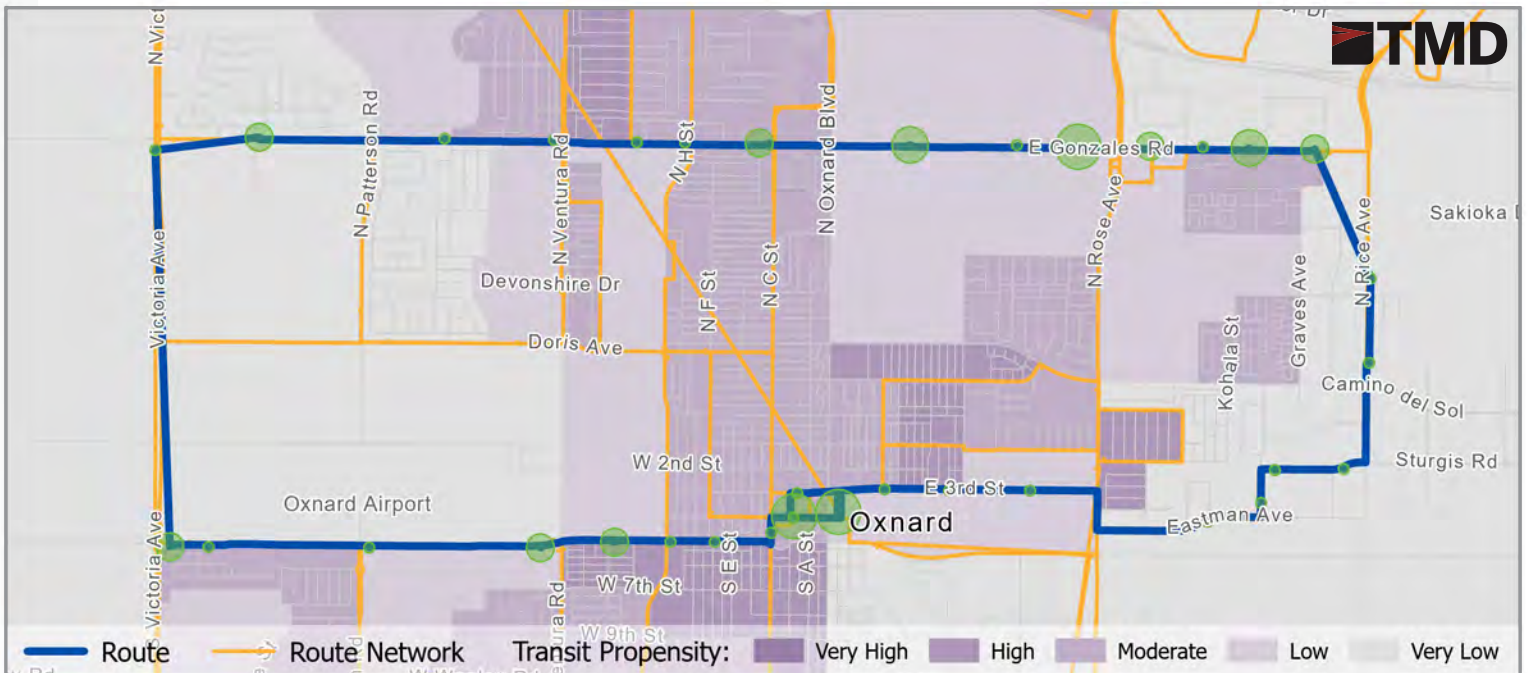
# Route 20

## Eastman - Lombard - Stugis

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:40 AM to 7:20 PM</b>	<b>6:33 AM to 6:05 PM</b>	<b>6:33 AM to 6:05 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>205</b> 15 System Rank	<b>89</b> 16 System Rank	<b>97</b> 15 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>15.1</b> 11 System Average	<b>7.5</b> 14 System Average	<b>7.9</b> 13 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.05</b> \$5.20 System Average	<b>\$12.22</b> \$6.89 System Average	<b>\$11.48</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>13%</b> 15% System Average	<b>6%</b> 12% System Average	<b>7%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>85.7%</b>	<b>85.7%</b>	<b>79.1%</b>

### Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

# Route 21

Port Hueneme - Ventura - Victoria Ave

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>60</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:40 AM to 7:45 PM</b>	<b>6:15 AM to 7:50 PM</b>	<b>6:15 AM to 7:50 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>837</b> 3 System Rank	<b>390</b> 6 System Rank	<b>370</b> 5 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>15.6</b> 7 System Average	<b>14.4</b> 4 System Average	<b>13.7</b> 4 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$6.45</b> \$6.07 System Average	<b>\$6.99</b> \$7.91 System Average	<b>\$7.37</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>17%</b> 17% System Average	<b>16%</b> 13% System Average	<b>15%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>83.6%</b>	<b>83.9%</b>	<b>79.4%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



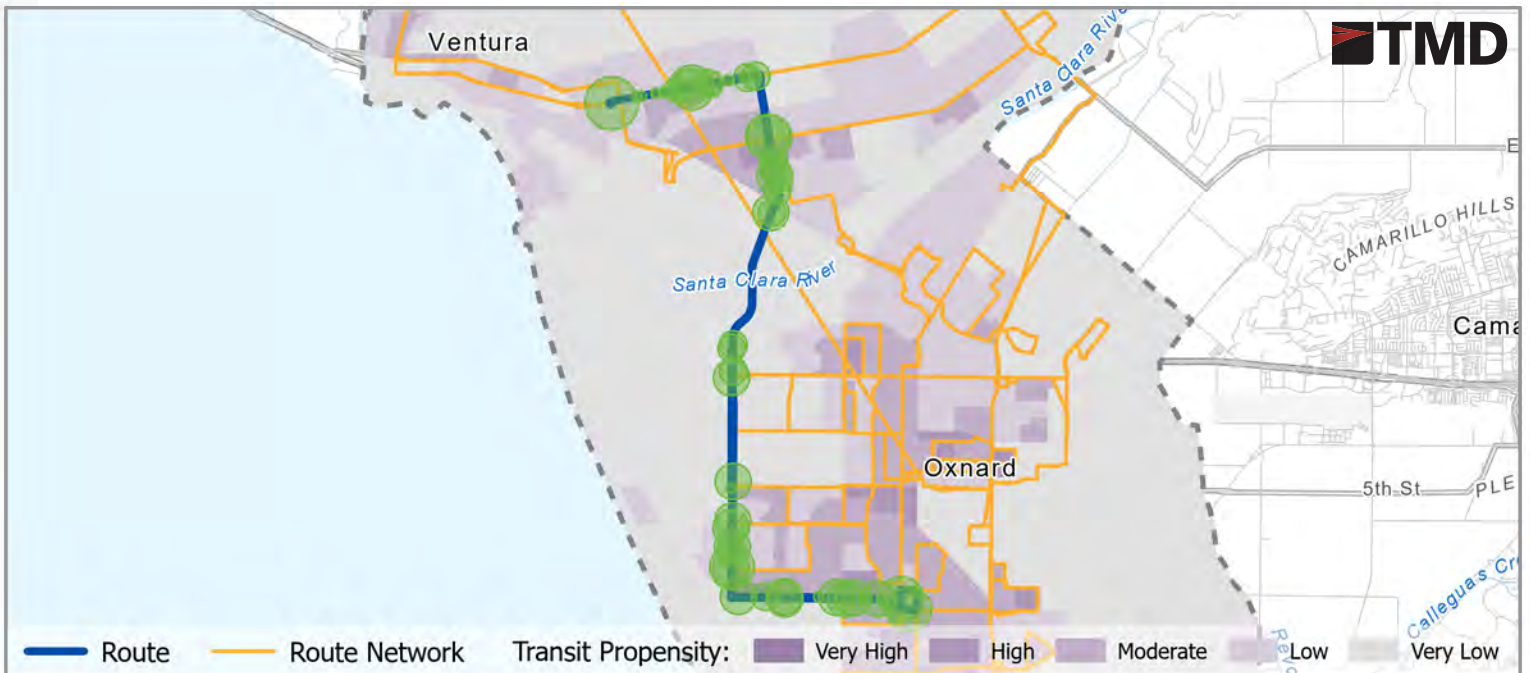
# Route 21

Port Hueneme - Ventura - Victoria Ave

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>40</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>5:40 AM to 7:55 PM</b>	<b>6:15 AM to 8:00 PM</b>	<b>6:15 AM to 8:00 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>801</b> 3 System Rank	<b>412</b> 6 System Rank	<b>380</b> 5 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>18.1</b> 7 System Average	<b>15.1</b> 4 System Average	<b>13.9</b> 5 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$5.03</b> \$5.20 System Average	<b>\$6.04</b> \$6.89 System Average	<b>\$6.54</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>16%</b> 15% System Average	<b>14%</b> 12% System Average	<b>13%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>82.6%</b>	<b>77.3%</b>	<b>75.3%</b>

## Weekday Passenger Boardings

Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

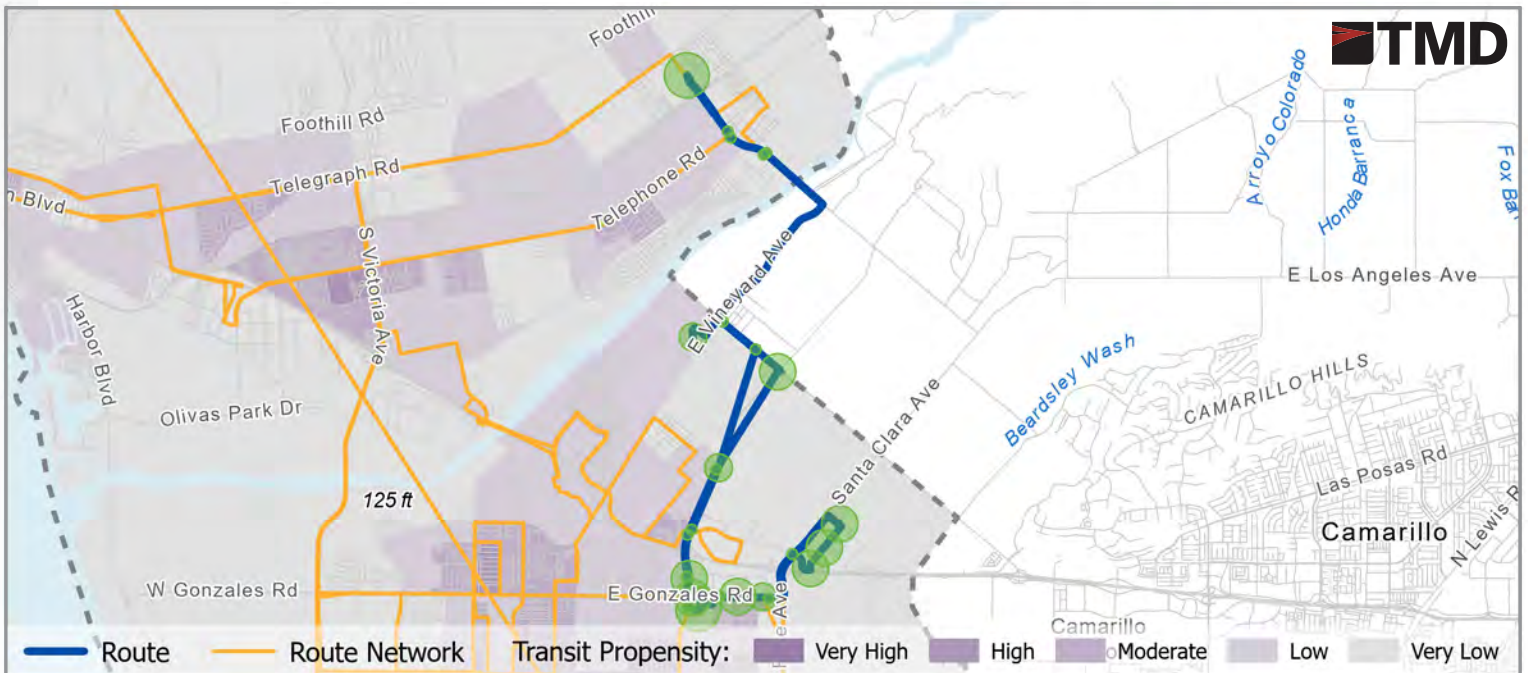
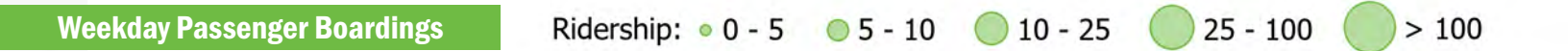




# Route 22

Wells Center - St. John's - Nyeland Acres

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>40</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:00 AM to 8:04 PM</b>	<b>6:50 AM to 7:51 PM</b>	<b>6:50 AM to 7:41 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>180</b> 17 System Rank	<b>67</b> 17 System Rank	<b>53</b> 17 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>6.5</b> 19 System Average	<b>5</b> 17 System Average	<b>4</b> 17 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$14.10</b> \$5.20 System Average	<b>\$18.20</b> \$6.89 System Average	<b>\$22.93</b> \$7.16 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>6%</b> 15% System Average	<b>4%</b> 12% System Average	<b>3%</b> 11% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>85.4%</b>	<b>83.3%</b>	<b>82.7%</b>



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report

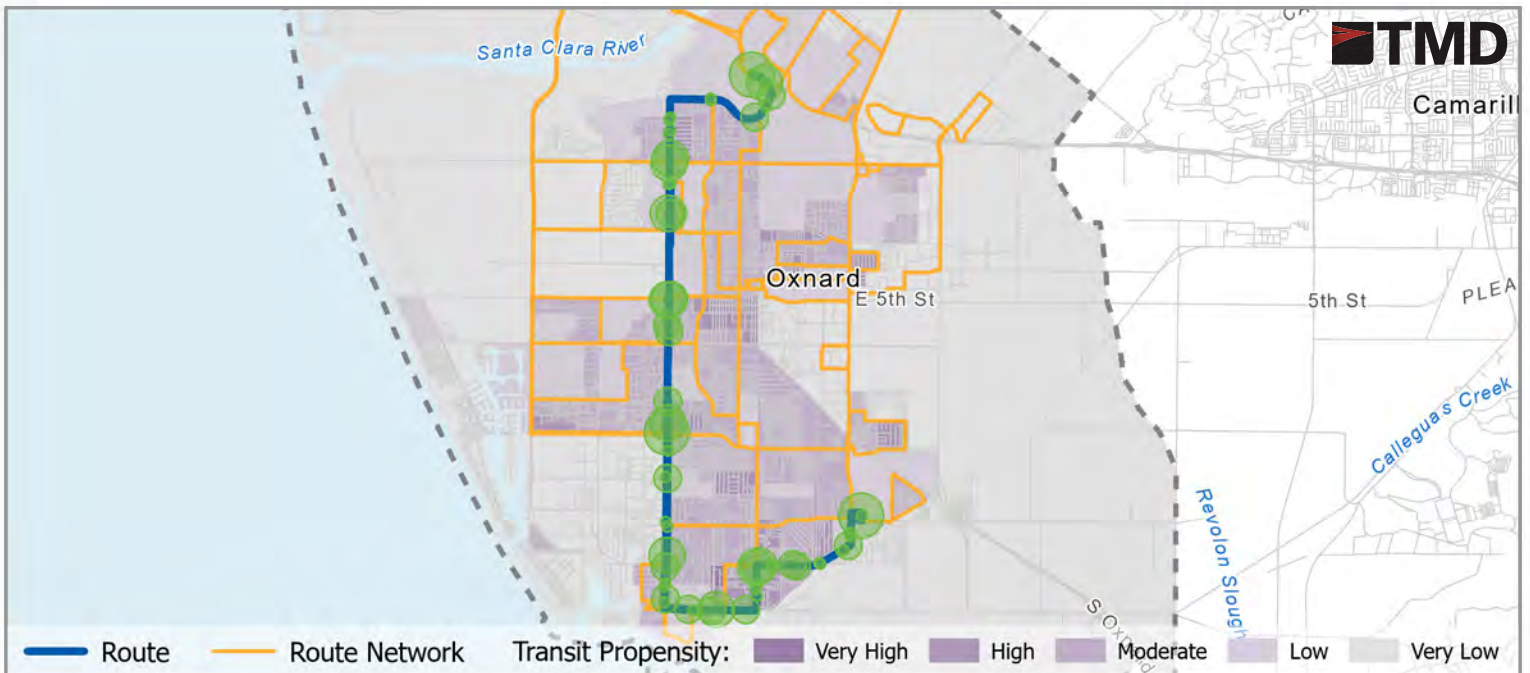


# Route 23

Oxnard College - Naval Base - Esplanade

Route Performance:	Weekday	Saturday	Sunday
<b>Peak Frequency (min.)</b> <small>The average time, in minutes, between buses</small>	<b>40</b>	<b>60</b>	<b>60</b>
<b>Hours of Operation</b> <small>The hours the bus is in service</small>	<b>6:40 AM to 8:15 PM</b>	<b>6:40 AM to 7:40 PM</b>	<b>6:40 AM to 7:40 PM</b>
<b>Daily Passenger Boardings</b> <small>The average number of daily boardings</small>	<b>414</b> 7 System Rank	<b>207</b> 8 System Rank	<b>192</b> 8 System Rank
<b>Productivity (Boardings per Revenue Hour)</b> <small>The number of boardings divided by the number of revenue hours the bus is in operation</small>	<b>11.2</b> 15 System Average	<b>11.8</b> 7 System Average	<b>11</b> 7 System Average
<b>Cost Per Passenger</b> <small>The total cost to operate the route per day, divided by average daily boardings</small>	<b>\$9.00</b> \$6.07 System Average	<b>\$8.50</b> \$7.91 System Average	<b>\$9.19</b> \$8.32 System Average
<b>Fare Box Recovery</b> <small>Passenger revenue divided by the operating costs</small>	<b>12%</b> 17% System Average	<b>13%</b> 13% System Average	<b>12%</b> 12% System Average
<b>On-Time Performance</b> <small>The percentage of trips that arrive on time (no more than 1 minute early or 5 minutes late)</small>	<b>83.0%</b>	<b>82.7%</b>	<b>85.9%</b>

**Weekday Passenger Boardings** Ridership: ● 0 - 5 ● 5 - 10 ● 10 - 25 ● 25 - 100 ● > 100



Data Source: APC, Farebox, Operating Statistics and Performance Indicators Report



DATE March 6, 2024 **Item #9**

TO Board of Directors

FROM Cynthia Duque, Director of Planning and Marketing  
Monica Gonzalez, Transit Planner

SUBJECT Receive Presentation on GCTD's Proposed Fare Adjustment Public Outreach Campaign and Conduct a Public Hearing

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## I. SUMMARY

In November 2023, GCTD staff presented an item to the Board of Directors proposing initial outreach to collect public feedback on a fare structure adjustment. The proposal was approved, leading GCTD to initiate a public education campaign for the Proposed Fare Adjustment. As part of the campaign, GCTD developed informational materials, organized community meetings, and launched a survey to collect public comments on January 16, 2023. The survey has been promoted on buses and social media platforms and will be ongoing until March 7, 2024.

The following report provides an update on the outreach efforts and outlines a preliminary analysis of community input trends observed in the survey responses received thus far. For this item, GCTD will hold a public hearing to allow the public the opportunity to provide comment to the Board on the proposed fare adjustment.

## II. BACKGROUND

GCTD's Board last approved a fare increase in 2009, which was subsequently implemented in two phases in 2010 and 2011. Staff is now proposing two alternative fare structures that would increase base fare to either \$2 or \$2.25 consistent with the increased expense of operating services. A detailed table of all fares for both current and proposed alternative fare structures can be found in Attachment A.

For GCTD, while ridership has steadily recovered to pre-pandemic levels, revenues have fallen short of meeting increased costs for the third year in a row. While GCTD's base fare is \$1.50, throughout this period the average fare collected per passenger has increased from \$.70 to nearly \$1. This increase is largely attributed to the college/youth ride free program - a pilot program funded by a grant obtained and administered by the VCTC from California's Low Carbon Transit Operations Program (LCTOP). This program reimburses GCTD for youth rides and has generated nearly \$1 million in fare revenue for GCTD.

### **GOLD COAST TRANSIT DISTRICT**

The table below illustrates five years of passenger ridership compared to operating cost and fare collected, and operating cost per passenger.

**GOLD COAST TRANSIT DISTRICT  
 PASSENGER COST BY MODE – TEN YEAR COMPARISON (Continued)  
 FISCAL YEARS 2013 TO 2022**

	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
<b>Bus - Fixed Route</b>					
Total Passengers	3,474,161	3,524,869	2,958,867	1,891,011	2,261,605
Passenger Fare Revenue	\$ 2,808,293	\$ 2,817,393	\$ 1,880,378	\$ 623,402	\$ 2,065,513
Local Government Fare Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Total Operating Cost	\$ 20,331,655	\$ 21,066,532	\$ 24,418,236	\$ 23,648,666	\$ 24,807,401
Revenue per Passenger	\$ 0.808	\$ 0.734	\$ 0.636	\$ 0.330	\$ 0.913
Cost per Passenger	\$ 5.852	\$ 5.980	\$ 8.253	\$ 12.506	\$ 10.969
Fare box Recovery %	13.90%	12.30%	7.70%	2.64%	8.33%
Adjusted Fare box Recovery %	25.30%	20.30%	14.20%	2.64%	48.77%
Subsidy per Passenger	\$ 5.044	\$ 5.240	\$ 7.617	\$ 12.176	\$ 10.056
Subsidy %	86.19%	87.74%	92.30%	97.36%	91.67%
<b>Bus - Paratransit</b>					
Total Passengers	114,229	117,456	95,245	61,938	75,596
Passenger Fare Revenue	\$ 303,830	\$ 364,212	\$ 481,785	\$ 45,063	\$ 133,836
Local Government Fare Revenue	\$ 291,754	\$ 175,440	\$ 263,521	\$ -	\$ -
Total Operating Cost	\$ 3,522,013	\$ 3,650,309	\$ 3,253,492	\$ 2,953,675	\$ 3,393,883
Revenue per Passenger	\$ 2.660	\$ 3.100	\$ 5.058	\$ 0.728	\$ 1.770
Cost per Passenger	\$ 30.833	\$ 31.080	\$ 34.159	\$ 47.688	\$ 44.895
Fare box Recovery %	8.60%	10.00%	14.80%	1.53%	3.94%
Adjusted Fare box Recovery %	17.40%	14.78%	22.91%	1.53%	64.50%
Subsidy per Passenger	\$ 28.17	\$ 27.98	\$ 29.10	\$ 46.96	\$ 43.13
Subsidy %	91.37%	90.03%	85.19%	98.47%	96.06%
<b>All Mode - Total</b>					
Total Passengers	3,588,390	3,642,325	3,054,112	1,952,949	2,337,201
Passenger Fare Revenue	\$ 3,112,123	\$ 3,181,605	\$ 2,362,163	\$ 668,465	\$ 2,199,349
Total Operating Cost	\$ 23,853,668	\$ 24,716,841	\$ 27,671,728	\$ 26,602,341	\$ 28,201,284
Revenue per Passenger	\$ 0.87	\$ 0.87	\$ 0.77	\$ 0.34	\$ 0.94
Cost per Passenger	\$ 6.65	\$ 6.79	\$ 9.06	\$ 13.62	\$ 12.07
Fare box Recovery %	13.100%	12.900%	8.500%	2.513%	7.799%
Adjusted Fare box Recovery %	24.100%	19.500%	14.700%	4.200%	46.31%
Subsidy per Passenger	\$ 5.78	\$ 5.91	\$ 8.29	\$ 13.28	\$ 11.13
Subsidy %	86.92%	87.14%	91.47%	97.50%	92.17%

Temporary bridge funding, such as COVID relief funds, have all but been expended. Our agency is now facing a convergence of factors including increasing labor and operational costs, increasing ridership, and more demand for quality services. GCTD staff has outlined several methods for addressing these challenges, and a fare increase is one strategy under consideration.

### III. TIMELINE

The following timeline provides a summary of the survey launch, community meetings, and the scheduled closing date for public comments.



### IV. SURVEY AND OUTREACH MATERIALS

To gather public feedback, GCTD crafted a survey brochure containing detailed information on the rationale behind the proposed fare increase, the proposed fare alternatives, a questionnaire, and a link to the online survey. Figure 1 below displays an image of the pamphlet.

Figure 1. Proposed Fare Adjustment Survey

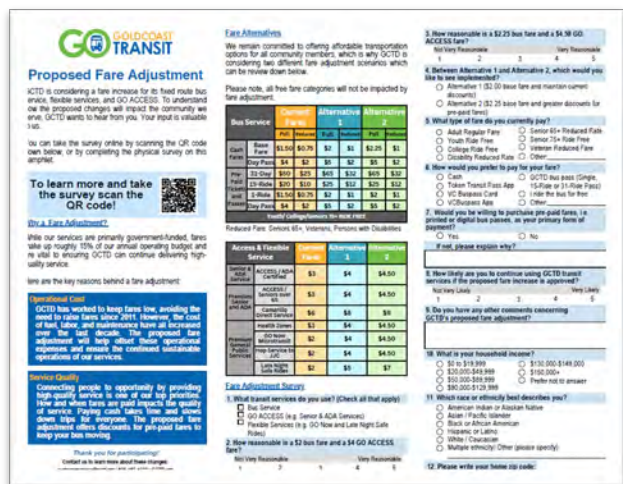


Figure 2. Fare Adjustment Advertisement on Board Bus



Brochures were strategically placed on buses for passengers' convenience, allowing them to easily access the survey. Passengers could either complete the survey and drop it in the collection box on board the bus or scan the QR code to take the survey online. Figure 2 illustrates how each bus was arranged to promote the fare adjustment campaign.

To ensure that passengers using the ACCESS Flexible Services were informed about the proposed changes, drivers were provided with survey brochures to distribute to demand response passengers.

v. COMMUNITY OUTREACH

GCTD hosted four different community meetings at:

1. E.P Foster Library – January 23, 2024
2. Carpenter Community Center – January 25, 2024
3. Ventura County Government Center – January 30, 2024
4. Oxnard Main Public Library – February 1, 2024

Figure 3

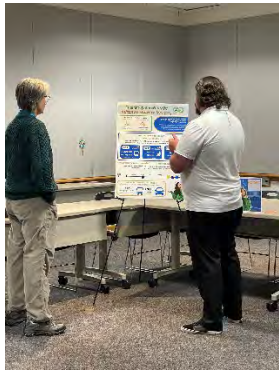


Figure 4



Figure 5



Figure 3 -5: Shows pictures of various members of the public we spoke to in our community meetings.

Prior to the commencement of the community meetings, GCTD promoted the dates through various channels, including printed rider alerts, public service announcements onboard buses, and social media. Despite GCTD's comprehensive advertising efforts for these in-person community meetings, attendance was very light. However, despite the low turnout, GCTD staff managed to gather valuable feedback on both the fare adjustments and our overall services from dedicated, long-time bus riders.

Each community meeting followed a structured format, consisting of three stations with corresponding activities.

1. At the first station, we delved into the background and rationale behind the proposed fare increase, engaging attendees in a discussion about what they considered to be a "fair fare."
2. The second station displayed the proposed alternatives for the fare increase and encouraged participants to complete the survey to provide feedback on their preferred alternative.
3. The third station aimed to educate the public on various payment methods for fares, highlighted the benefits of pre-paid options, and provided an overview of GCTD's free and discounted programs.

Figure 6

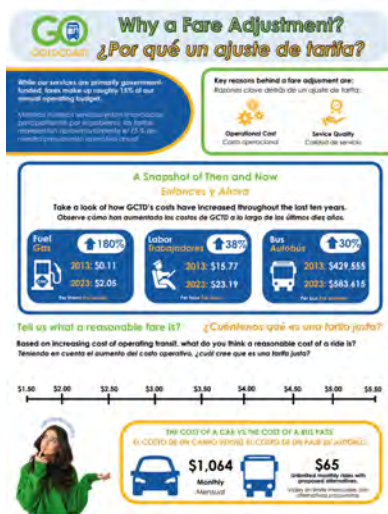


Figure 7

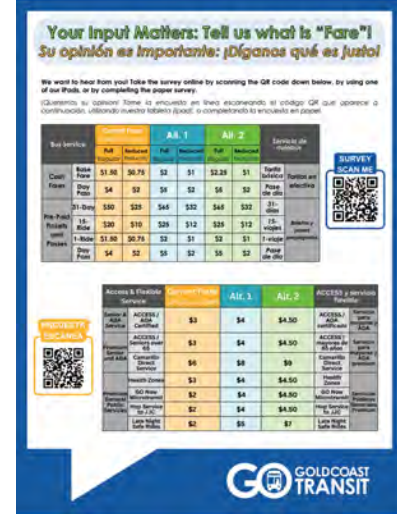


Figure 8



Figure 6 – 8. Shows the posters created for each of the stations at the Proposed Fare Adjustment community meetings. Copies of posters are attached to this report.

Overall, the prevailing sentiment from our public meetings was that while attendees' general preference was that fares would remain the same, they demonstrated understanding and support for the necessity of the proposed adjustment.

Finally, GCTD will be conducting a public hearing on March 6<sup>th</sup>, 2024, during GCTD's regularly scheduled Board meeting. It has been promoted and a public notice was published in the VC Star newspaper.

Public comment on the proposed changes will close on March 7, 2024.

## VI. PRELIMINARY FINDINGS FROM SURVEY

In preparation for this report, GCTD staff conducted a first reading of the results to develop a preliminary analysis. As of that reading, GCTD had received 237 survey responses. Of the people who responded 73% use GCTD's bus service, 15% use Flexible Services, and 13% use GO ACCESS. Between Alternative 1 and Alternative 2, 86% prefer Alternative 1. A majority of the respondents pay adult regular fares and pay with cash, followed by the Token Transit Pass App as the second preferred payment for fares. Despite cash being the most popular form of payment, 69% of respondents said they would be willing to purchase pre-paid fares as their primary form of payment.

For those who responded, "No" to purchasing pre-paid fares as their alternative form of payment some of the top reasons were:

1. Not knowing or not being comfortable using digital forms of payments.
2. Not having reliable internet access, only using GCTD's service occasionally.
3. Cash being more convenient.

35% of respondents chose to provide comments, of which common themes relevant to the Proposed Fare adjustment were:

1. Noting that the adjustments would affect passengers with fixed income.
2. How an increase would make it difficult for some to afford the bus altogether.
3. How revenue from the fare increase should be used to improve overall transit service.

The last questions of the survey pertained to demographics to better help us understand the audience. Those questions included household income, race/ethnicity, and home zip code. For a full summary of these questions, and a comprehensive summary of the responses received from the Proposed Fare Adjustment at first review, please refer to Attachment C.

## VII. NEXT STEPS

The public comment period closes on March 7, 2024. Based on a final review and analysis of the survey results and other public input received, GCTD will develop a recommendation for Board approval in April. If approval is received at that time, staff recommends implementing the fare increase to coincide with the next service change on July 7<sup>th</sup>, 2024 and printing of the next bus book. Additionally, staff will prepare a secondary

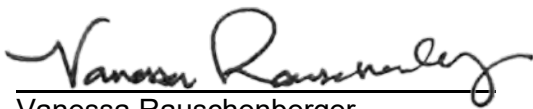


public education campaign following approval to extensively distribute information about this change.

#### VIII. RECOMMENDATION

It is recommended that the Board of Directors receive and file this report and provide feedback to staff.

#### **GENERAL MANAGER'S CONCURRENCE**



Vanessa Rauschenberger  
General Manager

- Attachment A: GCTD Proposed Fare Alternatives*
- Attachment B: Poster Boards*
- Attachment C: Survey and Preliminary Survey Analysis*

## GCTD Fare Adjustment - Draft Alternatives

		CURRENT FARES		ALTERNATIVE 1		ALTERNATIVE 2	
	Description	Full Fare	*Reduced Fare	Full Fare	Reduced Fare	Full Fare	Reduced Fare
<b>FIXED ROUTE</b>							
Cash Fares							
Fares paid with cash and/or coin at time of boarding.							
Base Fare	1-Ride (valid 2 hrs) Unlimited trips within single day.	\$ 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
<i>*Reduced Fare - Seniors 65+, Veterans, Persons with Disabilities</i>							
Pre-Paid Tickets & Passes							
Paper / magnetic stripe passes sold at ticket outlets or through bulk orders.							
Digital passes sold through Token Transit or other apps.							
31-Day	Unlimited trips within 31- Day period.	\$ 50.00	\$ 25.00	\$ 65.00	\$ 32.00	\$ 65.00	\$ 32.00
	\$ per ride	\$ 1.25	\$ 0.63	\$ 1.63	\$ 0.80	\$ 1.63	\$ 0.80
	Discount	17%	17%	19%	20%	28%	20%
15-Ride	15 trips no time limitation.	\$ 20.00	\$10.00	\$ 25.00	\$ 12.00	\$ 25.00	\$ 12.00
	\$ per ride	\$ 1.33	\$ 0.67	\$ 1.67	\$ 0.80	\$ 1.67	\$ 0.80
	Discount	11%	11%	17%	20%	26%	20%
1-Ride (valid 2 hrs)	Sold on Token Transit	\$ 1.50	\$ 0.75	\$ 2.00	\$ 1.00	\$ 2.00	\$ 1.00
Day Pass	Unlimited trips within single day.	\$ 4.00	\$ 2.00	\$ 5.00	\$ 2.00	\$ 5.00	\$ 2.00
Fare Cap - 31 Day Maximum	Digital Sales Only	\$ 50.00	\$ 25.00	\$ 65.00	\$ 32.00	\$ 65.00	\$ 32.00
Purchases of 1-Ride and Day Passes apply toward fare cap.							
<b>ACCESS &amp; FLEXIBLE SERVICES</b>							
Mandated Services							
ACCESS / ADA Certified	Single Trip	\$ 3.00		\$ 4.00		\$ 4.50	
Non-Mandated Services - ADA & Seniors							
ACCESS / Seniors over 65	Single Trip	\$ 3.00		\$ 4.00		\$ 4.50	
ACCESS 10-Ride Book	Sold to Agencies Only	\$ 30.00		25% Trip Cost		25% Trip Cost	
Camarillo Direct Service	Single Trip	\$ 6.00		\$ 8.00		\$ 9.00	
Non-Mandated Flexible Services - General Public							
Health Zones	Variable cost per trip	\$ 3.00	<i>per zone</i>	\$ 4.00	<i>per zone</i>	\$ 4.50	<i>per zone</i>
GO Now Microtransit	Single Trip	\$ 2.00		\$ 4.00		\$ 4.50	
Hop Service to JJC	Single Trip	\$ 2.00		\$ 4.00		\$ 4.50	
Late Night Safe Rides	Single Trip	\$ 2.00		\$ 5.00		\$ 7.00	
	Operating Cost / Trip	Fare % of Cost		Fare % of Cost		Fare % of Cost	
Fixed Route	\$11.00	14%		18%		20%	
ACCESS & Flexible Services	\$44.80	7%		9%		10%	



# Why a Fare Adjustment? ¿Por qué un ajuste de tarifa?

While our services are primarily government-funded, fares make up roughly 15% of our annual operating budget.

Mientras nuestros servicios están financiados principalmente por el gobierno, las tarifas representan aproximadamente el 15 % de nuestro presupuesto operativo anual.

Key reasons behind a fare adjustment are:

Razones clave detrás de un ajuste de tarifa:



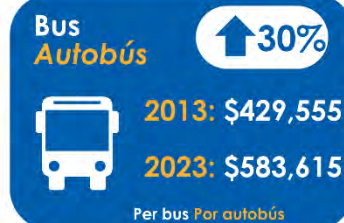
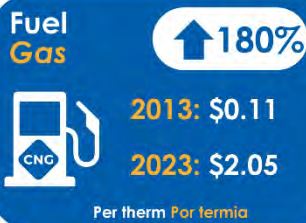
Operational Cost  
Costo operacional



Service Quality  
Calidad de servicio

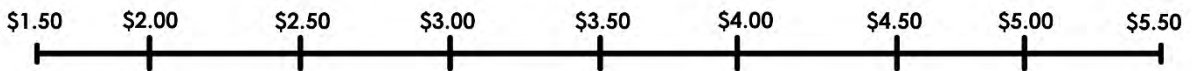
## A Snapshot of Then and Now Entonces y Ahora

Take a look of how GCTD's costs have increased throughout the last ten years.  
Observe cómo han aumentado los costos de GCTD a lo largo de los últimos diez años.



## Tell us what a reasonable fare is? ¿Cuéntenos qué es una tarifa justa?

Based on increasing cost of operating transit, what do you think a reasonable cost of a ride is?  
Teniendo en cuenta el aumento del costo operativo, ¿cuál cree que es una tarifa justa?



## THE COST OF A CAR VS THE COST OF A BUS PASS EL COSTO DE UN CARRO VERSUS EL COSTO DE UN PASE DE AUTOBÚS



**\$1,064**  
Monthly  
Mensual



**\$65**  
Unlimited monthly rides with proposed alternatives.  
Viajes sin límite mensuales con alternativas propuestas.

# Your Input Matters: Tell us what is "Fare"! Su opinión es importante: ¡Díganos qué es justo!

We want to hear from you! Take the survey online by scanning the QR code down below, by using one of our iPads, or by completing the paper survey.

¡Queremos su opinión! Tome la encuesta en línea escaneando el código QR que aparece a continuación, utilizando nuestra tableta (ipad), o completando la encuesta en papel.

Bus Service		Current Fares <i>Tarifas actuales</i>		Alt. 1		Alt. 2		Servicio de autobús	
		Full <i>Regular</i>	Reduced <i>Reducido</i>	Full <i>Regular</i>	Reduced <i>Reducido</i>	Full <i>Regular</i>	Reduced <i>Reducido</i>		
Cash Fares	Base Fare	\$1.50	\$0.75	\$2	\$1	\$2.25	\$1	Tarifa básica	Tarifas en efectivo
	Day Pass	\$4	\$2	\$5	\$2	\$5	\$2	Pase de día	
Pre-Paid Tickets and Passes	31-Day	\$50	\$25	\$65	\$32	\$65	\$32	31-días	Boletos y pases prepagados
	15-Ride	\$20	\$10	\$25	\$12	\$25	\$12	15-viajes	
	1-Ride	\$1.50	\$0.75	\$2	\$1	\$2	\$1	1-viaje	
	Day Pass	\$4	\$2	\$5	\$2	\$5	\$2	Pase de día	



Access & Flexible Service		Current Fares <i>Tarifas actuales</i>	Alt. 1	Alt. 2	ACCESS y servicio flexible	
Senior & ADA Service	ACCESS / ADA Certified	\$3	\$4	\$4.50	ACCESS / ADA certificado	Servicio para mayores y ADA
Premium Senior and ADA	ACCESS / Seniors over 65	\$3	\$4	\$4.50	ACCESS / mayores de 65 años	Servicio para mayores y ADA premium
	Camarillo Direct Service	\$6	\$8	\$9	Camarillo Direct Service	
Premium General Public Services	Health Zones	\$3	\$4	\$4.50	Health Zones	Servicios Públicos Generales Premium
	GO Now Microtransit	\$2	\$4	\$4.50	GO Now Microtransit	
	Hop Service to JJC	\$2	\$4	\$4.50	Hop Service to JJC	
	Late Night Safe Rides	\$2	\$5	\$7	Late Night Safe Rides	

# Understanding Your Fare Options

## Entendiendo sus opciones de tarifas

Did you know that there are multiple ways you can pay your fare? Below are the different payment options. Let us know your preferred form of payment.

¿Sabía que existen varias formas de pagar su tarifa? A continuación, vea las diferentes opciones que tiene y háganos saber cuál es su forma de pago preferida.



**VCbuspass Card**  
Tarjeta VCbuspass

**Cash**  
Dinero en efectivo



**Token Transit App**  
Aplicación Token Transit



**VCbuspass App**  
Aplicación VCbuspass

**GCTD Bus Passes**  
Pases de autobús GCTD



Free Fare Programs Programas de tarifas gratuitas	Discounted Fare Programs Programas de tarifas con descuento
<b>Youth Ride Free</b> Jóvenes viajan gratis	<b>Seniors</b> Mayores de edad
<b>College Ride Free</b> Viajes gratis para estudiantes universitarios	<b>Veterans</b> Veteranos
<b>Seniors 75+ Ride Free</b> Mayores de 75 años viajan gratis	<b>Persons with Disabilities</b> Personas con discapacidades
	<b>Pre-paid monthly or multiride passes</b> Pases mensuales o de varios viajes prepagados

### Benefits of Pre-Paid Fares Beneficios de tarifas prepagadas



**Greater discount per ride.**  
Mayor descuento por viaje.



**Faster trips!**  
¡Viajes más rápidos!





# 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 | 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 reviewed 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					Very Reasonable	
1	2	3	4	5		

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

Not Very Reasonable			Very Reasonable		
1	2	3	4	5	

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			Very Likely		
1	2	3	4	5	

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: \_\_\_\_\_

## Ajuste de Tarifas Propuesto

GCTD está considerando un aumento de tarifas para el servicio de autobús, servicios flexibles y GO ACCESS. Para comprender cómo los cambios propuestos afectarán a la comunidad a la que servimos, GCTD quiere saber de usted. Su opinión es valiosa para nosotros.

Puede tomar la encuesta en línea escaneando el código QR que aparece a continuación o completando la encuesta física en este folleto.

**¡Para obtener más información y completar la encuesta, escanee el código QR!**



### ¿Por qué un ajuste de tarifas?

Mientras nuestros servicios están financiados principalmente por el gobierno, las tarifas representan aproximadamente el 15% de nuestro presupuesto operativo anual y son vitales para garantizar que GCTD pueda continuar brindando un servicio de alta calidad.

Estas son las razones clave detrás de un ajuste en la de tarifas:

#### Costo operacional

GCTD ha trabajado para mantener las tarifas bajas, evitando la necesidad de aumentarlas desde 2011. Sin embargo, el costo de la gasolina, la mano de obra y el mantenimiento han aumentado durante la última década. El ajuste de tarifas propuesto ayudará a compensar estos gastos operativos y garantizará la continuidad de las operaciones sostenibles de nuestros servicios.

#### Calidad de servicio

Conectar a las personas con oportunidades brindándoles un servicio de alta calidad es una de nuestras principales prioridades. Cómo y cuándo se pagan las tarifas influye la calidad del servicio. Pagar en efectivo lleva tiempo y ralentiza los viajes para todos. El ajuste de tarifas propuesto ofrece descuentos en tarifas prepagadas para mantener su autobús en movimiento.

*¡Gracias por participar!*

Contáctenos para conocer más sobre estos cambios:  
customerservice@gctd.org | 805-487-4222 | GCTD.org

### Alternativas de tarifas propuestas

Seguimos comprometidos a ofrecer opciones de transporte asequibles para todos los miembros de la comunidad, razón por la cual GCTD está considerando dos alternativas diferentes de ajuste de tarifas que pueden ver a continuación.

Tenga en cuenta que todas las categorías de tarifas gratuitas no se verán afectadas por el ajuste de tarifas.

Servicio de autobús		Tarifas actuales		Alternativa 1		Alternativa 2	
		Regular	Reducido	Regular	Reducido	Regular	Reducido
Tarifas en efectivo	Tarifa básica	\$1.50	\$0.75	\$2	\$1	\$2.25	\$1
	Pase de día	\$4	\$2	\$5	\$2	\$5	\$2
Boletos y pases prepagados	31-días	\$50	\$25	\$65	\$32	\$65	\$32
	15-viajes	\$20	\$10	\$25	\$12	\$25	\$12
	1-viaje	\$1.50	\$0.75	\$2	\$1	\$2	\$1
	Pase de día	\$4	\$2	\$5	\$2	\$5	\$2

Jóvenes/universitarios/ mayores de 75 años VIAJEAN GRATIS

ACCESS y servicio flexible		Tarifas actuales	Alternativa 1	Alternativa 2
Servicio para mayores y ADA	ACCESS / ADA certificado	\$3	\$4	\$4.50
Servicio para mayores y ADA premium	ACCESS / mayores de 65 años	\$3	\$4	\$4.50
	Camarillo Direct Service	\$6	\$8	\$9
Servicios Públicos Generales Premium	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

### Encuesta de ajuste de tarifas

1. ¿Qué servicios de tránsito utiliza? (Elige todo lo que usas)

- Servicio de autobús
- GO ACCESS (e.g., Servicios para mayores y ADA)
- Servicios flexibles(ex. GO Now and Late Night Safe Rides)

2. ¿Qué tan razonable es una tarifa de autobús de \$2 y una tarifa de GO ACCESS de \$4?

No muy razonable Muy razonable  
1 2 3 4 5

3. ¿Qué tan razonable es una tarifa de autobús de \$2.25 y una tarifa de GO ACCESS de \$4.50?

No muy razonable Muy razonable  
1 2 3 4 5

4. Entre la Alternativa 1 y la Alternativa 2, ¿cuál le gustaría que se implementara?

- Alternativa 1 (\$2 tarifa base y mantener descuentos actuales)
- Alternativa 2 (\$2.25 tarifa base y mayores descuentos para tarifas prepagadas)

5. ¿Qué tipo de tarifa paga?

- Tarifa regular de adulto
- Tarifa para mayores de 65 años
- Jóvenes viajan gratis
- Mayores de 75 años viajan gratis
- Viaje universitario gratis
- Tarifa reducida para veteranos
- Tarifa reducida para personas con discapacidades
- Otro: \_\_\_\_\_

6. ¿Cómo prefiere pagar su tarifa?

- En efectivo
- Pase de autobús GCTD (pase de día, de 15 y 31 viajes)
- Token Transit Pass App
- Viaje en autobús gratis
- VC Buspass Card
- VCBuspass App
- Otro: \_\_\_\_\_

7. ¿Estaría dispuesto a comprar tarifas prepagadas, es decir, pases de autobús impresos o digitales, como forma principal de pagar?

- Sí
- No

¿Si no, por favor explique por qué?

8. ¿Qué posibilidades hay de que continúe utilizando los servicios de tránsito de GCTD si se aprueba el aumento de tarifa propuesto?

No muy probable Muy probable  
1 2 3 4 5

9. ¿Tiene algún otro comentario sobre el ajuste de tarifas propuesto por GCTD?

10. ¿Cuál es su ingreso familiar?

- \$0 to \$19,999
- \$20,000-\$49,999
- \$50,000-\$89,999
- \$90,000-\$129,999
- \$130,000-\$149,000
- \$150,000+
- Prefiero no responder

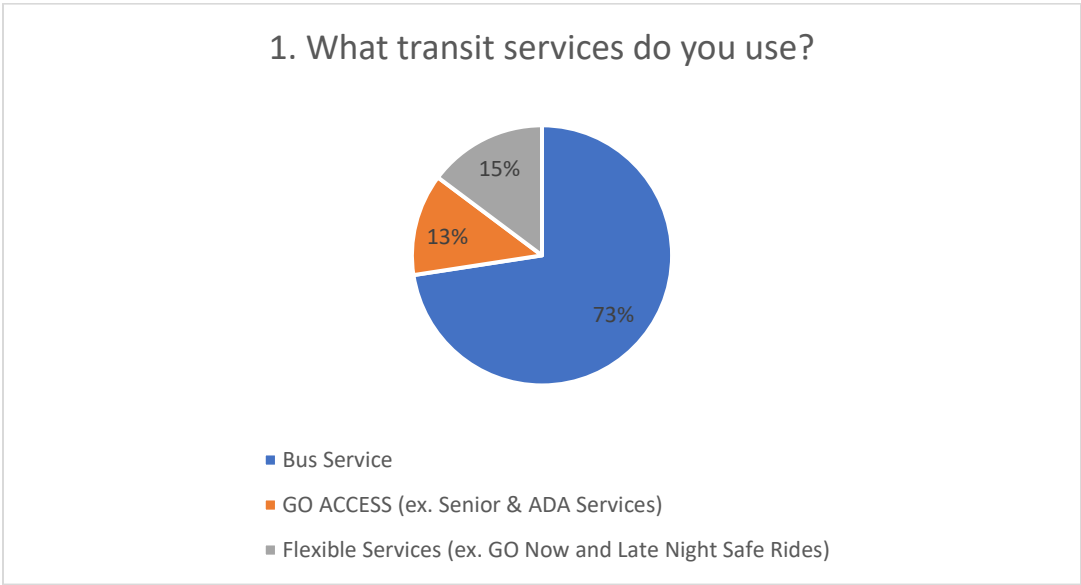
11. ¿Qué raza o etnia lo describe mejor?

- Indígena de las Américas o nativa de Alaska
- Asiática / isleña del Pacífico
- Negra o afroamericana
- Hispano o Latino
- Blanca / caucásica
- Múltiples orígenes étnicos/Otro (especifique)

12. Escriba el código postal de su hogar: \_\_\_\_\_

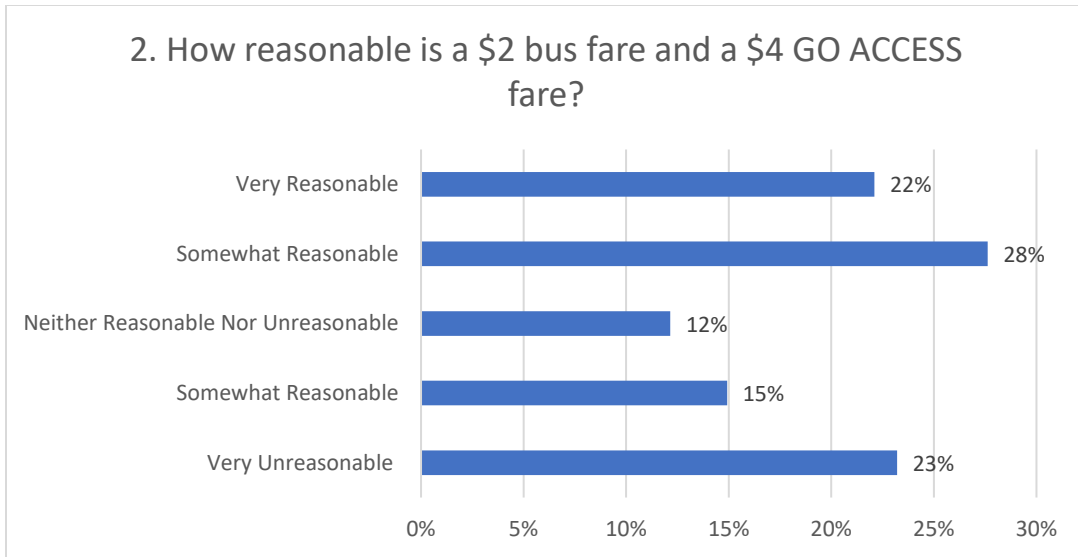
# Proposed Fare Adjustment Survey Analysis

As of Monday, February 12, 2024, GCTD has received 237 survey responses. Of those responses, 150 responses have been done digitally and 38 have been submitted on paper. Overall, there have been 169 responses in English and 17 responses in Spanish. The following report does not reflect responses collected from pop-ups at VTC and 4<sup>th</sup> and B, which were scheduled at the time the report was being written. Below is a summary of responses collected so far.

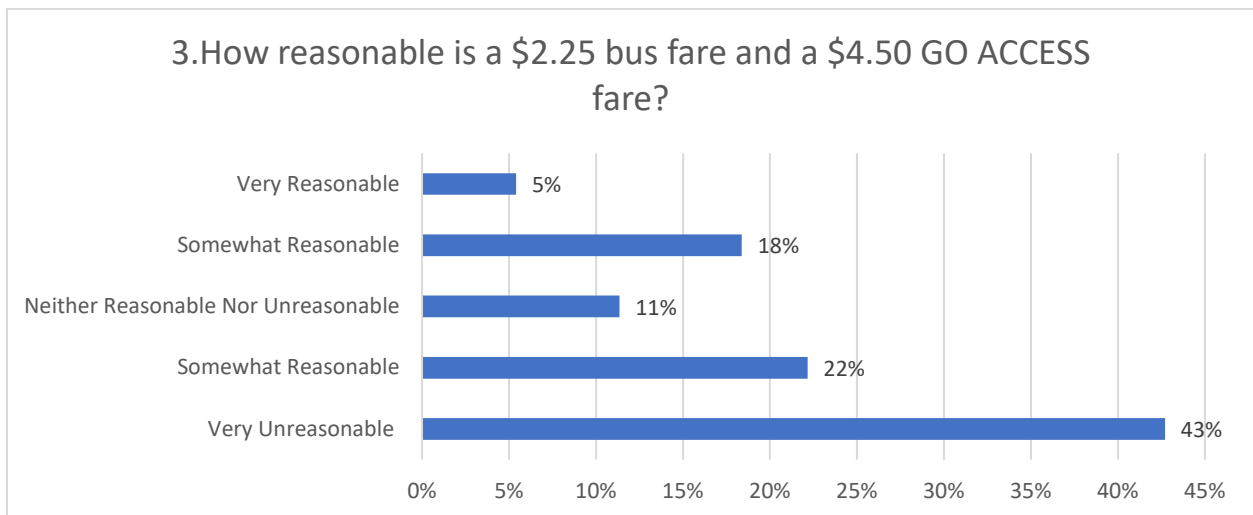


At 73% most of the respondents identified using GCTD’s bus service, followed by Flexible Services at 15%, and GO ACCESS at 13%.



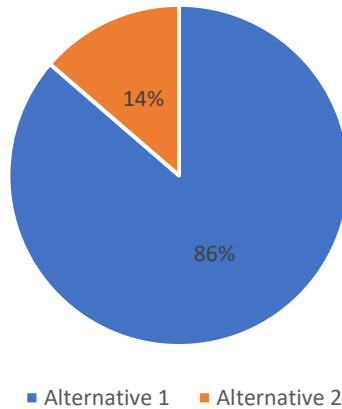


When asked how reasonable a \$2 bus fare and a \$4 GO ACCESS fare are, 22% answered very reasonable and 28% answered somewhat reasonable. Inversely 23% of people answered the fare increase at this price range to be very unreasonable, and 15% replying it was somewhat unreasonable. The remaining 12% thought the price range was neither reasonable nor unreasonable.



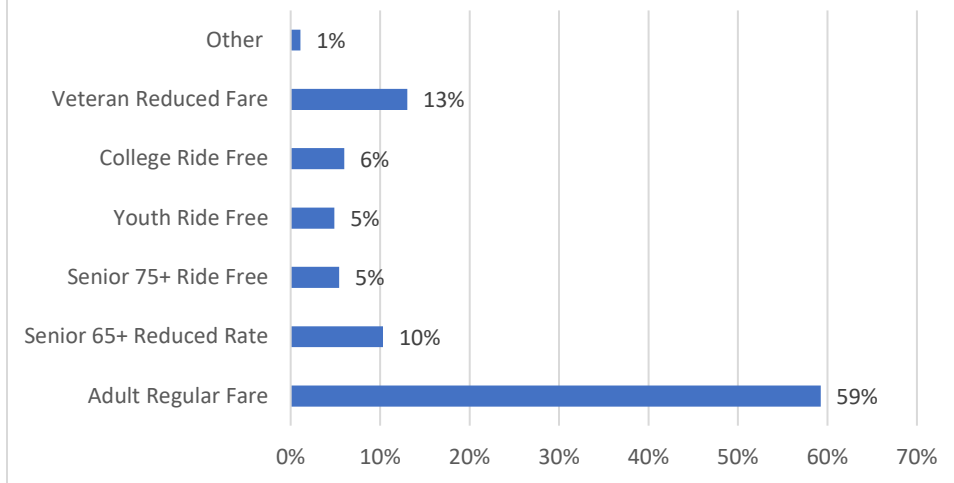
For Alternative 2, the same question was asked as the previous one, but with a \$2.25 bus fare and a \$4.50 GO ACCESS fare. Most people found this price range to be very unreasonable, with 43% answering as such and 22% answering the price range to be somewhat unreasonable. Only 5% found this price range to be very reasonable, followed by 18% who answered somewhat reasonable. The remaining 11% found this price range to be neither reasonable nor unreasonable.

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

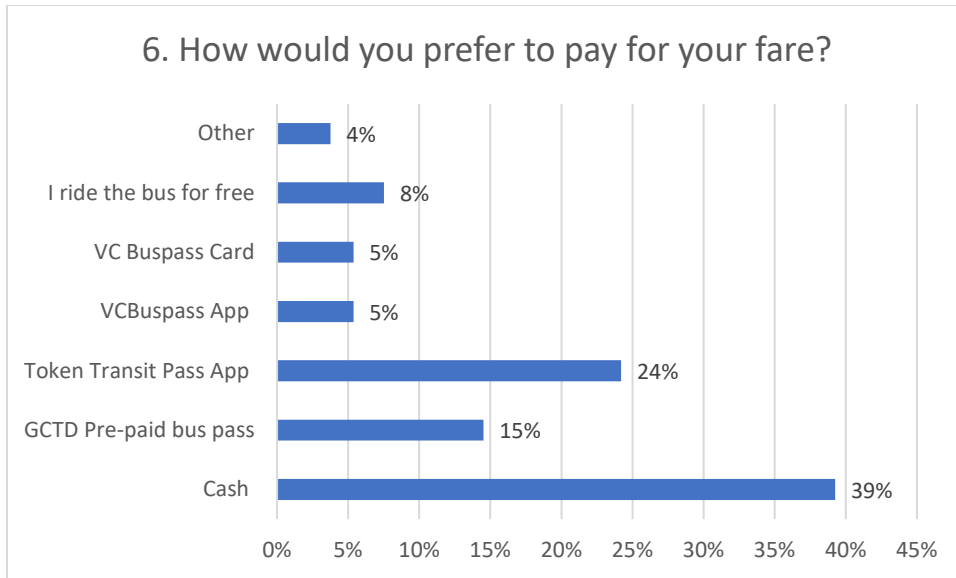


Given the choice between Alternative 1 and Alternative 2, 86% of people prefer Alternative 1. Only 14% of people responded to prefer Alternative 2.

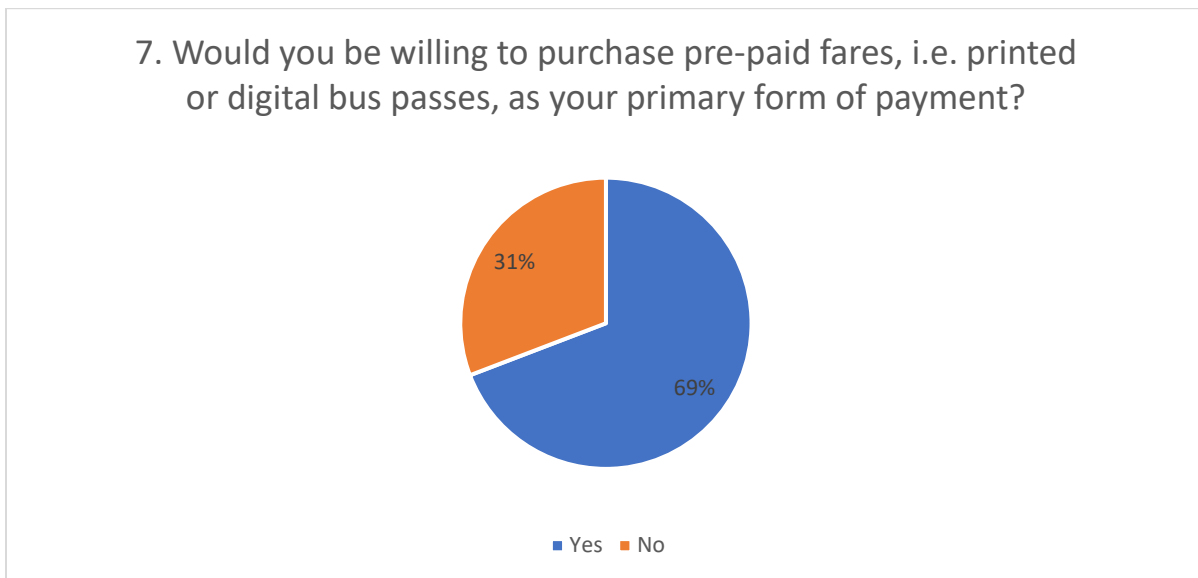
5. What type of fare do you pay?



When asked to identify what type of fare people pay, 59% answered paying an adult regular fare, 13% pay a veteran reduced fare, and 10% pay a senior 65+ reduced rate. College Ride Free was 6%, followed by Youth Ride Free and senior 75+ ride free each being 5%. "Other" was only 1% of responses.



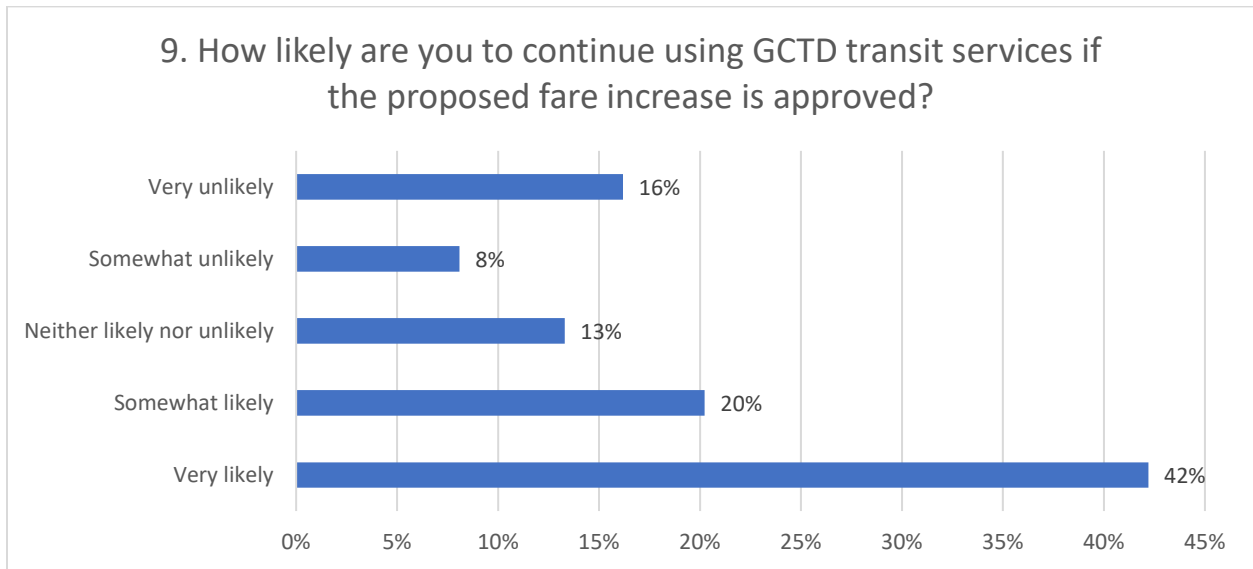
When asked how people preferred to pay for their fares, 39% responded cash, followed by Token Transit App at 24%, and GCTD pre-paid bus passes at 15%. Less chosen options were VC Buspass Card and VC Buspass App at 5% each. The remaining either rode the bus for free or identified "Other" as their preferred form of payment.



Overall, 69% of people said they would be willing to purchase pre-paid fares as their primary form of payment, with the remaining 31% answering "No."

8. If not, please explain why.

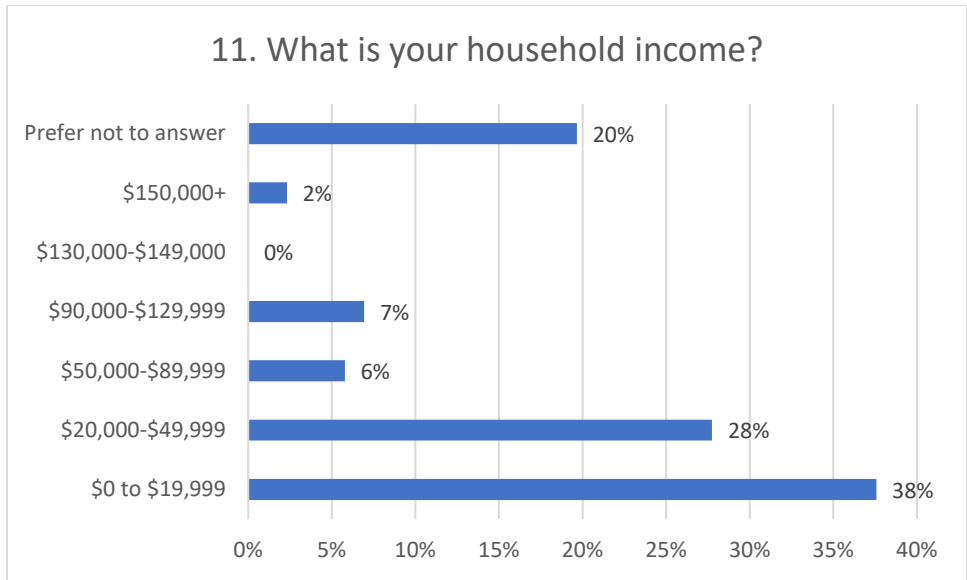
Of those who reply not willing to purchase a pre-paid fare as their primary form of payment, some of the top reasons were not knowing or not being comfortable using digital forms of payments, not having reliable internet access, only using GCTD's service occasionally, and cash being more convenient. All responses included at the end of this analysis.



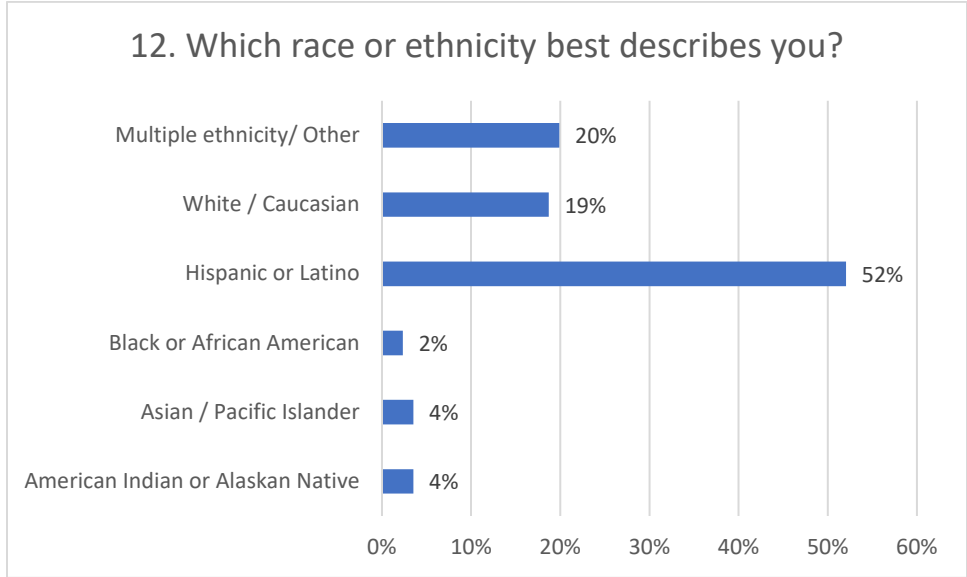
If the proposed fare increase were to take place, 42% responded to being very likely to continue using GCTD's transit services. This was followed by 20% indicating being somewhat likely, 16% being very unlikely, 13% being neither likely nor unlikely, and 8% being somewhat unlikely.

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

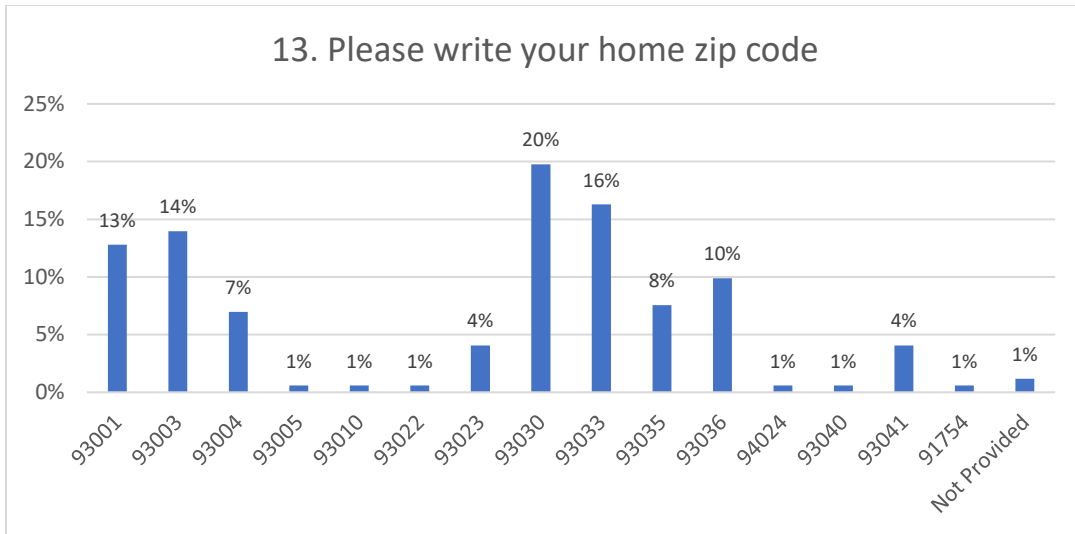
For general comments concerning GCTD's proposed fare adjustment some common themes were emphasizing people being on a fixed income, how an increase would be difficult for some to afford the bus altogether, and how revenue from the fare increase should be used to improve overall transit service. As part of this question, people gave general complaints and commendations to GCTD's current service. All responses included at the end of this analysis.



For household income, 38% replied earning less than \$19,999, 28% earning \$20,000-\$49,999, and 20% preferred not to answer. The remaining household income for people was 7% earning \$90,000-\$129,999, 6% earning \$50,000-\$89,999, and 2% earning more than \$150,000 household income.



Among survey takers, 52% identified as being Hispanic or Latino, 20% as being of multiple ethnicities/other, and 19% as being White/Caucasian. A smaller representation was Asian/Pacific Islander and American Indian or Alaskan Native each corresponding to 4% of survey takers for each category. Black or African Americans made up 2% of correspondents.



The top five zip codes we have received responses from have been 93030, 93033, 93001, 93003, and 93036. The zip code listed corresponds to Oxnard, Ventura, Casita Springs, Port Hueneme, and El Rio areas.

## Q8 If not, please explain why.

Answered: 19 Skipped: 116

#	RESPONSES	DATE
1	Wifi is not always available, which is required by app.	2/10/2024 3:12 AM
2	Not a lot of people mainly Hispanics know how to use them	2/2/2024 7:46 PM
3	There should always be an option to get your ticket on the spot.	2/1/2024 7:17 PM
4	No I disagree paying \$200 or 2.25 it isn't fare please keep the \$1.50 that is fare.	2/1/2024 6:43 PM
5	Because my need to use public transit is intermittent.	1/30/2024 4:21 PM
6	I'm not always aware of when i will need the bus and have lost may prepaid type "tickets"	1/29/2024 9:47 AM
7	The bus service can be improved. Raising prices just adds to the need to fix the problems	1/26/2024 10:48 AM
8	Easier and convenient for me.Occasional user, bus pass not god choice for me.	1/25/2024 3:55 PM
9	Don't rise the fare let passengers pay \$1.50 like always.	1/25/2024 12:35 AM
10	too many apps	1/24/2024 3:39 PM
11	I don't know when I will ride the bus.	1/24/2024 12:32 PM
12	Don't like internet	1/24/2024 8:35 AM
13	I have Multiple Sclerosis related memory issues, and have been known for repeatedly loosing my bus card. 🙄 🇺🇸 📱 🚗	1/23/2024 12:35 PM
14	On the alternative 1or 2 I choose neither you made me choose unwilling. Keep it at 1.50 for us that can't afford hints why we take the bus. Everything is so damn expensive now for us single parents.	1/23/2024 8:28 AM
15	I think it is easier to use the VC bus pass as I have established autopay for it	1/23/2024 6:19 AM
16	Unreliable	1/22/2024 1:31 PM
17	Don't ride as frequently	1/22/2024 1:08 PM
18	Cell phone problems on occasion (digital passes). Fear of loss of hardcopy passes.	1/21/2024 2:53 PM
19	The late-night proposal is ridiculous	1/18/2024 11:16 PM

## Q8 If not, please explain why.

Answered: 8 Skipped: 30

#	RESPONSES	DATE
1	No entiendo usar internet	2/7/2024 3:56 PM
2	I don't have means of digital	2/7/2024 3:53 PM
3	Nose digital muy complicado para mi	2/7/2024 3:41 PM
4	I only use the bus from time to time	2/7/2024 3:37 PM
5	I do not ride the bus every day	2/7/2024 3:36 PM
6	porque no me interesa	2/7/2024 2:53 PM
7	I don't do it now	2/7/2024 2:21 PM
8	I pay with cash	2/7/2024 2:12 PM



## Q8 ¿Si no, por favor explique por qué?

Answered: 2 Skipped: 11

#	RESPONSES	DATE
1	Effectivo es mas mejor	1/28/2024 3:39 PM
2	Porque me es más fácil pagar en efectivo	1/24/2024 5:20 PM

## Q10 Do you have any other comments concerning GCTD's fare adjustment?

Answered: 46 Skipped: 89

#	RESPONSES	DATE
1	Senior citizens like myself are on a fixed income. We can barely pay rent and buy food let alone cost of living increases are not even close to do any good. What good is \$40 dollars extra a month. It's nothing.	2/12/2024 3:38 PM
2	Increased rates, more rider friendly pet regulations (ie. Service animals) leashed and or crated/locked in carrier on floor, during transport. Either on City bus or Access bus.	2/10/2024 3:12 AM
3	No	2/8/2024 6:41 PM
4	I would like to thank you for your service, me and my family use the bus on daily bases, If public transportation fare will be raised, that will add more strain and pressure on already struggling low income families. I believe there should not be a fare raise, thank you	2/7/2024 8:09 PM
5	Raising the price , even \$.50, will make it impossible for me to use the bis system and have to walk more than I already do. I have a hard enough time paying for the bus as it is.	2/4/2024 11:10 AM
6	I've seen plenty of people struggle and ask around for a couple quarters or a dollar to get on the bus. This would just make it even harder for those people who might not be able to get around any other way.	2/1/2024 7:17 PM
7	Yes buses need seat belts it is better for the passengers.	2/1/2024 6:43 PM
8	Yes. I approve/agree with the fare increase if the bus routes/service are significantly improved. Better wait times, routes better.	2/1/2024 5:41 PM
9	Don't it hurts low income, it's why we ride	2/1/2024 10:27 AM
10	1.75	1/31/2024 8:16 AM
11	Align it with other local operators and offer fare capping. It's not fair that someone that can afford a \$25 pass pays less than the person that can only pull together \$2 at a time.	1/30/2024 4:21 PM
12	Cash options should be available always	1/29/2024 5:51 AM
13	I started to ride the bus to work after the gas prices are high. If the bus fares are increased, I will be driving to work. It doesn't make sense the bus fares will be higher than in LA. The ridership is already low in Ventura and it's only going to be lower if the fare is increased.	1/29/2024 12:06 AM
14	Students should pay atleast half of fare. Reason being is they are always on the bus.	1/27/2024 3:08 PM
15	Shouldn't Go Up People Can Barley Afford It Now	1/27/2024 8:41 AM
16	The increase is a lot in some cases and that concerns me. If you really want to encourage prepaid passes, perhaps you could make a system where prepaid users get a free ride every so often, like after using up a 31 day pass or all 15 of their rides or something. Also, since school students get to ride the bus for free, you might want to consider also letting school staff ride for free. There aren't enough school staff who need the bus regularly that it would make an impact and the school staff who need it would appreciate it - we don't make that much money	1/26/2024 10:58 PM
17	I would increase the transfer time limit if the fare is going up. 🙄	1/26/2024 7:37 PM
18	Go access needs to approve the pickup times and drop off times	1/26/2024 2:51 PM
19	Every other transit system raises prices. Do not.	1/26/2024 10:48 AM
20	If rates go up toi much, it may be difficult to tip each Go Access driver.	1/26/2024 9:28 AM
21	The fare pricing should stay the same because not many people can afford the bus. \$1.50 is a reasonable price, and I don't see changing the price any difference. A \$1.50 is reasonable.	1/25/2024 9:14 AM

## Proposed Fare Adjustment

22	Would like to see additional service come along with any fare increase. Bus service is somewhat marginal in Ventura already. Fare increases need to come with improved service particularly later hours to and from downtown.	1/25/2024 8:25 AM
23	I only take the bus for pleasure and convenience so a higher fee is not a bit deal. I am concerned about those who take it out of necessity.	1/24/2024 10:20 PM
24	I cannot afford the rate hike. With everything increasing their prices. it just to much.	1/24/2024 6:32 PM
25	You guys can't raise it its my only way to get around you corporate [REDACTED] I'll save up for a car instead of paying a raised fare 🙄	1/24/2024 6:14 PM
26	I think alternative one is a little better than the second. I understand that everything is going up in price but when coming to a decision please factor those that are on fixed incomes and what you think is reasonable if you don't have a car and are working part-time	1/24/2024 3:33 PM
27	The supervisors refuse to adjust times taking into account transfers from other buses. Make them listen to driver input and make them ride their routes at least once a month.	1/24/2024 1:24 PM
28	I actually don't use the GCTD'S services, but I still wanted to express an opinion, because I am concerned the rise is such a large percentage. Perhaps there could be a gradual increase-even planning for future rises. For example, increase the rate every 3 or 4 years by 2-3%. Obviously there wasn't any foresight for inflation back in 2010, or the prior years. Yes, there was the recession in 2007-2009, but perhaps there could have been a special hold on any any rate increases during unexpected economic downside times? Is there any way to implement a plan that will take into consideration future rate increases? Thank-you for taking the time to review this opinion.	1/24/2024 12:32 PM
29	You are the only transit choice we have...Something more important is running on time, and the stops clean and safe. The drivers should NOT leave the stop EARLY! They should adhere to the schedule! Some of the stops smell like pee and are full of trash...perhaps that is the City of Vta responsibility? Often you can't sit because there is someone sleeping, wandering around mumbling, asking for money, pounding fist and screaming etc. When you wait for a transfer for intercity blue bus for 25 min or more it's very stressful and feels very unsafe. I have had to call the police sooo many times. The 6/11/21 stop at Victoria and Telephone is particularly bad. A side note, several of the drivers are outstanding, mostly the women who drive on the 11 route, one blonde named Angela, and two Latinas who kind of look like Penelope Cruz. They are kind and helpful The schedule is lame though, WHY isn't there a way to get across town without stopping at the transit center and making everyone get off and wait for 10-15 min EVERY time? Especially when it is very cold at night and the driver is in the bus, obviously sees that old people are outside there, just waiting to get on, and he doesn't care to let us on. It takes forever and often 2 or even 3 buses to get anywhere in Ventura. There should be at least 1 or 2 express busses across town. The East end is very underserved. Why isn't there a run down Kimball between Telegraph and Telephone? The people who make the schedules should spend several days actually riding around on the bus incognito to see what it really is like. Like undercover boss lol. Thank you.	1/24/2024 8:35 AM
30	I don't like fare increases because the current fare structure fits better with me and pays more cheaper to ride	1/23/2024 9:42 PM
31	Square the bus up to curb to prevent tripping hazard.	1/23/2024 4:19 PM
32	Less people with groceries bask is really uncomfortable to make space for those bigger baskets.	1/23/2024 3:54 PM
33	Please reach out to nonprofit organizations to get the input of more riders and those who do not respond to surveys.	1/23/2024 1:59 PM
34	If there's going to be a rate hike, please invest that money into purchasing more wheelchair buses instead of the vans. There's too much of a shortage of them! It's NOT SAFE for me to safely turn my extra large, exceptionally wide power wheelchair around in the vans. I've already driven off the ramp in reverse when exiting, and when asked to adjust...the front wheel went out of the right side front door more than once!	1/23/2024 12:35 PM
35	The bus is supposed to be affordable and now your making harder on us.	1/23/2024 8:28 AM
36	If it is possible to not make a fare increase, please do. Otherwise, I am willing to pay the Alternative 1	1/22/2024 6:01 PM

## Proposed Fare Adjustment

37	You have too many empty buses running around. You need to better plan your service.	1/22/2024 1:31 PM
38	Not everybody in Oxnard makes a living wage and unfortunately many of us have to rely on public transportation to get around and that already adds to our fees for the month. There's a lot of money put into "upgrading" these buses there should be a way to maintain the current fare fees. Look at Oxnard PD purchase tons of new vehicles for what reason? Their old vehicles are fine. There was no need for "charges tahoes and explores" for a cop car. So then look into that instead to see where our tax money is going instead of trying to raise fees to make up for what's missing. So much taxes are charged every year, Oxnard having one of the highest taxes in Ventura County, so should be able to maintain our bus fees at what they currently are. And if the bus fares do end up going up for some dumb reason I expect these buses to be clean and spotless, disinfected and no homeless smelling up the bus and making a mess at the stop while nobody does anything. Also look at how our drivers treat us they have a job because of us and 80% of our drivers are rude inconsiderate cold-hearted people. So please look at what's truly wrong instead of trying to raise our fees.	1/22/2024 12:41 PM
39	Lowering little bit the price	1/22/2024 12:12 PM
40	Why such a big leap higher in the fare?	1/21/2024 2:53 PM
41	I will still use the bus because I don't have a choice.	1/21/2024 1:41 PM
42	Yes I don't want the company raise the fare I just want the passengers to pay \$1.50 like always if the company raise the fare then I rather not pay.	1/19/2024 12:56 PM
43	Both new options show the same prices	1/19/2024 11:45 AM
44	Please do not take away Late Night Safe Rides. Price increase is fine but do not take away of the current services.	1/18/2024 11:36 PM
45	I can understand regular bus fair but late-night proposed is ridiculous	1/18/2024 11:16 PM
46	Need to stop letting homeless wet and stink ride free	1/18/2024 8:07 PM

## Q10 Do you have any other comments concerning GCTD's fare adjustment?

Answered: 17 Skipped: 21

#	RESPONSES	DATE
1	I am on a fixed income please don't raise the fares too much.	2/7/2024 3:53 PM
2	Would like to see higher fares translate to better restrooms facilities right now they're abysmal awful	2/7/2024 3:51 PM
3	gracias el servicio y lo amable de sus choferes	2/7/2024 3:49 PM
4	More ticket outlets in Ventura please!	2/7/2024 3:44 PM
5	No estoy de acuerdo pero no tengo otra occion	2/7/2024 3:41 PM
6	Drivers put up with a lot of dump passenger	2/7/2024 3:02 PM
7	Es una tristeza, todo sube	2/7/2024 2:54 PM
8	que esten a tiempo y que no suban tanto poriosero	2/7/2024 2:53 PM
9	Inflation hits all of us especially seniors	2/7/2024 2:50 PM
10	Some drivers are very unprofessional and argue	2/7/2024 2:49 PM
11	Pls. Do not increase the fare	2/7/2024 2:43 PM
12	Everyone is very nice and helpful	2/7/2024 2:38 PM
13	Great services provided	2/7/2024 2:34 PM
14	Get new and more vehicles	2/7/2024 2:19 PM
15	money hike to high	2/7/2024 2:15 PM
16	I fell they do there best of what they do	2/7/2024 2:12 PM
17	Unfortunately older residents on a fixed income have to adjust but would not want to lose Go Access	2/7/2024 2:09 PM

## Q10 ¿Tiene algún otro comentario sobre el ajuste de tarifas propuesto por GCTD?

Answered: 3 Skipped: 10

#	RESPONSES	DATE
1	Me gustaría mucho si en cambio pasan mas constantemente y además hubiera una forma de llegar a la conexión de el camión que va para santa paula es decir de vineyard blvd a weels rd	1/31/2024 8:52 AM
2	Es muy caro la tarifa. Para las personas que lo usan todo los dias.	1/28/2024 3:39 PM
3	Todo esta más caro los salarios no suben pero los costos si	1/24/2024 5:20 PM



**DATE** March 6, 2024 **Item #10**  
**TO** GCTD Board of Directors  
**FROM** Vanessa Rauschenberger, General Manager<sup>VR</sup>  
**SUBJECT** **Discuss Future Agenda Items**

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### **SUMMARY**

It is recommended that the Board of Directors provide input to staff on future agenda items that they would like staff to review and/or report on in a future meeting.

### **FUTURE AGENDA ITEMS**

Below are some of the future agenda items planned. To help staff prioritize timing of reports, staff seeks input on these items or other items that the Board is interested in discussing.

#### **Future Agenda Items**

- Short Range Transit Plan
- FY 25 Budget Assumptions & Draft Budget
- Demand Response Transition Plan
- Redevelopment of 301 Property
- *Other Items?*

#### **Future Routine Items**

- Monthly Financial Statements & Procurement Reports
- Monthly Operations & Maintenance Update
- Quarterly Fixed-Route & Paratransit Performance Reports
- Bi-Annual Service Plan & Outreach Updates

### **CONCLUSION**

**It is recommended that the Board of Directors provide input to staff on future agenda items that they would like staff to review and/or report on in a future meeting.**

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