



## ITEM 9: CONSIDER APPROVAL OF GCTD'S NEW FARE STRUCTURE AND DATE OF IMPLEMENTATION

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April 3, 2024

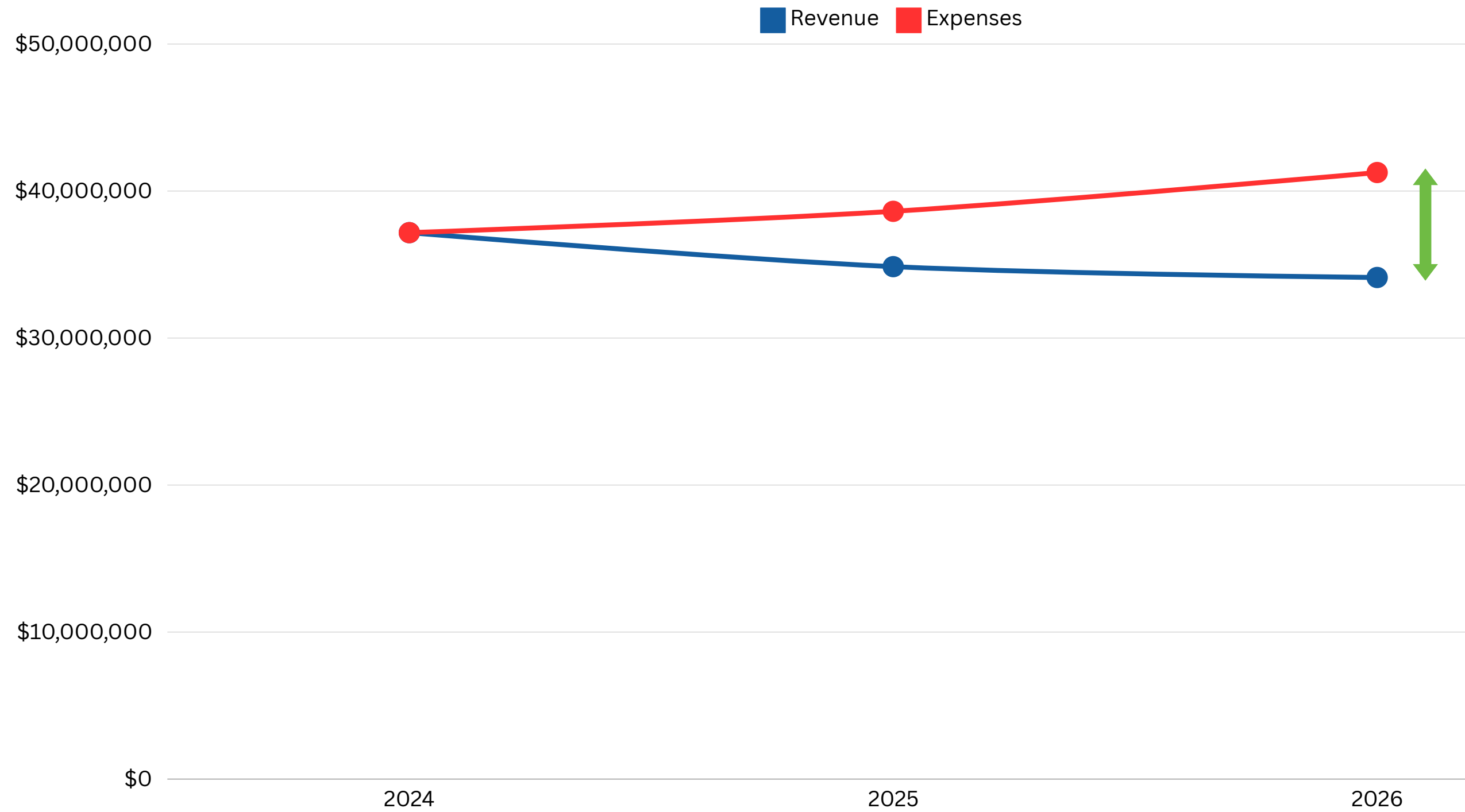
# OVERVIEW:

- **November 2023 - Board Directed Staff to Conduct Public Outreach**
- **January 2024 - Public Outreach Campaign Launched**
- **January to March 2024 - Public Comment Period, Public Hearing**
- **March 2024 - Update to Board on Outreach and Survey Results**
- **April 2024 - Final Staff Recommendation to the Board for Approval**
- **Next Steps: Discussion and Board Direction**

# OUR CHALLENGE

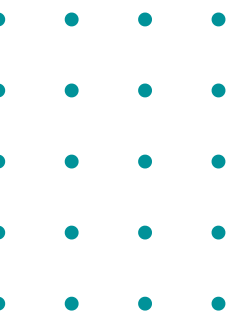
## Key Points:

- Current funding sources cannot keep up with growing costs.
- Other Major Costs Anticipated – Wages, Benefits, Fuel costs (Natural Gas) – Inflation impact on Supplies & Contract Costs – Insurance, etc.
- GCTD is anticipating a budget shortfall beginning in 2025.
- No Locally Generated Source of Transportation Funds



# FARE CHANGE GOALS AND OBJECTIVES

- **Generate Additional Fare Revenues – Recover a percentage of annual operating expenses through fares across all modes of service.**
- **Keep up with rising costs and inflation.**
- **Sustain a level of transit service that meets customer demand.**
- **Keep transit affordable for riders.**
- **Provide discounted fares to as many riders as possible.**
- **Incentivize move from cash paying fares, to pre-paid fares.**



# KEY CONSIDERATIONS

## What impact will this have on:

- Ridership
- Transit dependent riders
- Those paying with cash
- Those using other fare payment options
- Alternatives considered. Inaction will result in more difficult decisions, i.e. service reduction, etc.

The transit industry's rule of thumb (sometimes called the Simpson-Curtin rule) suggests that a 10 percent increase in fares will be associated with about a 3 percent reduction in ridership.



# CURRENT AND PROPOSED FARES

The last fare increase was approved by the Board in 2009 and was implemented in two phases in 2010 and 2011.

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							

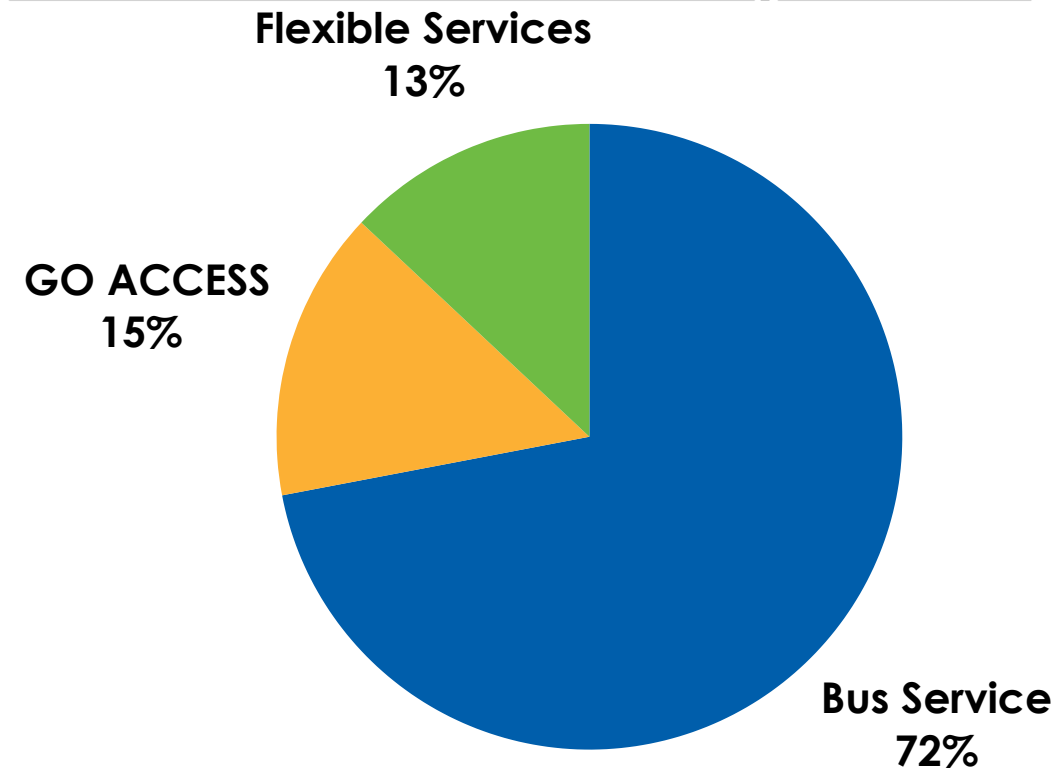
Access & Flexible Service		Current Fares	Alternative 1	Alternative 2
Senior & ADA Service	ACCESS / ADA Certified	\$3	\$4	\$4.50
Premium Senior and ADA	ACCESS / Seniors over 65	\$3	\$4	\$4.50
	Camarillo Direct Service	\$6	\$8	\$9
Premium General Public Services	Health Zones	\$3	\$4	\$4.50
	GO Now Microtransit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

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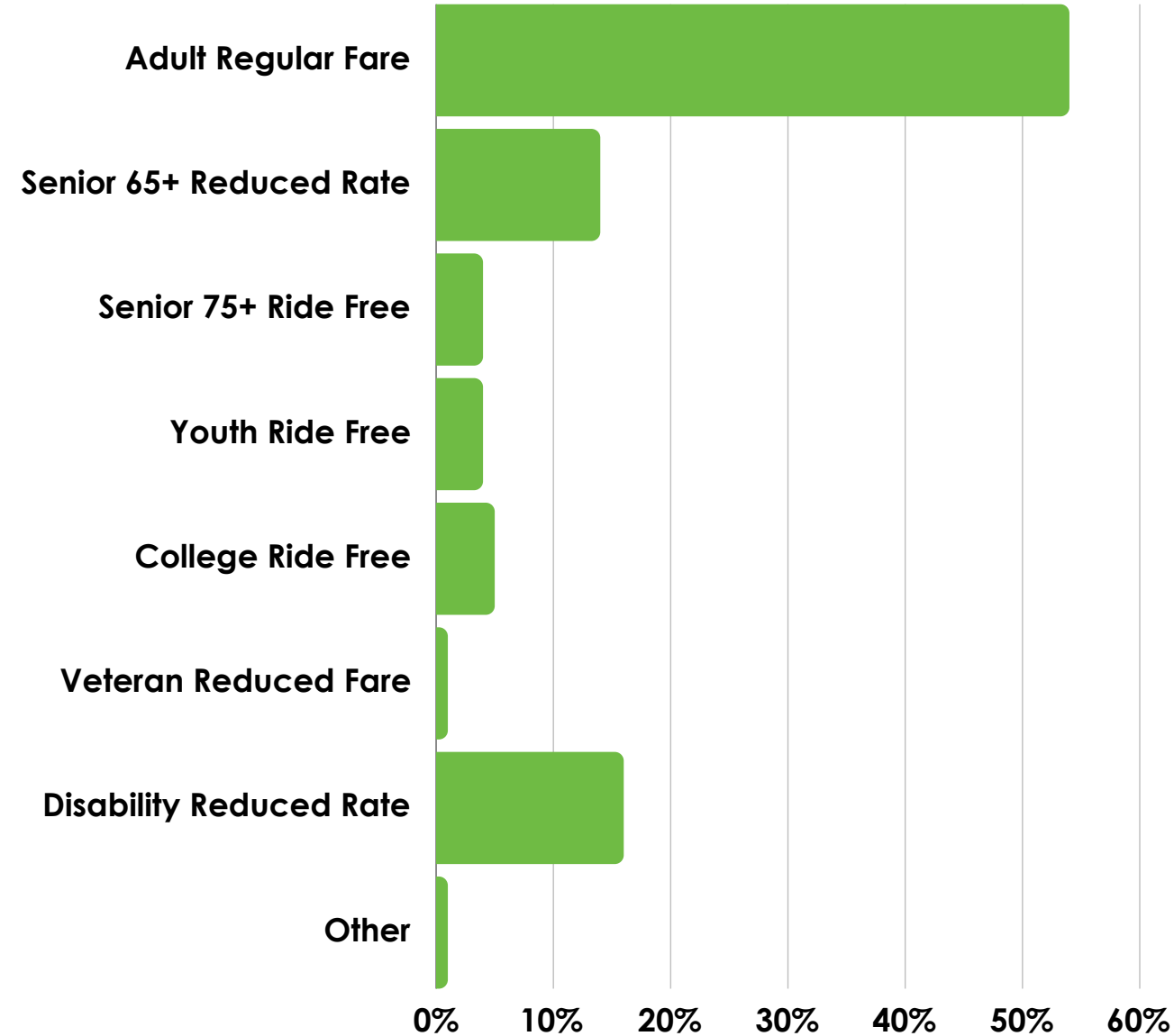
# SURVEY RESULTS SNAPSHOT

After closing the survey on March 7, 2024, GCTD received a total of 281 responses. All in all, 249 of the surveys were answered in English, and 37 were in Spanish. The following report shows a snapshot of all responses collected.

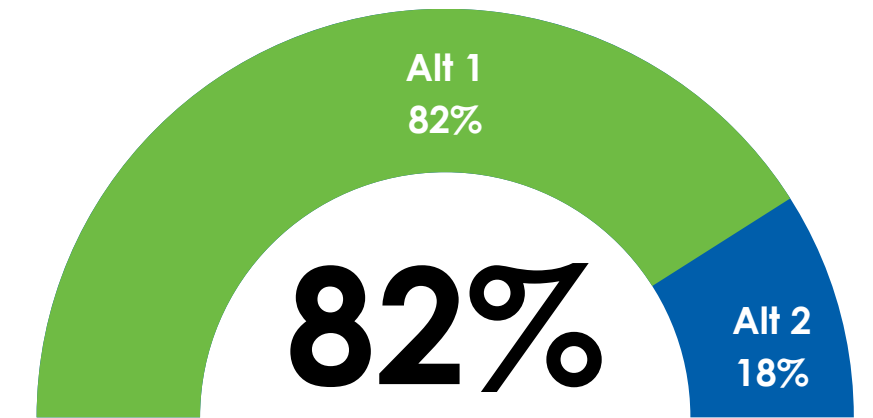
## What transit services do you use?



## What type of fare do you pay?

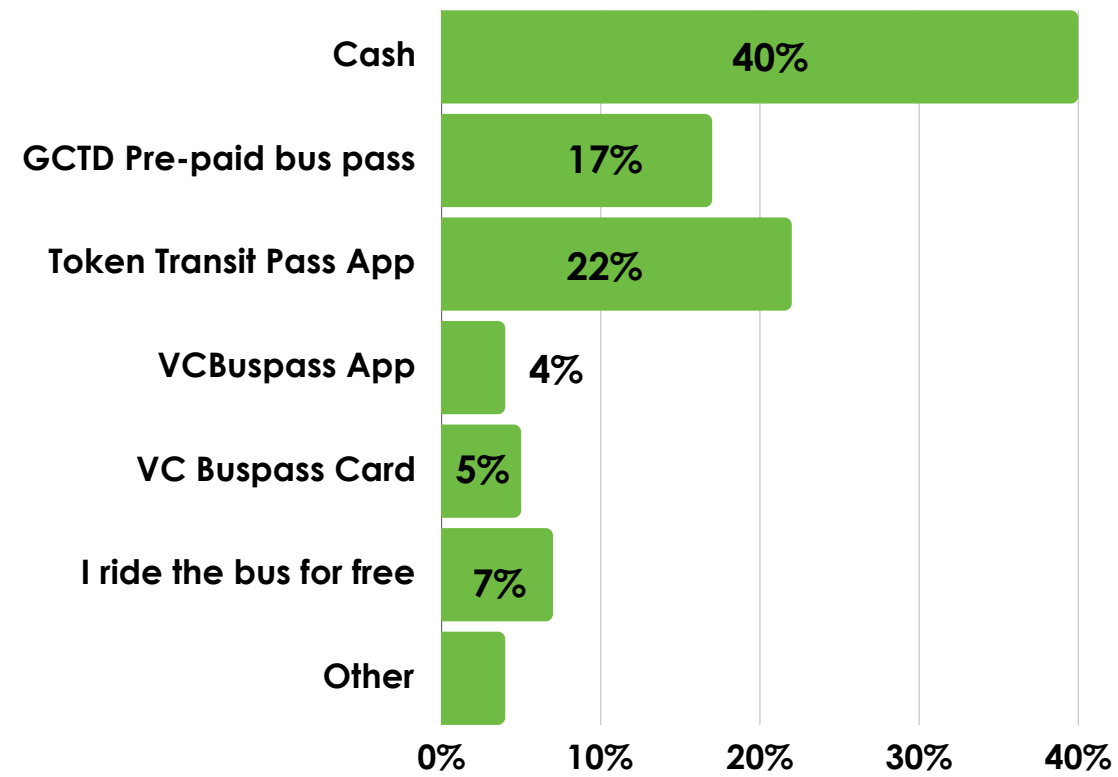


## Which alternative would you like to see implemented?

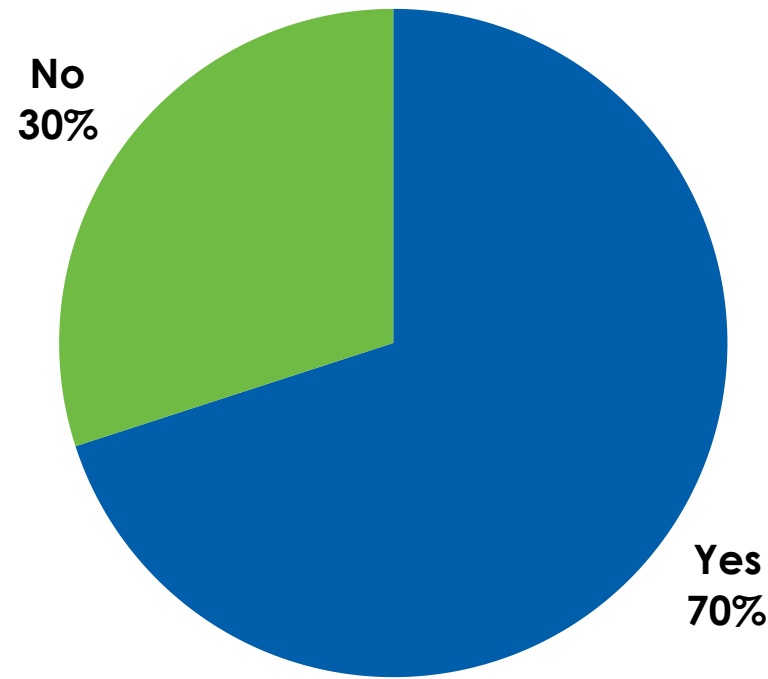


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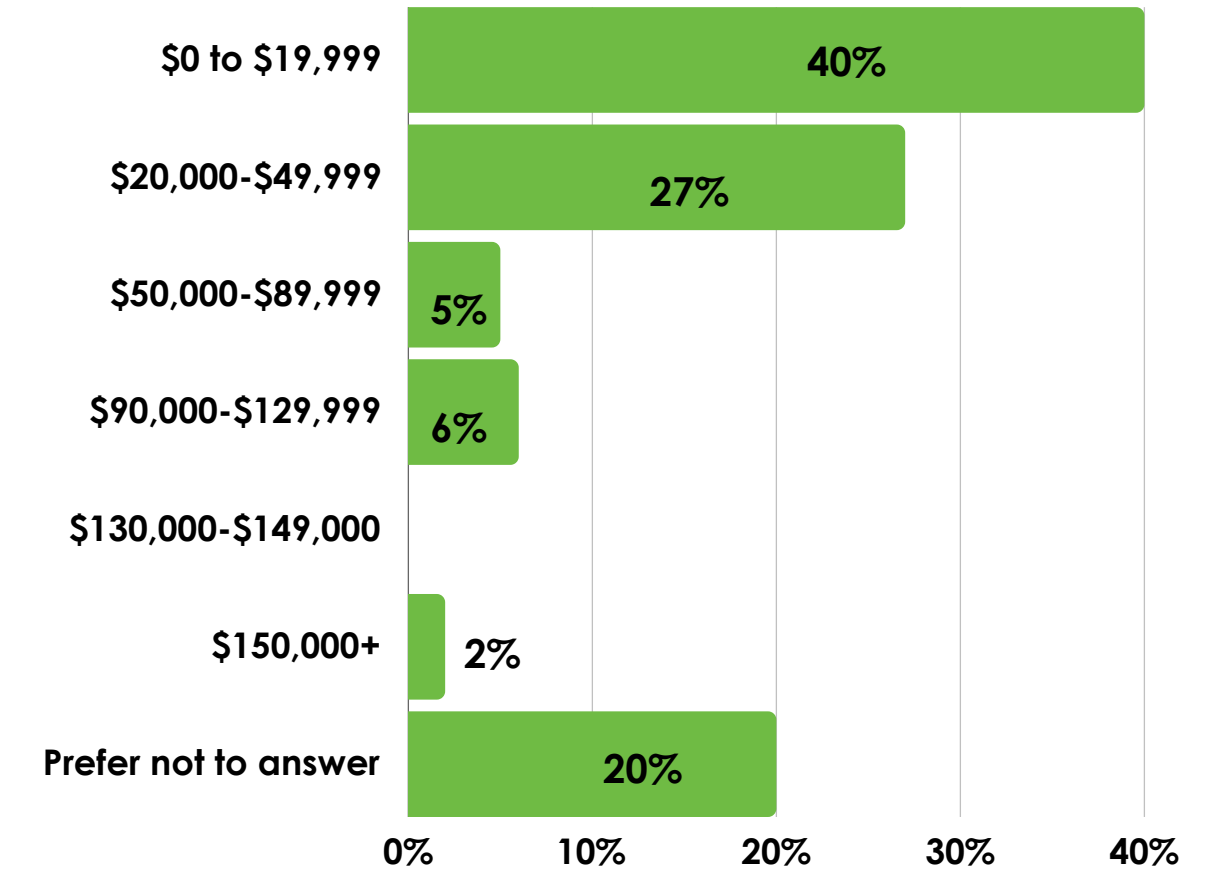
## How would you prefer to pay for your fare?



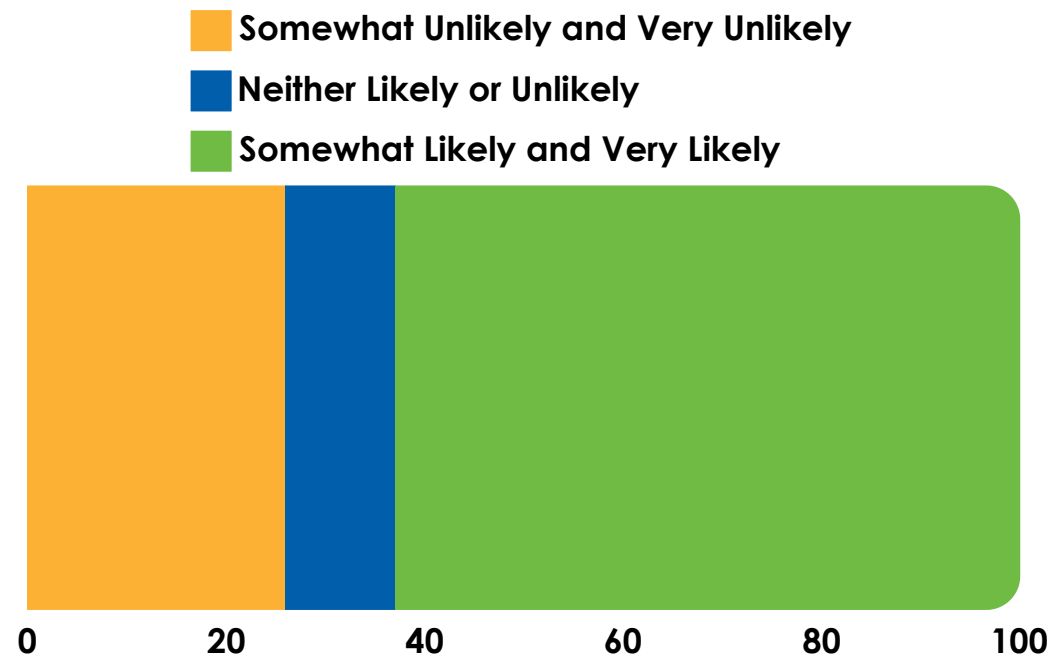
## Would you be willing to purchase pre-paid fares as your primary form of payment?



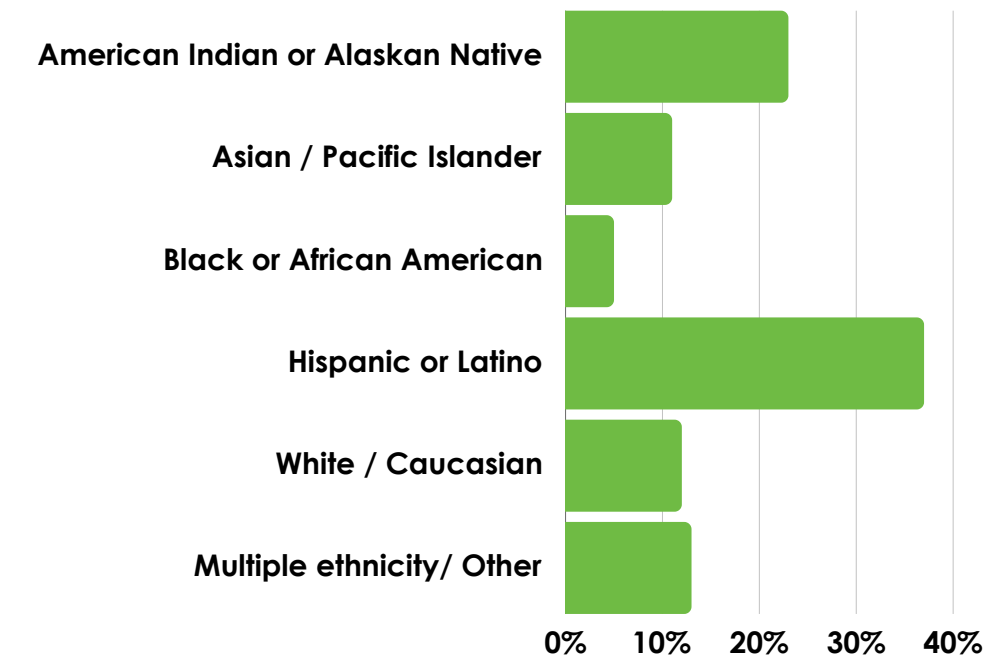
## What is your household income?



## How likely are you to continue using GCTD transit services after a fare increase?



## Which race or ethnicity best describes you?





# SURVEY RESULTS SNAPSHOT

## Common themes of general comments:

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.

## Top reasons for not purchasing pre-paid fares:

1. Not knowing or not being comfortable using digital forms of payments.
2. Only using GCTD's service occasionally.
3. Cash being more convenient.

## Top zip code responses:

1. 93030 (Oxnard)
2. 93033 (Oxnard)
3. 93001 (Ventura)

# FARE RECOMMENDATION - ALT 1

**Base Fare \$2/ \$1**  
**Day Pass: \$5/ \$2**

## Prepaid Tickets:

15-Rides.....\$25/ \$12  
31-Day.....\$65/ \$32

## Demand - Response

GO ACCESS ADA/Senior....\$4

## Flexible Services:

Late Night Safe Rides.....\$5  
Health Zones.....\$4  
Go Now.....\$4  
Direct to Camarillo.....\$8

**Projected Revenue:**  
**\$1.06 Million**

Cost Recovery:  
18% of Fixed Route  
9% of Access & Flex



# OTHER FARE POLICIES

- **GO ACCESS Bulk Sales - Revise agency pricing**
- **Discontinue magnetic stripe-tickets - move to digital or card only (VCTC regional pass).**
- **Regional SRTP - Consider Outcomes**
- **Implement multi-year fare program analysis**

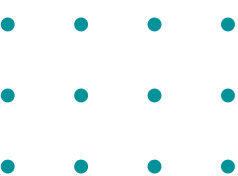
# Next Steps Community Outreach

- Robust education campaign to educate the community prepare for fare change.
  - a. Distribution of informational materials
  - b. Digital ad campaign
  - c. Ride alongs/Pop Up Events
  - d. Contingency Plan for short fare
  - e. Other ideas from “Day with Marketing”



# CONCLUSION AND RECOMMENDATION

- In order to provide transit service, the District needs revenues to keep up with rising costs.
- Fare Analysis and Adjustment are Overdue
- This is one of several measures needed to address future challenges ahead.
- Discussion
- Recommendation:
  - Consider Approval of GCTD's New Fare Structure and Date of Implementation (July 7, 2024).





## GOLD COAST TRANSIT DISTRICT

CELEBRATING 50 YEARS

*Serving, Moving, and Connecting People to Opportunity  
- One Ride at a Time.*

Thank you.