



**Gold Coast Transit District
Technical Advisory Committee (TAC)
Wednesday, April 17, 2024
10:00am
GCTD Board Room
1901 Auto Center Drive, Oxnard, CA 93036**

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Technical Advisory Committee meeting, please contact the clerk at 805-853-3153. Notification of at least 72 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

Meeting Agenda

Item 1	Call to Order/Introductions	Action
Item 2	Public Comment	Info
Item 3	TAC Member Comments	Info
Item 4	GCTD Staff Comments	Info
Item 5	Updates to Current Agenda & Approval of February 2024 Meeting Summary	Action
Item 6	Approve FY24-25 TDA Budget Vanessa Rauschenberger, General Manager	Action
Item 7	Receive Presentation on July 2024 Service Change Proposal Austin Novstrup, Planning Manager	Info
Item 8	Receive Presentation on FY23-24 3rd Quarter Planning Report Austin Novstrup, Planning Manager Margaret Schoep, Paratransit & Special Projects Manager	Info
Item 9	Update on GCTD Fare Adjustment & Phase II Implementation Monica Gonzalez, Transit Planner	Info
Item 10	Future Agenda Items <ul style="list-style-type: none">• FY24-25 Operating Budget• Recommendations from Short Range Transit Plan	Info
Item 11	Adjournment	



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Item 5

**Gold Coast Transit District
Technical Advisory Committee (TAC)**
1901 Auto Center Drive, Oxnard, CA 93036
Wednesday, February 21, 2024
10:00am

Meeting Summary

TAC Members Present: Steven Almcrantz, City of Port Hueneme (Chair)
Brian Yanez, City of Oxnard (Vice Chair)
Phil Pulley, City of Ojai
Sergio Albarrán, City of Ventura
Susanna Arroyo, County of Ventura
Aubrey Smith, VCTC (ex-officio)

TAC Members Absent: None

GCTD Staff Present: Monica Gonzalez, Transit Planner I
Laura Levin, Accounting Manager
Robert Lucio, Mobility Management Coordinator
Andrea Meza, Communications & Marketing Manager
Austin Novstrup, Planning Manager
Martin Rodriguez, Transit Planner I
Margaret Schoep, Paratransit & Special Projects Manager
Cynthia Torres Duque, Director of Planning & Marketing

Members of the Public: None

Item 1 Call to Order/Introductions
Vice Chair Brian Yanez called meeting to order at 10:00am.

Item 2 Public Comment
None.

Item 3 TAC Member Comments
Brian Yanez announced the City of Oxnard is planning to make improvements, such as lighting and security, to the Oxnard Transportation Center. He asked GCTD staff to reach out to him to coordinate a meeting if staff would like to be involved with the new design and improvements.

Phil Pulley announced his retirement as the Ojai Trolley Supervisor and mentioned the City of Ojai may be recruiting for the position.

Sergio Albarrán announced the City of Ventura has an opening for a traffic engineer and ask staff to share with potential applicants.

Item 4 GCTD Staff Comments

Martin Rodriguez announced service changes went into effect a few weeks ago.

Austin Novstrup announced that a request for proposal has been released for design and construction of the GCTD hydrogen fueling station.

Andrea Meza gave an update on the customer service office hours at the Oxnard Transportation Center has changed this month. The customer service center at the OTC will only be open Mondays and Fridays to make best use of staffing resources.

Item 5 Approval of the December 2023 TAC Meeting Summary

Susanna Arroyo to approve the December Meeting Summary. Phil Pulley seconded. The motion passed unanimously.

Item 6 Consider Adjustment of the GCTD Technical Advisory Committee Schedule for 2024

Martin Rodriguez proposed an amendment to the Committee schedule for 2024. To align with the GCTD budget process, Staff recommended the Committee add a meeting in May for final budget approval.

Brian Yanez moved to approve adding a meeting on Wednesday, May 15, 2024 at 10:00am at the GCTD Board Room to the Technical Advisory Committee Schedule for 2024. Sergio Albarrán seconded the motion. The motion passed unanimously.

Item 7 Receive Update on Preliminary GCTD Fare Structure Adjustment Survey Results and Outreach

Monica Gonzalez gave an update on outreach completed for the GCTD fare adjustment proposal. She shared a timeline of outreach and events completed in January and February and shared future outreach in March, which will include a public hearing during the March 6th Board of Directors meeting. She added that the survey will close the day after the public hearing.

Monica presented materials given to passengers explaining why a fare increase is needed. shared some feedback received from passengers during the community meetings, and added that while the meetings were lightly attended, but the few people that did show were very engaged and avid riders.

She continued with preliminary survey findings. Of the 248 responses, 86% of passengers prefer Alternative 1 and almost 70% of responses would prefer using pre-paid fares. Responses from the survey showed that those who would not be willing to purchase pre-paid fares would not do so because they are not comfortable using digital forms of payment.

Brian Yanez asked how many people attended the community meetings. Monica responded that there were typically 2-4 people who attended each meeting. She added that in response to the low attendance at the community meeting, staff

decided to host pop-up events. These events were more informal and received more engagement from passengers. Additionally, staff has been attending other community gatherings and sharing information with the community.

Brian Yanez asked when the recommendation for increasing the fares would be brought to the Board of Directors. Monica responded that a public hearing would be hosted during the GCTD Board of Directors meeting on March 6 and a final recommendation for approval and date of implementation would be brought to the Board on April 3rd. Brian Yanez followed up by asking which date staff will recommend implementing the new fare. Cynthia Duque responded that staff currently do not have a date in mind, and are waiting to receive direction from the Board of Directors following the public hearing on March 6.

Aubrey Smith asked if there would be any additional efforts to receive more survey responses through the closing date in March. Andrea Meza responded that staff will be paying for advertisements on social media and will continue to push for more responses.

Item 8

Receive Presentation on 23-24 2nd Quarter Planning Report

Austin Novstrup gave an update on the 2nd Quarter Planning and Ridership report for the current fiscal year. He shared some highlights and trends of the 2nd Quarter: an increase in overall ridership by 23%, and a consistent increase in youth ridership due to the VCTC Youth Ride Free Program.

He added that the highest ridership growth is on routes with high frequency and that run along major corridors, such as the Route 1, 6, 11, 21 and 23 and noted that youth riders are still accounting for nearly a third of service-wide ridership. Brian Yanez asked if there is a definite date as to when the program will no longer be funded. Austin responded that the program will likely last for one more year. Aubrey Smith concurred.

Austin continued with trends and highlights of GO Access and Flexible Services for the 2nd Quarter, which include an overall increase in ridership across all services. Late Night Safe Ride saw the highest percentage increase at 87% compared against all other services.

Robert Lucio gave an update on the GO NOW Microtransit pilot program. Since the program's launch in May through December 2023 there have around 160 riders, which is below the target of the program.

Robert shared some challenges as well as lessons learned. He added that many riders are students, so ridership decreases when school is not in session. There have been some challenges, such as limited range on the electric vehicle, and the ease of use of the Transloc mobile application. He added the app software has difficulty grouping trips, which is a fundamental aspect of Microtransit services. Robert concluded his presentation by sharing that there will be a focus on targeting passengers to grow ridership, and that funds are expected to last through the end of the FY 2024.

Item 9**Receive Draft Short Range Transit Plan Existing Conditions Report**

Austin Novstrup gave an overview of the Short Range Transit Plan and shared the Existing Conditions report prepared by GCTD's consultant, Transportation Design & Management. The draft report includes a socio-economic analysis of GCTD's service area, as well as an overview of existing transit services, operational performance analysis, and unique route profiles for each GCTD route.

Austin asked TAC members to review the existing conditions report and provide any comments to share with the SRTP consultant by March 1.

Item 10**Future Agenda Items**

- TDA budget for member agencies
- SRTP recommendations

Item 11**Adjournment**

Vice Chair Brian Yanez adjourned the meeting at 10:40am.



DATE April 17, 2024

TO GCTD Technical Advisory Committee

FROM Austin Novstrup, Planning Manager
Margaret Schoep, Paratransit & Special Projects Manager

SUBJECT Fixed-Route & ACCESS Flexible Services Quarterly Update

I. EXECUTIVE SUMMARY

This quarterly report covers the 3rd Quarter (January 1 through March 31) of Fiscal Year 2023-24. This report includes a summary of performance and operating statistics for both fixed-route and GO ACCESS demand response services.

II. FIXED-ROUTE SERVICE HIGHLIGHTS

The table below shows that ridership for the 3rd quarter of FY 2023-24, has increased 21% over the 3rd quarter of last year. Ridership growth continues to be driven by the success of the Youth Ride Free program with youth rides accounting for a third of all rides and over a 40% of additional trips provided this quarter. However, it is worth noting that growth in all other categories combined accounted for approximately 60% of the additional trips provided. This period marks the second consecutive quarter of ridership exceeding pre-pandemic totals.

**3rd Quarter FY 23-24
Systemwide Ridership & Performance**

	3rd Qtr FY 2023-24	3rd Qtr FY 2021-22	Difference	% Change
Fixed-Route Ridership				
Total System Boardings	882,133	729,703	152,430	33%
Average Daily Passengers Weekdays	11,229	9,347	1,882	36%
Average Daily Passengers Saturdays	6,555	5,339	1,216	26%
Average Daily Passengers Sundays	5,735	5,079	655	10%
Wheelchair Boardings	5,784	5,639	145	2.6%
Bicycle Boardings	19,307	19,386	-79	-.4%
Performance Measures				
Passengers Per Revenue Hour	19	16	3	9.4%
Fare Revenue Per Service Hour	\$19.77	\$16.10	\$3.67	23%
Total Fare Revenue	\$922,953	\$751,863	\$171,090	23%
On-Time Performance	83.5%	87%	Goal > 90%	
% Systemwide Boarding as Free Transfers	13%	14.5%	Goal < 20%	

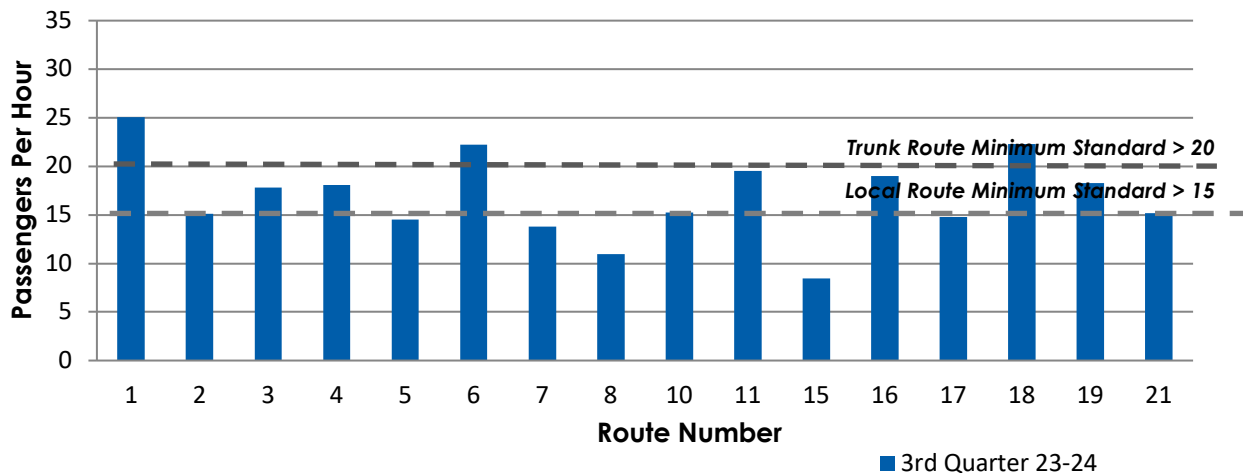
GOLD COAST TRANSIT DISTRICT

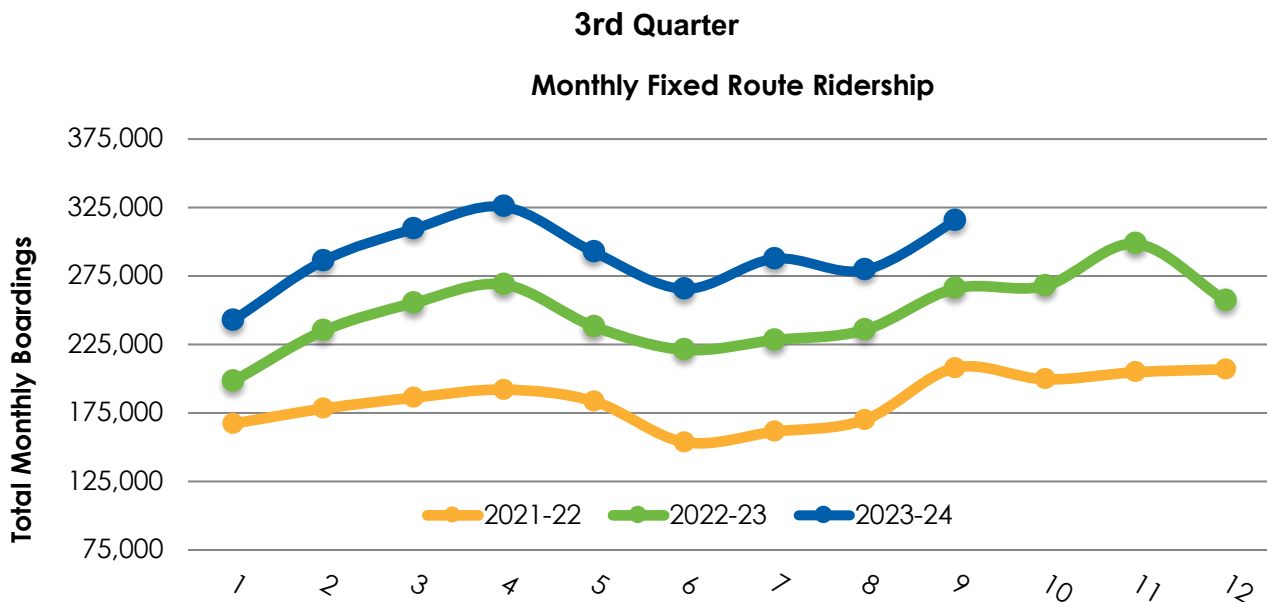
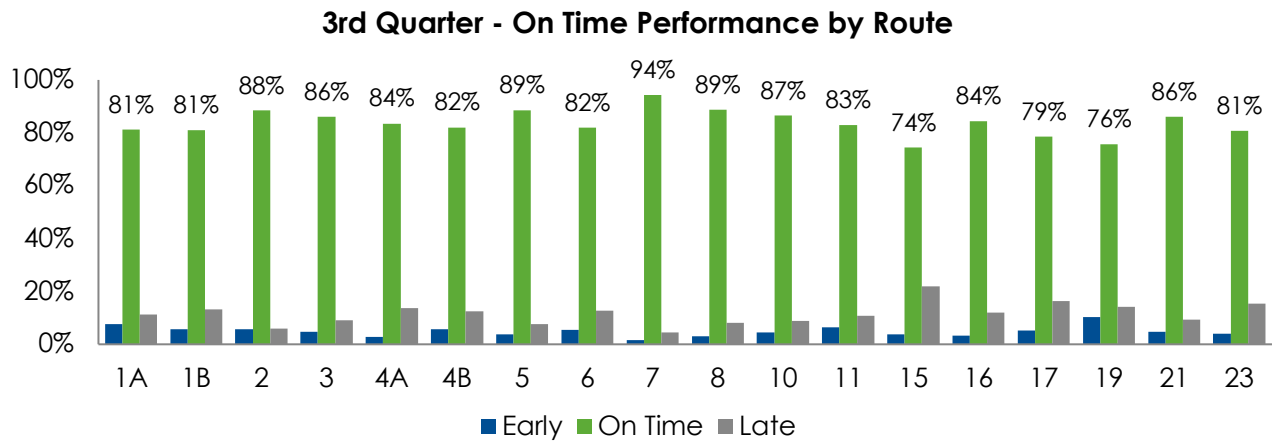
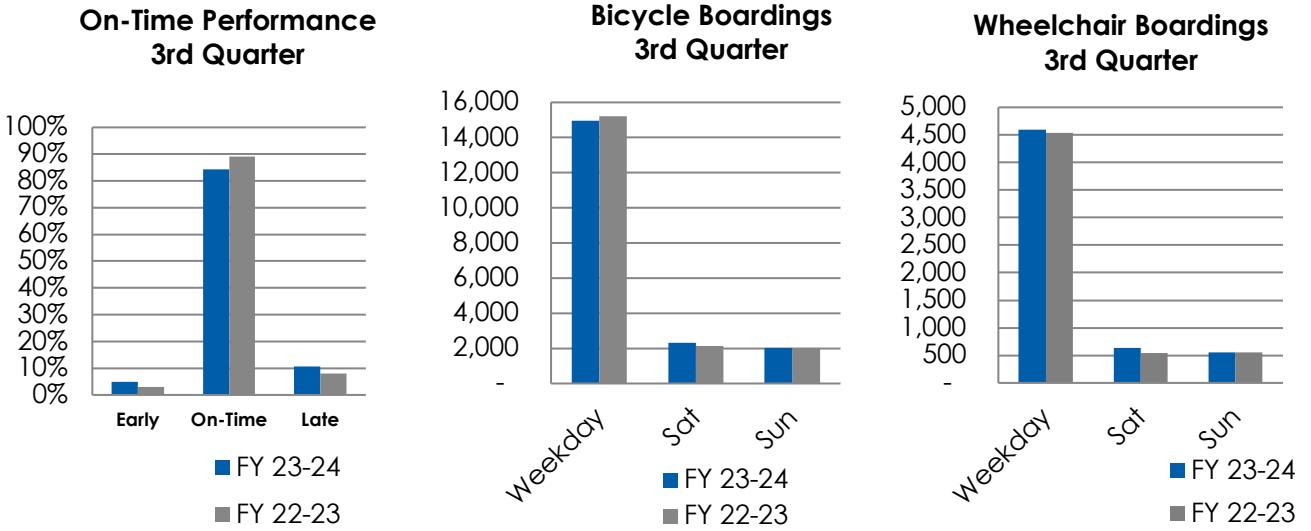
**3rd Quarter FY 23-24
 Ridership by Route**

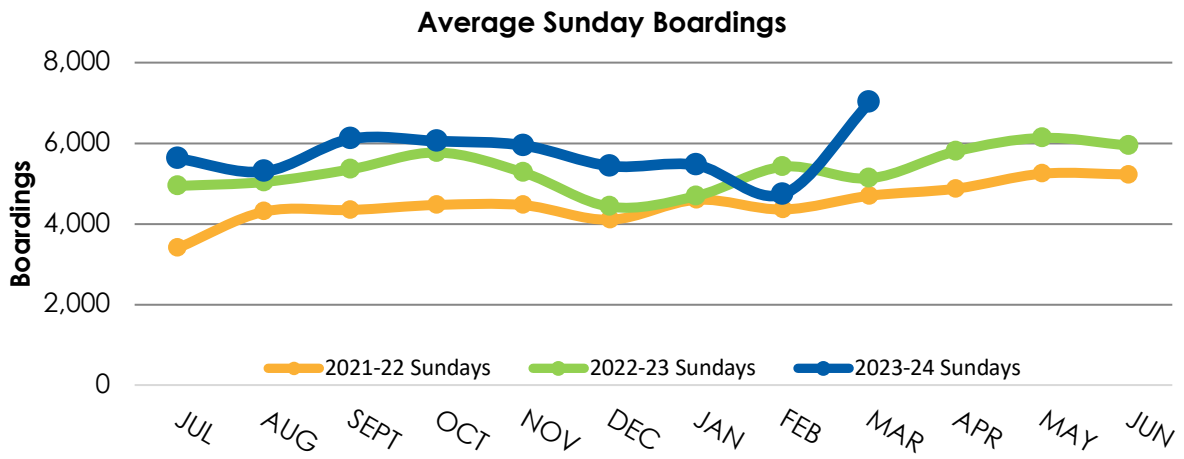
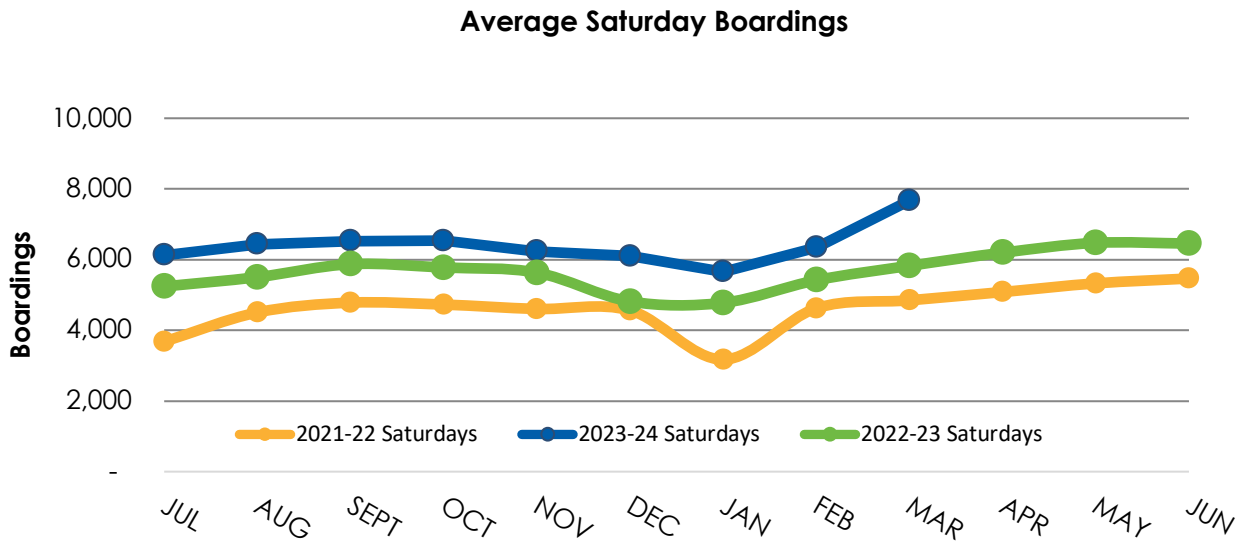
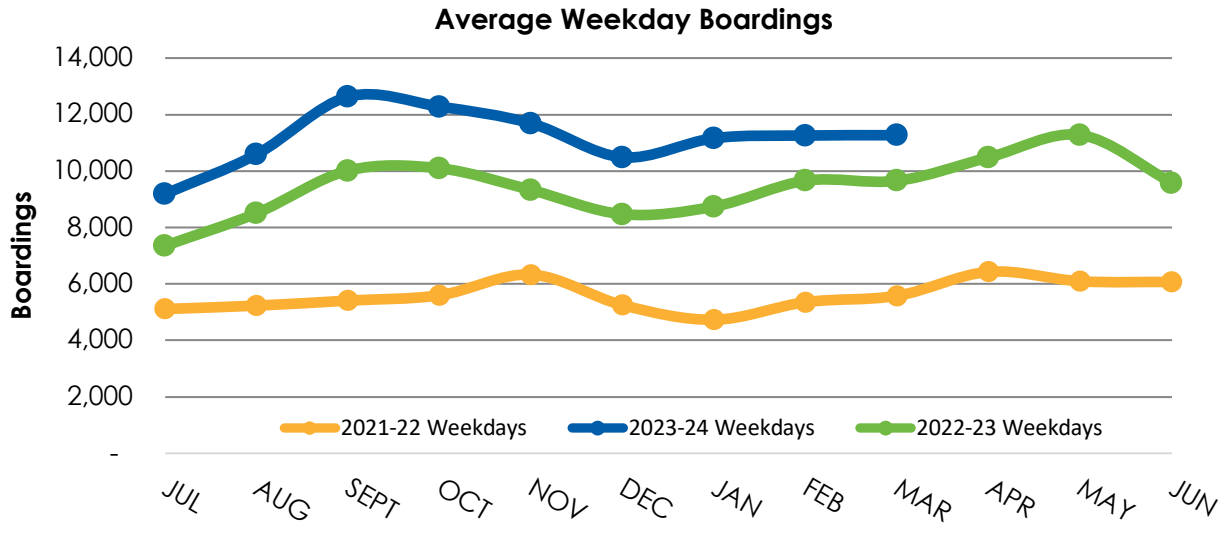
Route	Route Name	3 rd Quarter FY 2023-24 Unlinked Passengers	3 rd Quarter FY 2022-23 Unlinked Passengers	Change	% Change
1	Port Hueneme - Oxnard Transit Center	119,595	106,279	13,315	13%
2	Colonia - Downtown Oxnard	17,356	15,192	2,165	14%
3	J St - Centerpoint Mall - Lemonwood	30,531	24,686	5,845	24%
4	North Oxnard - Ventura Rd - St. John's	73,874	61,650	12,224	20%
5	Hemlock - Seabridge - Wooley	16,400	12,995	3,405	26%
6	Oxnard - Ventura - Main St	220,333	185,416	34,917	19%
7	Oxnard College - Centerpoint Mall	14,400	13,251	1,149	9%
8	OTC- Oxnard College - Centerpoint Mall	21,610	16,439	5,170	31%
10	Pacific View Mall - Telegraph - Saticoy	25,896	20,095	5,800	29%
11	Pacific View Mall - Telephone - Wells	61,422	49,727	11,695	24%
15	Esplanade - El Rio - St. John's	14,442	12,098	2,344	19%
16	Downtown Ojai - Pacific View Mall	65,233	56,839	8,394	15%
17	Esplanade - Oxnard College	38,802	28,447	10,356	36%
18	High School Trippers	21,972	17,906	4,065	23%
19	OTC- 5th St - Airport - Gonzales Rd	20,502	13,501	7,001	52%
21	Port Hueneme - Ventura - Victoria Ave	76,312	63,498	12,814	20%
23*	Oxnard College - NBVC - Esplanade	43,454	31,683	11,771	37%
TOTAL GCTD SYSTEM		729,703	548,942	180,761	33%

*Route 23 is a new service implemented on July 26, 2020.

**3rd Quarter FY 23-24
 Passengers Per Revenue Hour (All Periods)**







**3rd Quarter
 Complaints & Commendations by Type**

<i>Type</i>	<i>Issue</i>	<i>FY23-24 3rd Quarter</i>	<i>FY22-23 3rd Quarter</i>
Scheduling	On-Time Performance	2	3
Operations	Operator Conduct	13	22
	Driving Complaints	11	6
	Passed by	23	17
	Commendations	6	9
	Bus Stop Issues	2	4
Other	Other*	10	13
Totals		67	80

Above is a chart showing complaints and commendations received from passengers.

III. FIXED-ROUTE SERVICE SUMMARY

In the 3rd quarter, the growth trend for fixed route ridership continued with over 875,000 boardings, a year-over-year increase of 21%. The most significant factor in continued ridership growth has been the success of the Youth Ride Free Program but ridership is growing broadly among all categories of riders.

As part of an ongoing trend weekday ridership growth has continued to outpace weekend ridership growth with an increase of 130,000 weekday trips compared to an increase 22,500 weekend trips in the 3rd quarter. Planning will continue to monitor this growing disparity and evaluate relative service levels between these two periods.

On-time performance decreased 3.5% compared to the same period last year. In part this is a result of increased ridership (longer boarding times) but also roadwork along several major corridors have has a significant impact. Planning staff has collected feedback from operators is evaluating ontime performance and ridership data to prepare schedule adjustments for implementation in July.

Work on the development of recommendations for the short range transit plan is ongoing with outreach to share the recommendations with the public planned to begin later this month. Additionally, staff is preparing for outreach efforts related to the implementation of fare adjustments in July.

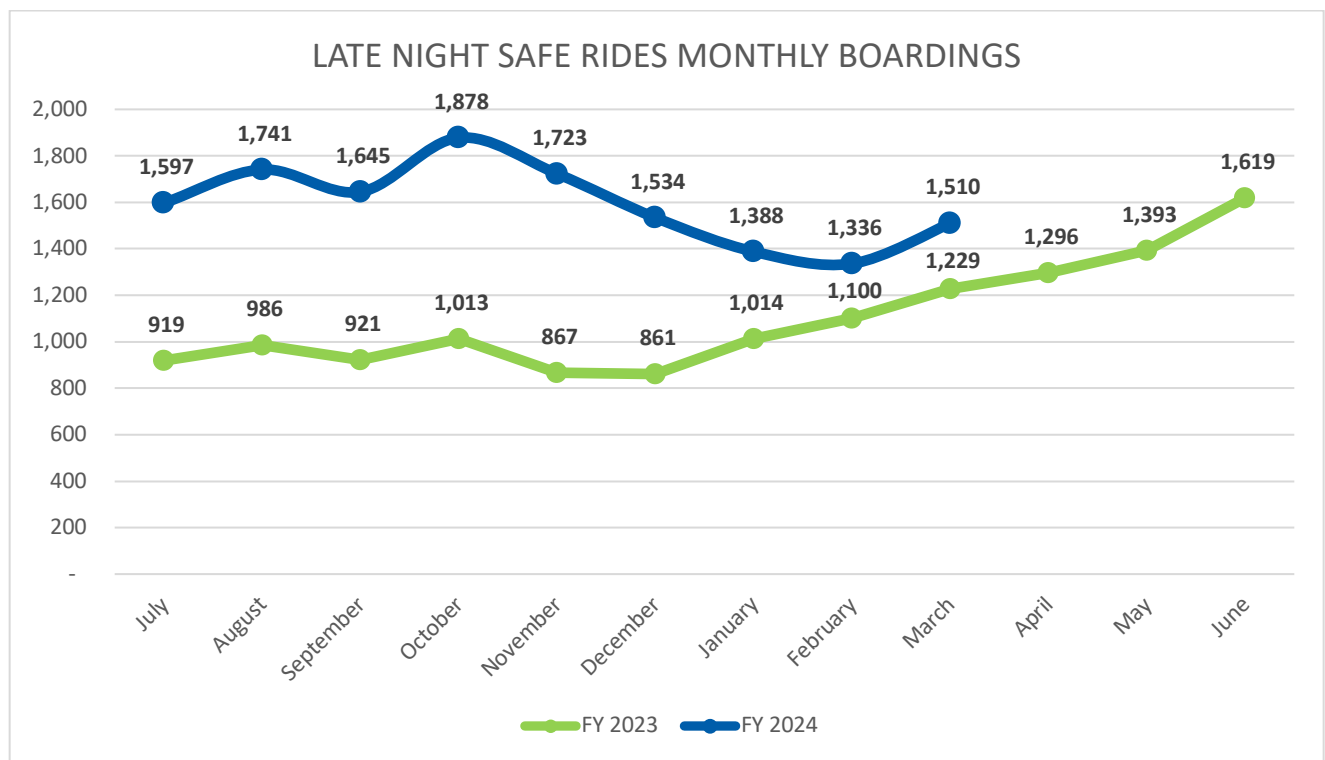
IV. GO ACCESS FLEXIBLE SERVICES OPERATIONS

GO ACCESS’s flexible services include the federally mandated ADA paratransit service to complement Gold Coast Transit District’s fixed route services. In addition, the flexible services provide service to seniors, 65 years of age and older, congregate transportation to Senior Nutrition meal sites, Health Zones, and other transportation options to assist with mobility in the community. The program helps passengers preserve their independence through this advance-reservation demand response transportation essential to protecting their quality of life. These efforts are intended to improve the

overall customer experience by presenting GCTD's transportation network as an integrated system that helps our customers connect with people, places, and opportunities, one ride at a time.

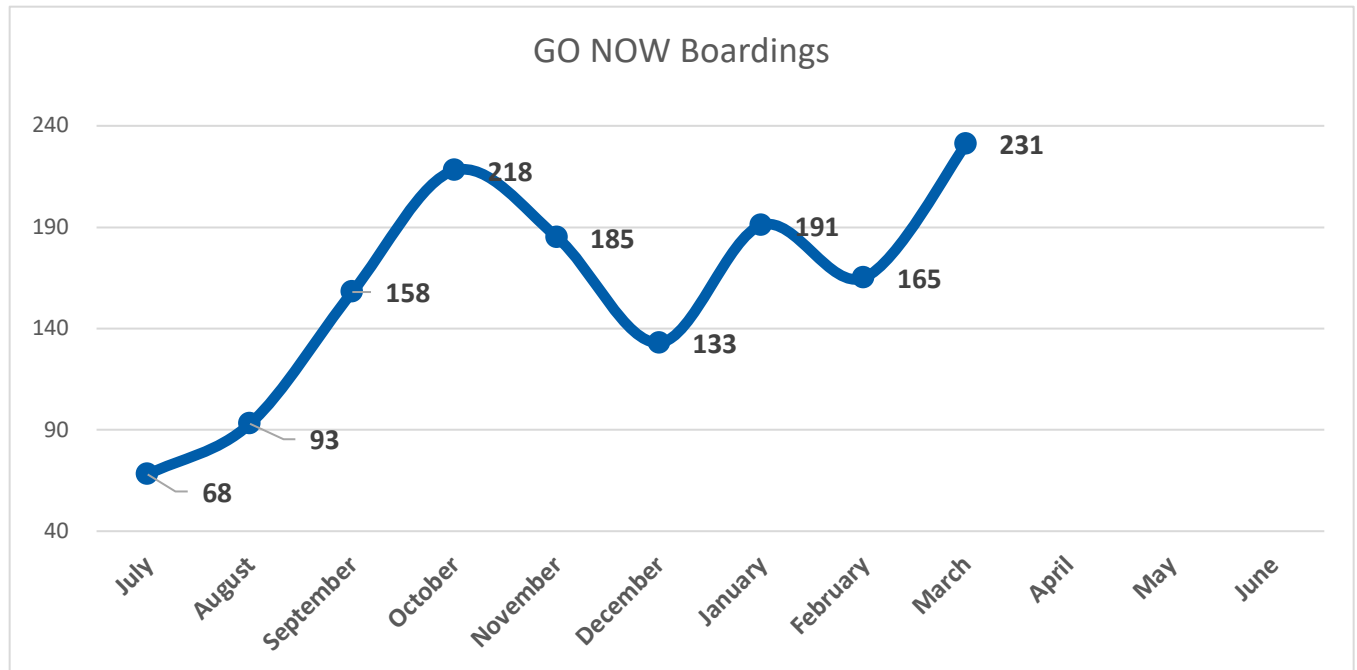
V. FLEXIBLE SERVICES PILOTS

LATE-NIGHT SAFE RIDES: A demonstration service introduced in May 2021 to encourage fixed route use by providing customers with reliable, safe public transit service late at night. Though designed to assist late-shift employees, especially those within the food, hospitality, and service sectors – as a general public dial-a-ride (GP DAR) the service is available to anyone. The GPDAR service provides transportation throughout the entire GCTD service area. Service hours expanded hours (to coincide with when the first fixed route goes out of service) from 7 PM to midnight (to address restaurant and second shift needs.) The concept has been very well received. Average monthly trips exceed 1,600 boardings, accounting for almost 1/5 of the Flexible Service boardings. Fare is \$2.



GO NOW MICRO-TRANSIT: This service launched in late June 2023 as a neighborhood-focused transportation pilot using an electric vehicle to serve the densely populated South Oxnard community. Designed to mimic TNC transportation (Uber/Lyft), trips are requested via APP. Funded by CA Clean Energy fund distributed by the Ventura County Regional Energy Alliance (VCREA) and JARC funds from the Ventura County

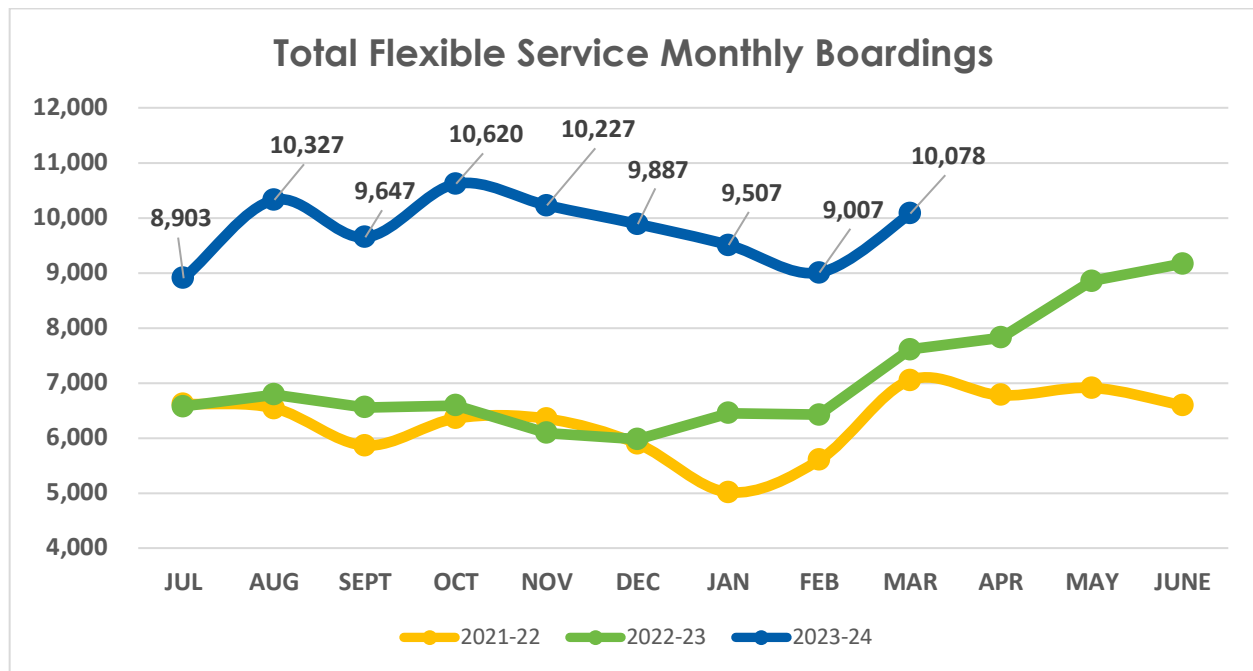
Transportation Commission (VCTC) to support public transit commute options to places of employment not easily accessible to the existing fixed route network.



VI. FLEXIBLE SERVICES DATA

3rd Quarter FY 2023-24 GO ACCESS Ridership & Performance

	<i>3rd Qtr FY 2023-24</i>	<i>3rd Qtr FY 2022-23</i>	<i>Difference</i>	<i>% Change</i>
Paratransit Ridership				
Total System Boardings	28,592	20,478	+8,114	+39.6%
Average Daily Passengers Weekdays	380	266	+114	+42.9%
Average Daily Passengers Saturdays	174	144	+30	+20.8%
Average Daily Passengers Sundays	150	120	+30	+25.0%
Performance Measures				
Passengers Per Revenue Hour	2.03	2.13	-0.1	-4.7%
On Time Performance (Arrive within the window)	91.0%	89.0%	+2.0	+2.2%
Early (Before start of pick-up window)	1.7%	3.7%	-2.0	-54.1%
Late (After end of pick-up window)	7.5%	7.6%	-0.1	-1.3%



3rd Quarter - Feedback

Type	Issue	3rd Quarter Comments	3rd Quarter Verified Comments	YTD 2023-24 Verified Comments
Scheduling	Travel Time	0	0	0
	Schedules	0	0	0
Operations	Driver/Operator	1	1	1
	Dispatch	0	0	1
Other	Reservations	1	1	3
	Policies	1	0	0
	Commendations	3	N/A	N/A
Totals		6	3	5

VII. GO ACCESS FLEXIBLE SERVICES SUMMARY

Flexible service boardings grew 47% in the first quarter of FY2024. Trips provided to seniors 65 years of age and older accounted for 50% of this increase, as approximately 46% of all flexible service trips are for this demographic. Demand for the GO NOW service remains relatively light. GCTD is exploring changing the APP used by passengers to request trips to a version that may be more user-friendly.

VII. RECOMMENDATION

IT IS RECOMMENDED that the GCTD Technical Advisory Committee receive and file this report. This report is for information only.

Fixed Route Service Evaluation Report FY 23-24 3rd Quarter

Ridership Measure: Passengers Per Revenue Hour						
Route #	Route Name	Service Type	Total Revenue Hours	Total Passengers	Passengers per Revenue Hour	Quartile
1	Port Hueneme - Oxnard Transit Center	Trunk	4,769	119,595	25	1
19	OTC- 5th St - Airport - Gonzales Rd	Local	919	20,502	22	1
6	Oxnard - Ventura - Main St	Trunk	9,927	220,333	22	1
11	Pacific View Mall - Telephone - Wells	Trunk	3,149	61,422	20	1
16	Downtown Ojai - Pacific View Mall	Trunk	3,436	65,233	19	2
21	Port Hueneme - Ventura - Victoria Ave	Trunk	4,175	76,312	18	2
4	North Oxnard - Ventura Rd - St. John's	Local	4,089	73,874	18	2
3	J St - Centerpoint Mall - Lemonwood	Local	1,715	30,531	18	2
10	Pacific View Mall - Telegraph - Saticoy	Trunk	1,697	25,896	15	3
23	Oxnard College - Naval Base - Esplanade	Trunk	2,862	43,454	15	3
2	Colonia - Downtown Oxnard	Local	1,149	17,356	15	3
17	Esplanade - Oxnard College	Trunk	2,626	38,802	15	3
5	Hemlock - Seabridge - Wooley	Local	1,128	16,400	15	4
7	Oxnard College - Centerpoint Mall	Local	1,046	14,400	14	4
8	OTC- Oxnard College - Centerpoint Mall	Local	1,967	21,610	11	4
15	Esplanade - El Rio - St. John's	Local	1,710	14,442	8	4

Excluded Routes

18	High School Trippers	-	320	21,972	69
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Systemwide Performance Target & Description		Passengers per Revenue Hour Target
Trunk	Routes that link 2 or more major or regional commercial and employment centers and travel on arterial roads or highways.	20
Local	Routes that connect residential areas to major commercial and employment centers and travel on both arterial and residential streets.	15

Economic Measure: Subsidy Per Passenger									
Route #	Service Type	Total Revenue Hours	Total Passengers	Systemwide Operating Cost Per Hour	Total Cost	Cost Per Passenger	Average Fare Per Passenger	Subsidy Per Passenger	Quartile
1	Trunk	4,769	119,595	\$ 134.29	\$ 640,442	\$ 5.36	\$0.96	\$ 4.39	1
19	Local	919	20,502	\$ 134.29	\$ 123,345	\$ 6.02	\$1.14	\$ 4.87	1
6	Trunk	9,927	220,333	\$ 134.29	\$ 1,333,057	\$ 6.05	\$1.05	\$ 5.00	1
11	Trunk	3,149	61,422	\$ 134.29	\$ 422,933	\$ 6.89	\$1.01	\$ 5.87	1
16	Trunk	3,436	65,233	\$ 134.29	\$ 461,367	\$ 7.07	\$1.11	\$ 5.96	2
21	Trunk	4,175	76,312	\$ 134.29	\$ 560,701	\$ 7.35	\$1.05	\$ 6.30	2
4	Local	4,089	73,874	\$ 134.29	\$ 549,085	\$ 7.43	\$0.99	\$ 6.44	2
3	Local	1,715	30,531	\$ 134.29	\$ 230,240	\$ 7.54	\$1.00	\$ 6.54	2
10	Trunk	1,697	25,896	\$ 134.29	\$ 227,823	\$ 8.80	\$1.16	\$ 7.64	3
23	Trunk	2,862	43,454	\$ 134.29	\$ 384,392	\$ 8.85	\$1.13	\$ 7.72	3
2	Local	1,149	17,356	\$ 134.29	\$ 154,299	\$ 8.89	\$0.96	\$ 7.93	3
17	Trunk	2,626	38,802	\$ 134.29	\$ 352,672	\$ 9.09	\$1.12	\$ 7.97	3
5	Local	1,128	16,400	\$ 134.29	\$ 151,479	\$ 9.24	\$0.97	\$ 8.27	4
7	Local	1,046	14,400	\$ 134.29	\$ 140,400	\$ 9.75	\$0.97	\$ 8.78	4
8	Local	1,967	21,610	\$ 134.29	\$ 264,081	\$ 12.22	\$1.07	\$ 11.15	4
15	Local	1,710	14,442	\$ 134.29	\$ 229,636	\$ 15.90	\$0.97	\$ 14.93	4

Excluded Routes

18	High School Trippers	320	21,972	\$ 134.29	\$ 42,919	\$ 1.95	\$ 1.252	\$ 0.70
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Item 9

DATE April 17, 2024
TO Technical Advisory Committee
FROM Monica Gonzalez, Transit Planner
SUBJECT **Fare Adjustment Update and Phase II Implementation**

I. SUMMARY

In January, GCTD initiated a public outreach effort to gather feedback on two proposed fare options. This included conducting surveys, hosting public meetings, placing notices on board buses and ACCESS vehicles, participating in community events, and running a social media campaign. A public hearing was conducted during GCTD's Board of Directors meeting on March 6, 2024. The period for public comments closed on March 7, 2024.

Following a thorough review of the feedback received, GCTD staff recommended to the Board the adoption of Alternative 1 on April 6, 2024. This alternative entails adjusting the regular base fare to \$2 and reduced fares to \$1. The Board approved this recommendation, with the new fares slated to take effect on Sunday, July 7, 2024. This aligns with GCTD's upcoming service change and the release of the revised Bus Book.

II. NEW FARES

Tables 1 and 2, show a full summary of newly adopted fares for bus and flexible services.

GOLD COAST TRANSIT DISTRICT

Table 1. Bus Service New Fares

Bus Service		New Fares (Effective July 7, 2024)	
		Full	Reduced
Cash Fares	Base Fare	\$2	\$1
	Day Pass	\$5	\$2
Pre-Paid Tickets and Passes	31-Day	\$65	\$32
	15-Ride	\$25	\$12
	1-Ride	\$2	\$1
	Day Pass	\$5	\$2
Fare Cap- 31 Day Maximum	Purchases of 1-Ride and Day Passes apply toward fare cap. <small>(Only applies to fares through Token Transit)</small>	\$65	\$32
Youth/ College/Seniors 75+ RIDE FREE			

Table 2. Access & Flexible Service New Fares

Access & Flexible Service		New Fares (Effective July 7, 2024)
Senior & ADA Service	ACCESS / ADA Certified	\$4
Premium Senior and ADA	ACCESS / Seniors over 65	\$4
	Camarillo Direct Service	\$8
Premium General Public Services	Health Zones	\$4
	GO Now Microtransit	\$4
	Hop Service to JJC	\$4
	Late Night Safe Rides	\$5

III. FARE ADJUSTMENT PHASE II IMPLEMENTATION

In preparation for the new fares taking effect on July 7, 2024, GCTD will launch both an external and internal information campaign to ensure a seamless transition. The external campaign, directed towards the public, will distribute information regarding fare changes, alternative payment methods, and potential cost savings like those from fare capping. GCTD aims to maintain a steady flow of informative materials leading up to the fare adjustment, keeping the community engaged and reminded of the upcoming fare changes.

Simultaneously, an internal campaign will be conducted to educate and train GCTD operators and other frontline staff on the impending fare modifications.

This initiative will ensure that staff members are well-informed about the changes and equipped to assist passengers during the transition period.

IV. RECOMMENDATION

It is recommended that the GCTD technical advisory committee receive and file this report and provide feedback to staff.