



**Gold Coast Transit District
Technical Advisory Committee (TAC)
Wednesday, October 16, 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 August 2024 Meeting Summary	Action
Item 6	Receive Presentation and Provide Input on January 2025 Service Changes Proposal Austin Novstrup, Planning Manager	Action
Item 7	Receive and File FY 24-25 1st Quarter Planning Report Austin Novstrup, Planning Manager Robert Lucio, Mobility Management Coordinator	Info
Item 8	Receive and File GCTD Short Range Transit Plan Customer Experience Assessment Andrea Meza, Communications & Marketing Manager	Info
Item 9	Future Agenda Items <ul style="list-style-type: none">• Approve GCTD Short Range Transit Plan• Approve GCTD 2025 TAC Meeting Schedule• Election of Chair and Vice Chair	
Item 10	Adjournment	



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Item 5

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

Meeting Summary

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

TAC Members Absent: City of Ojai

GCTD Staff Present: Vanessa Rauschenberger, General Manager
Cynthia Torres Duque, Director of Planning & Marketing
James Beck, Director of Operations & Maintenance
Austin Novstrup, Planning Manager
Andrea Meza, Marketing Manager
Robert Lucio, Mobility Management Coordinator

Members of the Public: None

Item 1 Call to Order/Introductions

Chair Steven Almcrantz called the meeting 10:02am.

Item 2 Public Comment

None

Item 3 TAC Member Comments

Sergio Albarran announce that Alex Puga was joining the City of Ventura's Transportation Division and would taking responsibility for overseeing transit and will be representing the City on GCTD's TAC.

Item 4 GCTD Staff Comments

Cynthia Duque shared that GCTD's Board of Directors approved new MOU with SEIU Local 721 representing Bus Operators, Maintenance and Administrative Units. Austin Novstrup provided an update on GCTD's fare change that was implemented in July, noting that the transition to the new fares was complete and had gone smoothly.

Item 5 **Updates to Current Agenda & Approval of May 2024 Meeting Summary**
Sergio Albarran moved to approve the May 2024 Meeting Summary. Bryan Yanez seconded. The motion passed unanimously.

Item 6 **Receive Update on Paratransit & Flexible Services Operations Transition**
Jim Beck shared a general project update including the timeline, hiring and recruitment status, new organizational chart, rollout process and new daily procedures. More specifically, Mr. Beck shared that the Maintenance is conducting an inventory of all assets and preparing for the transfer of equipment and vehicles. Regarding facilities, Ms. Beck shared the office configurations, fueling process, and new parking and rotation plan. In IT, a new phone system will be implemented across the organization and ownership of the GO ACCESS phone numbers will be transferred.

Sergio Albarran (Ventura) asked for a brief overview of services and how GCTD operates, and what led to the decision to transition the paratransit services in house. Both Cynthia Duque and Austin Novstrup from GCTD provided an overview.

Bryan Yanez (Oxnard) asked how many employees are full time vs. part time and also inquired whether the transition would result in a cost savings. Jim Beck stated that most of the employees are full time and that there was an anticipated cost savings resulting from the elimination of leasing costs and contract fees.

Item 7 **Receive and File FY 23-24 4th Quarter and Annual Planning Report**
Austin Novstrup reported overall ridership increased, slight drop in on time performance most likely due to increase in passenger boardings which can delay the bus.

Robert Lucio reported that boardings increased from the previous year, especially the Senior Nutrition program. GCTD's Late Night Safe rides program continues to be well-utilized with demand growing. For the GO NOW pilot, GCTD transitioned to a new app provider call Go Flex. However, the transition to app, and passengers have shifted to request trips by phone.

Item 8 **Receive and File Short Range Transit Plan Draft Route and Transit Opportunity Corridor Recommendations**
Austin Novstrup provided an update on the status of the SRTP and route recommendations. He reviewed the project timeline, goals, improvement strategies, shared recommendations in greater detail and reviewed the systemwide benefits. He then shared the background and goals of the Transit Opportunity Corridor (TOC) and reviewed the different alternatives, including the strengths and weakness of each. Finally, he requested feedback from TAC members, and shared that the final recommendations and report will be presented to the Board in November.

Bryan Yanez asked about how the plan would be implemented particularly in regard to the funding, timing, and responsibilities for necessary infrastructure improvements. Austin Novstrup explained that infrastructure costs would outlined as part of the SRTP's financial plan and that GCTD would work with the

member jurisdictions to secure funding and determine the best strategies for implementation.

Item 9

Future Agenda Items

- Approve GCTD Short Range Transit Plan
- Receive and File Nyeland Acres Community Transportation Need Assessment Summary Report & Mobility Project Recommendation
- FY 24-25 1st Quarter Planning Report
- January 2025 Service Changes Recommendations

Item 10

Adjournment

Chair Steven Almcrantz adjourned the meeting at 11:15am.



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Item 6

DATE 10/16/2024
TO GCTD Technical Advisory Committee
FROM Austin Novstrup, Planning Manager
SUBJECT **Receive Presentation & Provide Input on January 2025 Service Change Proposal**

Summary

Staff has begun preparing for GCTD's January 2025 service changes. The January 2025 Service Change Proposal includes minor schedule adjustments to improve on-time performance, schedule modifications on two routes, and implementation of new high school tripper and booster services.

GCTD has been experiencing consistent growth in ridership, with FY 23-25 marking a return to pre-pandemic levels for the first time since the onset of COVID-19. While overall ridership has been trending upward, a significant portion of this increase—around one-third of total boardings—is driven by the success of the county-wide Youth Ride Free program. Undoubtedly, this growth has impacted on-time performance, particularly on routes serving schools during peak times such as school start times and after dismissals. In addition to increase in boardings, ongoing construction projects and lane closures have contributed to delays, bringing on-time performance down to 83% in the first quarter.

Consistent with GCTD's Service Planning Guidelines and to address issues with general lateness and crowding, Staff is recommending several service adjustments as part of GCTD's January 2025 Service Changes. In preparation for development of the service change proposal, Planning Staff hosted a "A Day & Evening with the Planners" to collect input, feedback and ideas about service from Bus Operators, Transit Supervisors, and other frontline staff. This information was paired with on-time performance and ridership data, as well as public input gathered over the last several months.

As with every service change, Staff is performing minor schedule adjustments on several routes. Staff is also modifying the weekday schedules for Route 17 and Route 23. The schedule modifications will expand service further into the afternoon peak hours for both routes but will slightly reduce the frequency from mostly 30-minute headways to 35-minute headways. Staff is also adding a new morning high school tripper, Route 18B to serve Oxnard and Pacifica High School and a new afternoon booster bus to Route 10 to serve Buena High School in Ventura.

GOLD COAST TRANSIT DISTRICT

Recommendation

It is recommended that the GCTD Technical Advisory Committee file this report and presentation and provide input to Staff on January 2025 Service Change Proposal.

Attachment 1: January 2025 Service Change Proposal

January 2025 Service Change Proposal

The proposed service adjustments would be implemented on January 6, 2025. Staff are proposing implementing service adjustments to address issues regarding lateness and crowding on buses. Based on comments received from the public and operations staff, as well as analysis of on-time performance and ridership data, staff are recommending the implementation of a new high school tripper and booster services, schedule modifications on two routes, and minor schedule adjustments on various other routes.

MINOR SCHEDULE ADJUSTMENTS

Adjustments to travel time or trip departures to improve on-time performance or connections between routes.

- Weekday Route Schedules: 3, 4, 5, 6, 15, 19
- Weekend Route Schedules: 1, 4, 5

MODIFIED SCHEDULES

Schedule adjustments resulting in frequency changes to match service levels to ridership demand.

- Route 17 Weekdays:
 - Reduce frequency from mostly 30-minute headways to 35-minute headways
 - Expand service to the peak hours (additional 0.62 vehicle revenue hours on weekdays)
- Route 23 Weekdays:
 - Reduce frequency from mostly 30-minute headways to 35-minute headways
 - Expand service to the peak hours (additional 1.18 vehicle revenue hours on weekdays)

NEW/ADDED BOOSTER SERVICE

Addition of trips to a current bus schedule to meet an increase in demand, reduce crowding and reduce lateness. These trips are not published on public facing schedules.

- Route 18B (Oxnard & Pacifica High School Tripper): A new morning tripper route and schedule to reduce crowding and lateness along 5th Street and Gonzales Road on the Route 19 during school start times. Route 18B will follow the same service journey pattern as Route 19 starting at C Street & 4th and ending at Gonzales & Entrada (Pacifica High School). Route 18B will depart C Street & 4th a few minutes ahead of the Route 19 7:45am trip and target student passengers. The additional service will add 0.58 vehicle revenue hours on weekdays

- Route 10 Booster: The route 10 booster will be to reduce crowding and lateness experience on the route 10 around school dismissal times at the Buena and Foothill High schools on Telegraph Road. The additional service will add 0.55 vehicle revenue hours on school days.

NO CHANGES

No adjustments are made to any Weekday and Weekend trips of the Route and no modifications to the Route's schedule, such as frequency or span of service

- Weekday and Weekend Route Schedules: 2, 7, 8, 10, 11, 16, 21



DATE October 16, 2024
TO GCTD Technical Advisory Committee
FROM Austin Novstrup, Planning Manger
 Robert Lucio, Mobility Management Coordinator
SUBJECT Fixed-Route & ACCESS Flexible Services Quarterly Update

I. EXECUTIVE SUMMARY

This quarterly report covers the 1st Quarter (July 1 through September 30) of Fiscal Year 2024-25. This report includes a summary of performance and operating statistics for both fixed-route and ACCESS Flexible services.

II. FIXED-ROUTE DATA

The table below shows that ridership for the 1st quarter of FY 2024-25 increased 8% over the 1st quarter of last year. While ridership growth continues to exceed expectations, the rate of this growth has slowed year over year. September ridership was over 325,000, making this the highest ridership in the month of September since 2015.

**1st Quarter FY 24-25
 Systemwide Ridership & Performance**

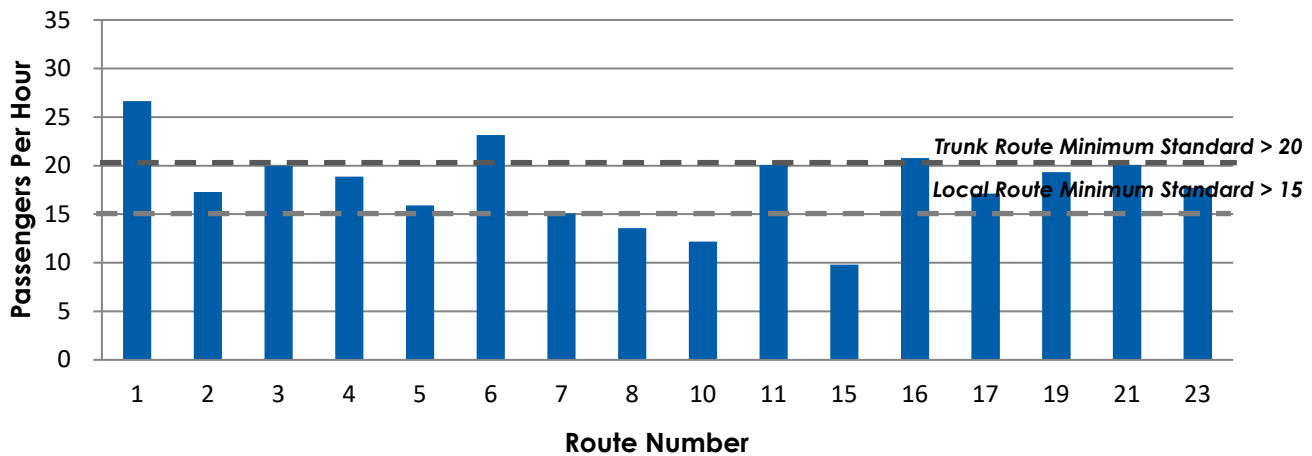
	1 st Qtr FY 2024-25	1 st Qtr FY 2023-24	Difference	% Change
Fixed-Route Ridership				
Total System Boardings	907,941	842,650	65,291	7.7%
Average Daily Passengers Weekdays	11,831	10,951	881	8%
Average Daily Passengers Saturdays	6,488	6,350	137	2.2%
Average Daily Passengers Sundays	6,080	6,016	64	1.1%
Wheelchair Boardings	6,134	5,926	208	3.5%
Bicycle Boardings	20,410	20,863	-453	-2.2%
Performance Measures				
Passengers Per Revenue Hour	20	18	2	24.5%
Fare Revenue Per Service Hour	\$19.22	\$18.26	\$0.96	5.3%
Total Fare Revenue	\$871,498.09	\$842,475.92	\$29,022.17	3.4%
On-Time Performance	82.5%	84%		Goal > 90%
% Systemwide Boarding as Free Transfers	13.2%	14.4%		Goal < 20%

GOLD COAST TRANSIT DISTRICT

1st Quarter FY 23-24 Ridership by Route

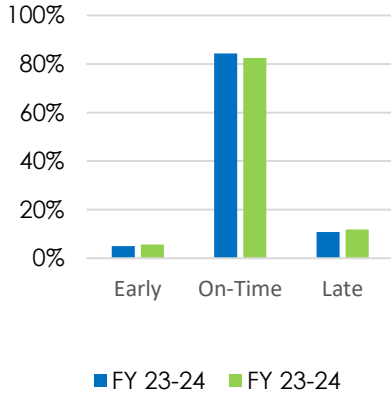
Route	Route Name	1st Quarter FY 2024-25 Unlinked Passengers	1st Quarter FY 2023-24 Unlinked Passengers	Change	% Change
1	Port Hueneme - Oxnard Transit Center	121,142	121,688	3,475	3%
2	Colonia - Downtown Oxnard	18,694	17,784	910	5%
3	J St - Centerpoint Mall - Lemonwood	33,226	30,294	2,932	10%
4	North Oxnard - Ventura Rd - St. John's	77,168	72,421	4,747	7%
5	Hemlock - Seabridge - Wooley	18,578	16,018	2,560	16%
6	Oxnard - Ventura - Main St	220,765	207,980	12,786	6%
7	Oxnard College - Centerpoint Mall	14,608	16,598	(1990)	-12%
8	OTC- Oxnard College - Centerpoint Mall	22,194	21,880	314	1%
10	Pacific View Mall - Telegraph -Saticoy	24,231	20,829	3,402	16%
11	Pacific View Mall - Telephone - Wells	65,737	60,008	5,729	10%
15	Esplanade - El Rio - St. John's	14,359	15,088	(730)	-5%
16	Downtown Ojai - Pacific View Mall	65,761	64,682	1,079	2%
17	Esplanade - Oxnard College	45,294	34,224	11,071	32%
18	Trippers	13,457	11,859	1,598	13%
19	OTC- 5th St - Airport - Gonzales Rd	17,318	17,344	(26)	0%
21	Port Hueneme - Ventura - Victoria Ave	81,575	73,452	8,123	11%
23	Oxnard College - Naval Base - Esplanade	49,835	40,522	9,313	23%
Total GCTD System (no combined routes)		907,941	842,650	65,291	8%

1st Quarter FY 24-25 Passengers Per Revenue Hour (All Periods)

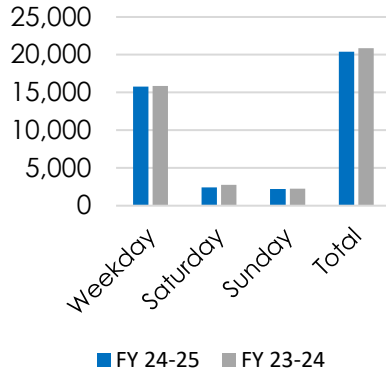


Notes: Route 18 (school trippers) not shown in graph.

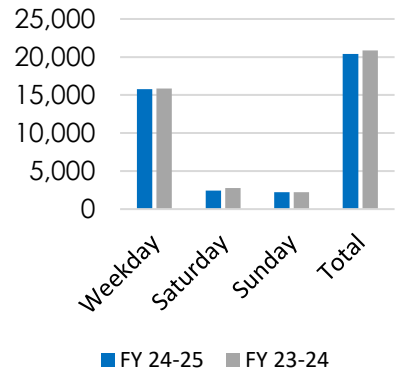
On-Time Performance 1st Quarter



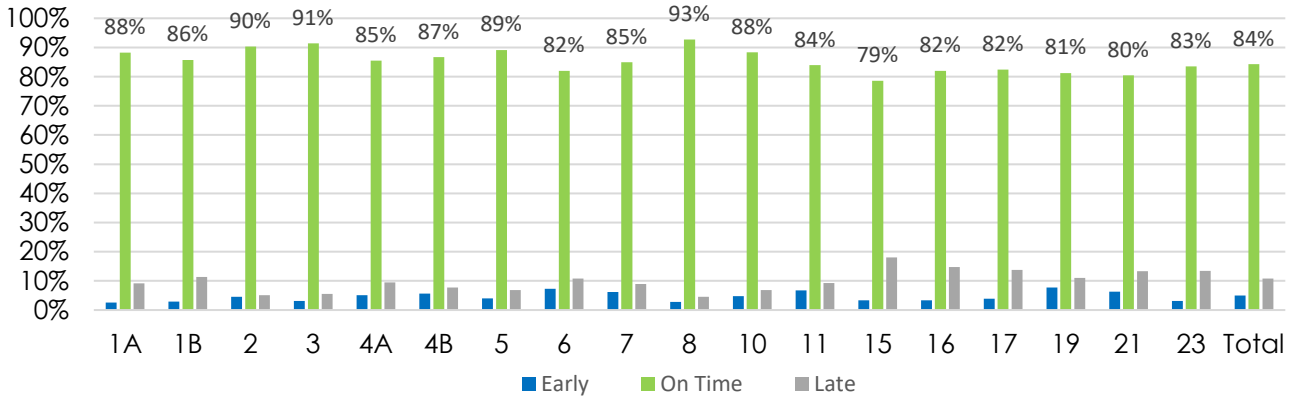
Bicycle Boardings 1st Quarter



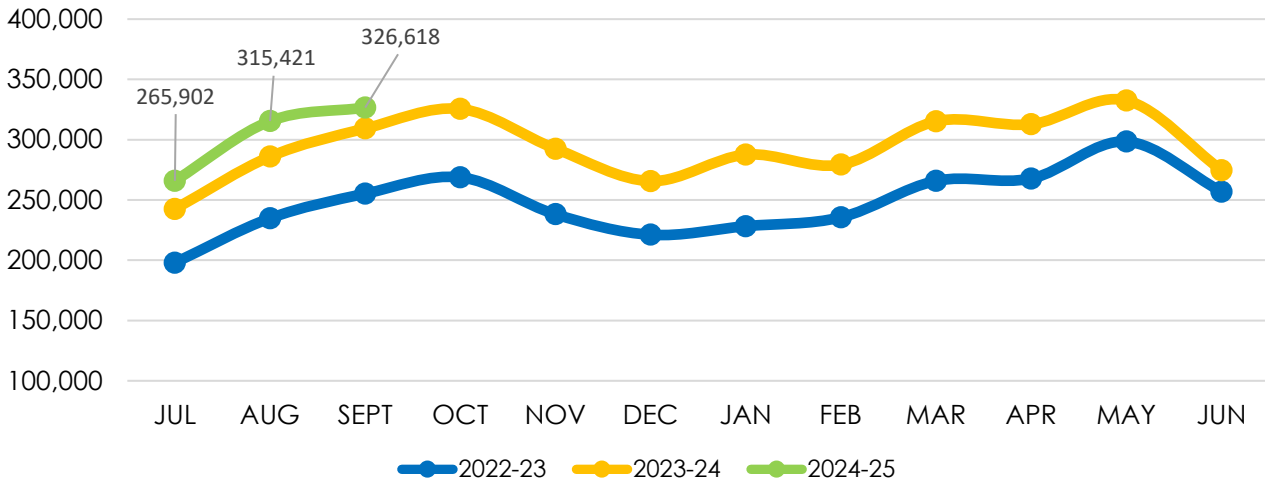
Wheelchair Boardings 1st Quarter



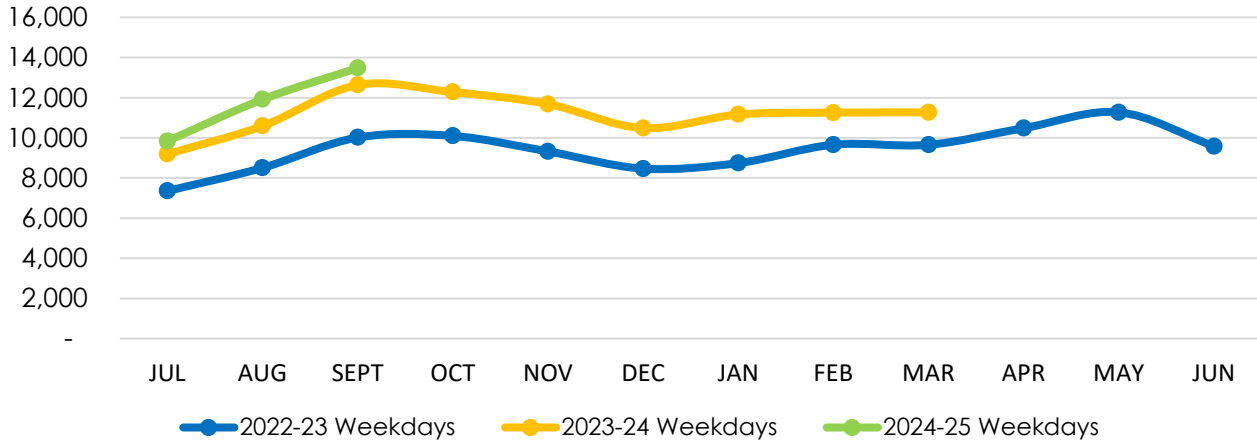
1st Quarter - On Time Performance by Route



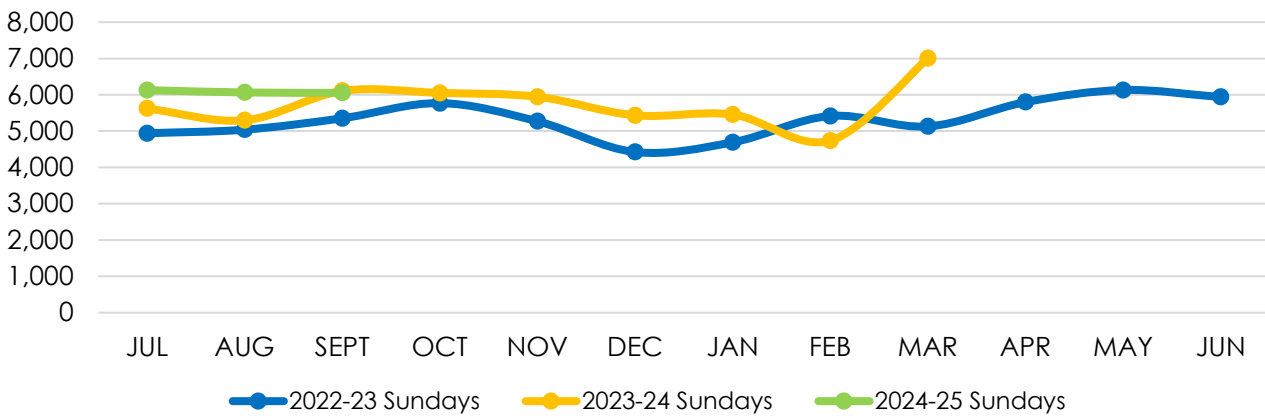
Monthly Fixed Route Ridership



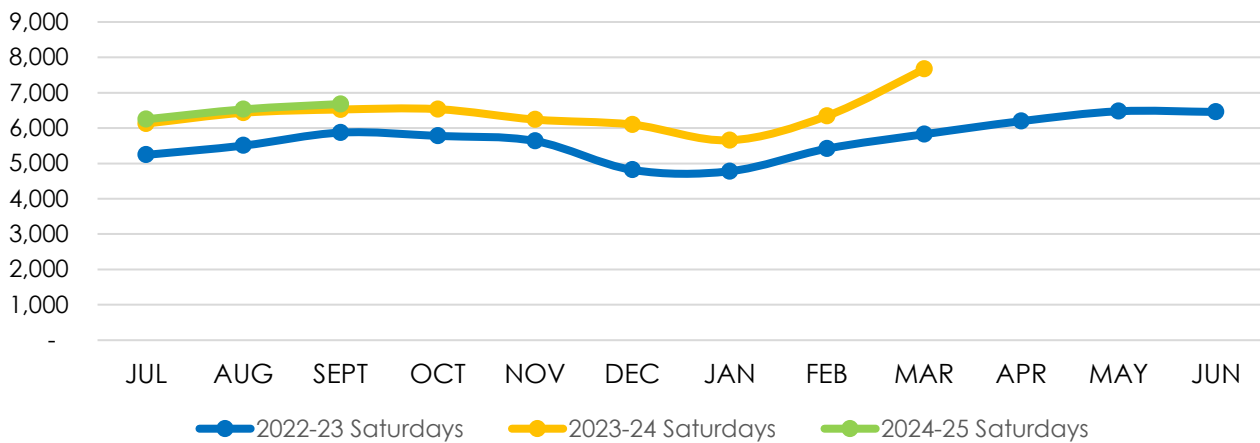
Average Weekday Boardings



Average Sunday Boardings



Average Saturday Boardings



1st Quarter Complaints/Commendations by Type

<i>Type</i>	<i>Issue</i>	<i>FY24-25 1st Quarter</i>	<i>FY23-24 1st Quarter</i>	<i>FY24-25 YTD</i>
Scheduling	On-Time Performance	1	2	2
Operations	Operator Conduct	9	12	12
	Driving Complaints	7	6	6
	Passed by	9	12	12
	Commendations	3	1	1
	Bus Stop Issues	1	0	0
Other	Other*	7	16	16
Totals		37	49	37

*Service suggestions, fare disputes, disturbances, bus did not show, or other system issues

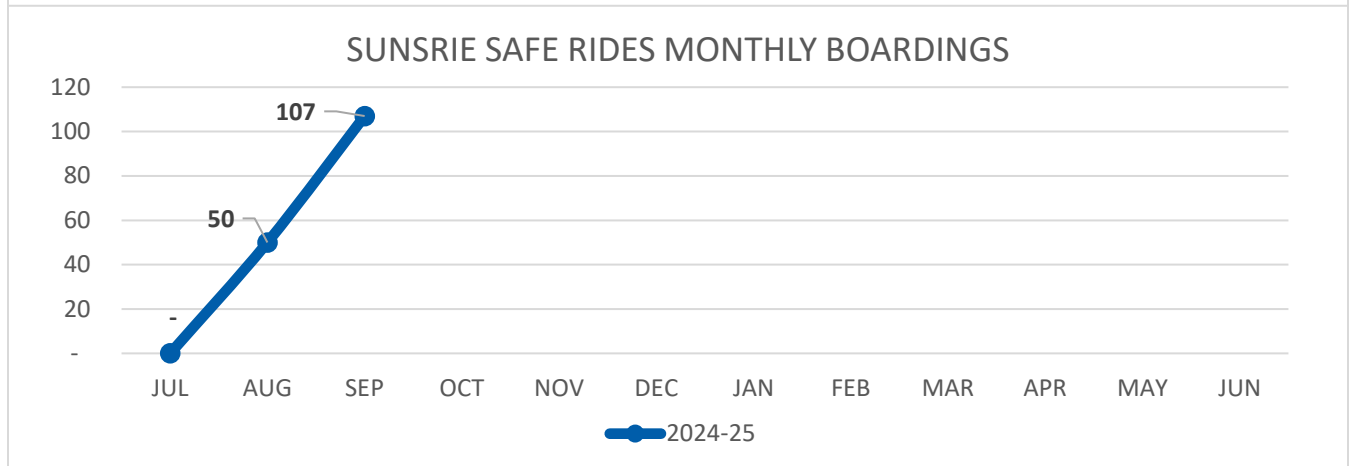
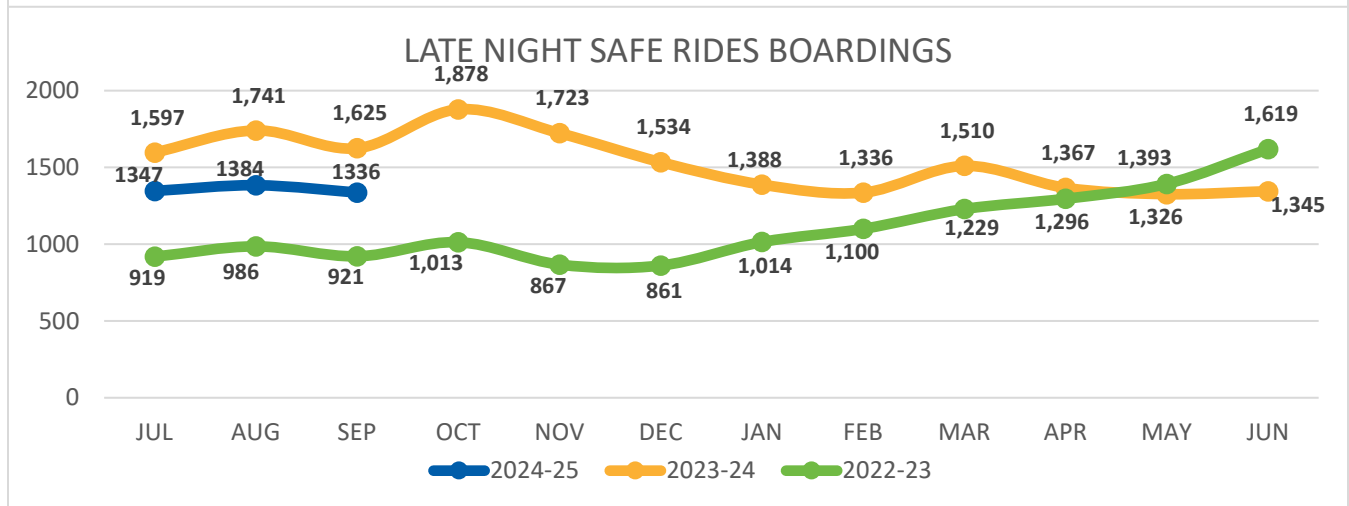
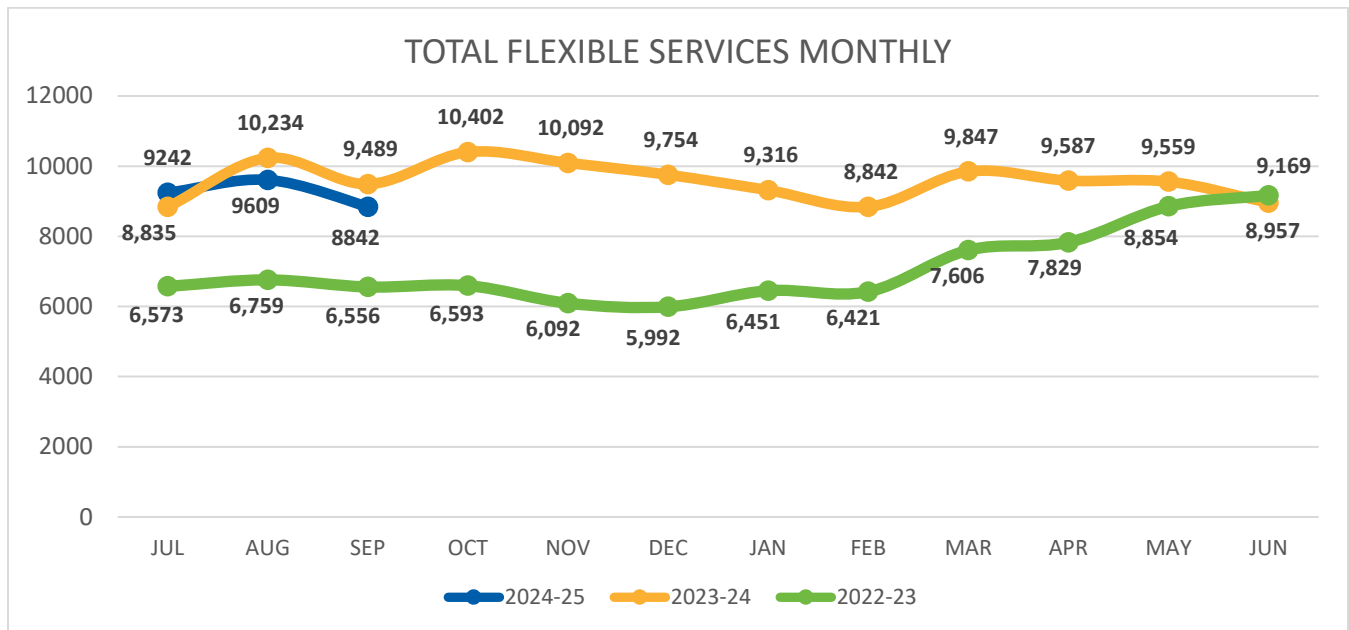
III. FIXED-ROUTE SERVICE SUMMARY

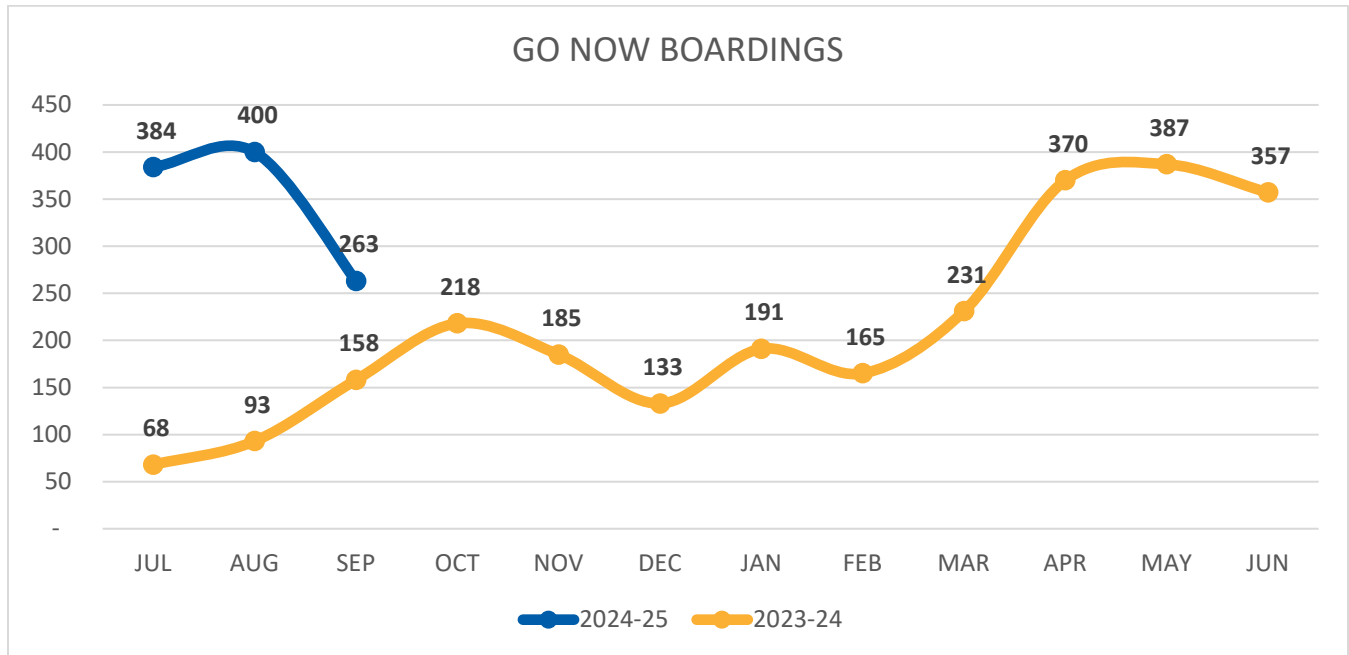
In the first quarter of FY 24-25, ridership increased 8% over the same quarter from the previous year. This growth is especially notable considering the fare increase and minor service reductions implemented at the beginning of the quarter. Fare revenues in the quarter grew by 25%. The lack of price sensitivity among GCTD passenger is likely the result of a combination of factors. Though the base fare increased by 50%, this was the first fare increase in over a decade and is more or less in line with the inflation over that period. Many passengers are eligible for reduced or free fare programs insulating them from the effects of the increase. Additionally, relative to the cost of car ownership, transit has always been significantly more affordable. The affect of minor service reductions can be seen in the data, as routes with reduced weekend frequencies saw reductions in weekend ridership. However, the reductions did have the intended result of improving productivity and despite the overall decrease in utilization of these routes, the passengers per hour carried by these routes increased.

GCTD’s higher frequency routes, those with 30-minute or better frequency, continue to see the greatest ridership growth. Routes 17 and 23, operating service between Port Hueneme and The Collection in North Oxnard on Rose Avenue and Ventura Road respectively, continue to see the largest percentage increase. These routes are entering their 5th year of operation in their current configuration as part of the Ventura Road Route demonstration project. As youth rides through the Ventura County Transportation Commission’s Youth Ride free program continue to grow, crowding and on-time performance is becoming an increasing concern particularly during school dismissal times. This, along with a number significant construction project affecting routes throughout the service area, have resulted in on-time performance dropping from 84% in the first quarter of FY24 to in 82.5% in the first quarter of FY25.

IV. FLEXIBLE SERVICES DATA

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, which studies show is essential to protecting the quality of life for mobility-impaired members of the community. 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 trip at a time.





1st Quarter FY 2024-25 GO ACCESS Ridership & Performance

	1 st Qtr FY 2024-25	1 st Qtr FY 2023-24	Difference	% Change
Paratransit Ridership				
Total System Boardings	27,693	28,877	-1,184	-4.1%
Average Daily Passengers Weekdays	362	380	-18	-4.7%
Average Daily Passengers Saturdays	180	195	-15	-7.7%
Average Daily Passengers Sundays	163	166	-2	-1.8%
Performance Measures				
Passengers Per Revenue Hour	2.23	2.04	+0.19	9.3%
On Time Performance (Arrive within the window)	87.9%	93.0%	-5.1	-5.5%
Early (Before start of pick up window)	3.3%	4.9%	-1.6	-32.7%
Late (After end of pick up window)	8.8%	2.1%	+6.7	+319%

1st Quarter FY2024-25 GO ACCESS Flexible Services Customer Feedback

Type	Issue	1 st Quarter Comments	1 st Quarter Verified Comments	YTD 2023-24 Verified Comments
Scheduling	Travel Time	3	3	3
	Schedules	1	1	1
Operations	Operator	5	2	2
	Dispatch	0	0	0
Other	Reservations	4	2	2
	Policies	0	0	0
	Commendations	0	N/A	N/A
Totals		13	8	8

V. FLEXIBLE SERVICES SUMMARY

SAFE RIDES: Late-Night Safe Rides is 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 over the age of 16. The GPDAR service provides transportation throughout the entire GCTD service area. Service hours were expanded (to coincide with when the first fixed route goes out of service) from 7 PM to midnight (to address restaurant and second shift needs.) Average monthly trips exceed 1,300 boardings, accounting for almost 1/5 of the Flexible Service boardings. The concept has been very well received. Additionally, in July 2024, GCTD launched a similar early morning pilot service, *Sunrise Safe Rides*, providing transportation to the general public in the early morning hours from 4:30 AM to 7 AM, when fixed-route bus service is less frequent. Fare is \$5.

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.

The program just completed one year of service. During this time, there have been many lessons learned, and staff continues to monitor the program to assess its effectiveness. Ridership was initially slow to materialize as the model of the service (i.e. app-based, on-demand) was a departure from the other, more traditional services we offer. After extensive outreach, travel training, and promotion, ridership began to grow over the summer months, with the highest ridership recorded in the month of August. However, ridership declined in September. Staff continues to analyze these trends and travel patterns, as well as consider customer feedback to continue to work on service improvements.

IX. RECOMMENDATION

IT IS RECOMMENDED that the GCTD Technical Advisory Committee receive and file this report.

This report is for information only.

Attachment 1: 1st Quarter FY 2024-25 Fixed-Route Service Evaluation

Fixed Route Service Evaluation Report FY 24-25 1st 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	4,697	125,142	27	4
6	Oxnard - Ventura - Main St	Trunk	9,537	220,765	23	4
16	Downtown Ojai - Pacific View Mall	Trunk	3,164	65,761	21	4
21	Port Hueneme - Ventura - Victoria Ave	Trunk	4,066	81,575	20	4
11	Pacific View Mall - Telephone - Wells	Trunk	3,279	65,737	20	3
3	J St - Centerpoint Mall - Lemonwood	Local	1,663	33,226	20	3
19	OTC- 5th St - Airport - Gonzales Rd	Local	896	17,318	19	3
4	North Oxnard - Ventura Rd - St. John's	Local	4,092	77,168	19	3
23	Oxnard College - Naval Base - Esplanade	Trunk	2,813	49,835	18	2
2	Colonia - Downtown Oxnard	Local	1,081	18,694	17	2
17	Esplanade - Oxnard College	Trunk	2,644	45,294	17	2
5	Hemlock - Seabridge - Wooley	Local	1,169	18,578	16	2
7	Oxnard College - Centerpoint Mall	Local	969	14,608	15	1
8	OTC- Oxnard College - Centerpoint Mall	Local	1,638	22,194	14	1
10	Pacific View Mall - Telegraph -Saticoy	Trunk	1,990	24,231	12	1
15	Esplanade - El Rio - St. John's	Local	1,464	14,359	10	1

Excluded Routes

18	High School Trippers	Booster	176	13,457	77
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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	4,697	125,142	\$ 134.29	\$ 630,783	\$ 5.04	\$0.92	\$ 4.12	4	
6	Trunk	9,537	220,765	\$ 134.29	\$ 1,280,733	\$ 5.80	\$0.97	\$ 4.83	4	
16	Trunk	3,164	65,761	\$ 134.29	\$ 424,876	\$ 6.46	\$1.11	\$ 5.35	4	
21	Trunk	4,066	81,575	\$ 134.29	\$ 546,023	\$ 6.69	\$0.96	\$ 5.73	4	
3	Local	1,663	33,226	\$ 134.29	\$ 223,347	\$ 6.72	\$0.95	\$ 5.77	3	
11	Trunk	3,279	65,737	\$ 134.29	\$ 440,332	\$ 6.70	\$0.90	\$ 5.80	3	
19	Local	896	17,318	\$ 134.29	\$ 120,324	\$ 6.95	\$0.97	\$ 5.98	3	
4	Local	4,092	77,168	\$ 134.29	\$ 549,537	\$ 7.12	\$0.88	\$ 6.24	3	
23	Trunk	2,813	49,835	\$ 134.29	\$ 377,731	\$ 7.58	\$1.00	\$ 6.58	2	
17	Trunk	2,644	45,294	\$ 134.29	\$ 355,099	\$ 7.84	\$1.01	\$ 6.83	2	
2	Local	1,081	18,694	\$ 134.29	\$ 145,100	\$ 7.76	\$0.90	\$ 6.87	2	
5	Local	1,169	18,578	\$ 134.29	\$ 156,918	\$ 8.45	\$0.94	\$ 7.51	2	
7	Local	969	14,608	\$ 134.29	\$ 130,071	\$ 8.90	\$0.90	\$ 8.00	1	
8	Local	1,638	22,194	\$ 134.29	\$ 219,956	\$ 9.91	\$0.97	\$ 8.94	1	
10	Trunk	1,990	24,231	\$ 134.29	\$ 267,197	\$ 11.03	\$0.95	\$ 10.08	1	
15	Local	1,464	14,359	\$ 134.29	\$ 196,612	\$ 13.69	\$0.92	\$ 12.77	1	

Excluded Routes

18	High School Trippers	176	13,457	\$ 134.29	\$ 23,576	\$ 1.75	\$ 0.979	\$ 0.77
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Item 8

DATE October 16, 2024
TO GCTD Technical Advisory Committee
FROM Andrea Meza, Communications & Marketing Manager
SUBJECT GCTD Short Range Transit Plan Customer Experience Assessment Update

I. SUMMARY

As part of developing GCTD's Short Range Transit Plan (SRTP), Celtis Ventures thoroughly assessed Gold Coast Transit District's (GCTD) customer experience and communications. Based on online research, onsite observations, customer interactions, and discussions with GCTD leadership, their analysis offered key insights and recommendations to enhance GCTD's communication plans, policies, and procedures.

The assessment evaluated GCTD's communication strategies and alignment with the agency's Short Range Transit Plan (SRTP), particularly focusing on improving mobility, enhancing customer experience, and prioritizing equity. Additionally, Celtis emphasized goals related to financial stability and environmental stewardship. The review concentrated on three critical communication tools: customer environments, the GCTD website, and social media platforms.

Project Manager Gary Hewitt from Transportation Management & Design (TMD) will present the draft report for the SRTP to the Board in November 2024.

II. RECOMMENDATION

It is recommended that the GCTD Technical Advisory Committee receive and file this report.

This report is for information only.

GOLD COAST TRANSIT DISTRICT